

2024 Girl Scout Cookie Program Promotional Toolkit

Welcome to the 2024 Girl Scouts Cookie Program! Join us for another season of confidence and skill-building as we carry on the tradition of this program.

The Cookie Promotional Toolkit gives Girl Scouts media tools to highlight their businesses in creative ways and help them meet their goals. From social media graphics to printable flyers, Girl Scouts will have everything they need to show the world they “Own Their Magic!”

Explore the kit and click the links throughout to download graphics and templates to share on your social media pages. You can also visit our website to find additional resources for Girl Scouts, troop leadership volunteers, parents, and caregivers. Get ready to have a ton of fun promoting Girl Scouts Cookies this season!

Sharing Cookies on Social Calendar

**Fri., Dec. 1, 2023 –
Thurs., Jan. 4, 2024**

Announce Upcoming
2024 Girl Scout Cookie
Program

**Fri., Jan. 5, 2024 –
Sun., March 17, 2024**

2024 Girl Scout
Cookie Program

**Fri., Feb. 9, 2024 –
Sun., March 17, 2024**

Cookie
Booth Phase

**Fri., Feb. 16, 2024 –
Sun., Feb. 18, 2024**

National Girl Scout
Cookie Weekend

**Mon., March 4, 2024 –
Sun., March 10, 2024**

Walkabout
Week

Sun., March 17, 2024

2024 Girl Scout
Cookie Program
Ends

Make Cookies Social Media Trendy

Social media is a great way to promote your cookie business! We've included graphics so everyone can share their cookie experience while highlighting the program and showing everyone that they "Own Their Magic" on their social pages.

Share and pair your graphics with the sample messaging and best practice tips provided to generate engagement. Spark anticipation with graphics, letting people know it's almost cookie time—then keep the cookie momentum going until the last day of the program! Top off cookie season by thanking everyone for their support and celebrating a job well done!

You'll find graphics and social media sample posts about:

- Cookies are Coming
- It's Cookie Time
- Operation Salute
- Crazy for Cookie Booths
- Walkabout Week
- National Girl Scout Cookie Weekend
- Cookie Favorites
- Digital Cookie
- Powered by Girl Scouts
- Share Your Success



Examples of wording include:

- Girl Scout Cookie season starts in one month! Which cookies will you order on January 5? Share below!
- The wait is almost over! Prepare your taste buds because #GirlScoutCookieSeason starts TOMORROW!
- You've waited long enough—Girl Scout Cookie season starts today! Want to help me accomplish my goals? Order cookies now online! <insert link to Digital Cookie site>
- Decadent mint flavor coated in chocolate. The classic Girl Scout Thin Mint Cookie is available on my shop! <insert link to Digital Cookie site>.
- Stop by my cookie booth this weekend to pick up all your favorite Girl Scout Cookies! Message me for details.



Examples of graphics include:



To see all the sample posts and graphics available, [click here!](#)

Say it with #Hashtags

A hashtag is a popular symbol used in social media to make it easier for users to find posts focused on a common topic. Users create hashtags by placing the hash sign (#) in front of a word or unspaced phrase. Use hashtags on Twitter and Instagram to reach a larger audience.

X: X is a fun space to share short messages in a fast-paced environment. You share a message along with an image. Use a hashtag on words that are most relevant to your message. Including a hashtag on words such as #Cookies or phrases such as #CookieTime or #GirlScoutCookies will make your post more searchable.

Instagram: Instagram is a great space to share eye-catching images with followers in a creative and colorful way. Fill your post with seven to 10 relevant hashtags. During cookie season, think about using words and phrases that help tell your story. For example, you might create a post that says, “Looking for a classic treat? #We’veGotThis! Stop by our #GirlScoutCookie booth to stock up today!”

Tip: You can also incorporate hashtags shared by GSOH: #GirlScouts #MoreThanACookie #LikeAGirlScout #CookieSeason #GirlScoutCookies #GirlScoutsRock

Follow Social Media Safety Guidance

Girl Scouts may use the internet to share their cookie program sales links, stories, and learnings with the following guidelines:

- The Girl Scout Cookie Program is a youth-led program and online marketing and sales efforts should always be led by a Girl Scout while also being supervised by her caregivers.
- Girl Scouts engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Their Families.
- Girl Scouts, volunteers, and caregivers must review and adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge, the Supplemental Safety Tips for Online Marketing, and Girl Scouts’ Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales (with the exception that they may share beyond friends and family).
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, etc.).
- Be aware posts on Facebook containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace. To prevent this from occurring, you must disable the automated function.
- Social media ads should not be purchased or donated to promote sales links.
- Girl Scouts should consider removing their last name when using social media sites to protect their identity.



Let Us Show You S'more Ways to Sell Cookies!

Cookie Menu: Display your cookie flavors with ease using a colorful cookie menu.

Stickers: Help your customers show their Girl Scout pride with stickers, which you can print out take along to your cookie booths to share with customers when they make a purchase.

Credit Card Signage: Credit cards are a very common source of payment. Hang up this sign letting your customers know that your booth accepts credit cards, making it more convenient for them to purchase their favorite cookies.

Thank You Cards: A thank you card is a special way to show gratitude toward the people who gave their support during the cookie program. Encourage your Girl Scout to attach thank you cards to their customer's cookie order before they are delivered.

Tip: Share what you plan to do with the funds earned! You can also buy packs of pre-printed thank you cards at our **Girl Scout Shop** locations!

5 for 5 Contest sign: Share this sign at your cookie booths with customers. It's a great way for girls to promote customers purchasing 5 or more packages of cookies. When they do they can get a 5 for 5 coupon card from your troop and scan the QR code on this flyer to enter directly into the 5 for 5 contest for a chance to win 5 cases of cookies from GSOH!

