



GO
BRIGHT
Ahead

2023 Cookie Program Promotional Toolkit



2023 Cookie Program Promotional Toolkit

Welcome to the 2023 Girl Scout Cookie Program! You're part of the largest girl-led entrepreneurial program in the world! The Girl Scout Cookie Program gives you the opportunity to run your very own cookie business and gives you skills that are essential for success today and in the future:

- 1 Goal Setting
- 2 Decision Making
- 3 Money Management
- 4 People Skills
- 5 Business Ethics

This promotional toolkit gives you the tools to highlight and promote your cookie business in creative ways to help you meet your goal. From social media graphics and copy to virtual backgrounds, you will have everything you need to rock this cookie season!

Explore the toolkit and click the images to download the graphics and other files.

2023 Cookie Program Important Dates

February 3: Cookie Program begins
February 19: Last day for pre-sale orders
March 17: Booth sales begin
April 16: Last day for online girl delivery orders
April 23: Cookie Program ends



Social Media Platforms & Safety Guidance

TWITTER

Twitter is a fun space to share short messages in a fast-paced environment. You are able to share messages containing 140 characters along with an image. You can use hashtags on works that are most relevant to your messages. Try tweeting reminders of how many weeks or days there are left to buy Girl Scout Cookies!

FACEBOOK

Facebook is a popular space to share engaging graphics with catchy messaging. On Facebook, limit your use of hashtags to two or less in a post. Try setting up a virtual cookie booth and start a Facebook Live to use your business skills in real time!

INSTAGRAM

Instagram is a great space to share eye-catching images with followers in a creative way. You can use 7-10 hashtags on Instagram to make your post more searchable. On important dates, like the start of the cookie program, take over Instagram stories to capture people's attention.

SAFETY AND GUIDANCE

The Girl Scout Cookie Program is a girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her parents or caregivers. Be sure your girl has taken the [Internet Safety Pledge](#) before engaging on social media.

WHERE CAN I PROMOTE?

With so many digital tools and online ordering options—Digital Cookie, troop links, and the Cookie Finder—where can you promote each link? This table shows you where and where not to post:

GIRL SCOUT COOKIE SALES LINK TYPE	PRIVATE SOCIAL MEDIA POST TO PERSONAL ACCOUNT	PRINTED MATERIALS GIVEN TO FRIENDS, FAMILY AND NEIGHBORS	PUBLIC SOCIAL MEDIA POST	PUBLIC WEBSITE E.G. PERSONAL BUSINESS WEBSITE OR SCHOOL WEBSITE	A SELLING SITE SUCH AS CRAIGSLIST, FACEBOOK MARKETPLACE, ETC.
 COOKIE FINDER girlscoutcookies.org	 YES	 YES	 YES	 YES	 NO
 TROOP'S DIGITAL COOKIE LINK	 YES	 YES	 YES	 YES	 NO
 GIRL'S INDIVIDUAL DIGITAL COOKIE LINK	 YES	 YES	 NO	 NO	 NO

Cookie Season Announcement Social Media Posts



Suggested Post Copy: Do a happy dance, Girl Scout Cookie fans!! It's officially cookie time! [Insert instructions for your customer to place their order.]



Suggested Post Copy: Smile because Girl Scout Cookies are back! Pre-order your favorites today! [Insert instructions for your customer to place their order.]



Suggested Post Copy: It's finally Girl Scout Cookie Season! Which cookie is your favorite? [Insert instructions for your customer to place their order.]



Suggested Post Copy: Our favorite season is finally here! No, we don't mean winter, summer, or fall. It's Girl Scout Cookie Season! [Insert instructions for your customer to place their order.]



Suggested Post Copy: It's the best time of the year... IT'S OFFICIALLY GIRL SCOUT COOKIE SEASON! [Insert instructions for your customer to place their order.]

**FEBRUARY
3, 2023**

Digital Cookie Social Media Posts



Suggested Post Copy: This Girl Scout Cookie Season, stockpile your favorite Girl Scout Cookies® from home. Order online and we'll deliver to your door! [INSERT LINK]



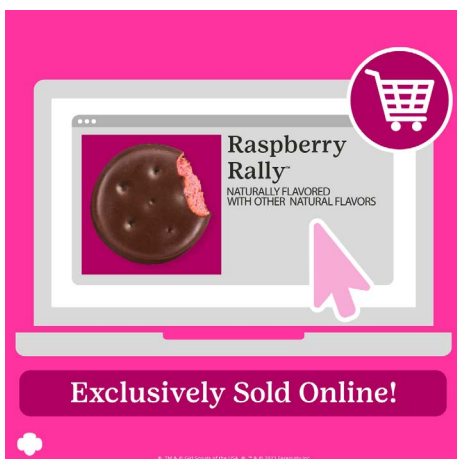
Suggested Post Copy: We're almost to our goal, and we need your help! Get your favorite Girl Scout Cookies® without leaving your home! Order here: [INSERT LINK].



Suggested Post Copy: Order Girl Scout Cookies online and get them delivered to your doorstep! Order here: [INSERT LINK].



Suggested Post Copy: Our Virtual Cookie Booth is open for business! Stock up on your Samoas, Thin Mints and more! Order a package or two today! Order here: [INSERT LINK].



Suggested Post Copy: The new Raspberry Rally Girl Scout Cookies are available now on my Girl Scout's site! They are exclusively sold online for direct shipping. [INSERT DIGITAL COOKIE LINK]

FEBRUARY 3 -
APRIL 23, 2023

Digital Cookie Social Media Posts



Suggested Post Copy: Order Girl Scout Cookies online and get them delivered to your doorstep! Order here: [INSERT LINK].



Suggested Post Copy: Did you know you can shop Girl Scout Cookies online? We even offer contactless delivery! Help my Girl Scout reach her cookie goals from the comfort of your home. [INSERT LINK]



Suggested Post Copy: The Girl Scout Cookies you love can now be purchased from the comfort of your home. [INSERT LINK]



Suggested Post Copy: It's finally Girl Scout Cookie Season! You can order cookies from the comfort of home and even have them delivered right to your door! [INSERT LINK]

FEBRUARY 3 -
APRIL 16, 2023



Cookie Highlights

Social Media Posts



Do-si-dos[®] are here!

Suggested Post Copy: Do a happy dance, Do-si-dos fans! My Girl Scout is now selling your favorites to [INSERT GOAL HERE]!



Girl Scout S'mores[®] are here!

Suggested Post Copy: Need s'more yum in your life? My Girl Scout is now selling Girl Scout S'mores to [INSERT GOAL HERE]!



Lemon-Ups[®] are here!

Suggested Post Copy: My Girl Scout has new Lemon-Ups Girl Scout Cookies for sale! Purchase some to help her reach her goal. [Insert instructions for your customer to place their order.]



Tagalongs[®] are here!

Suggested Post Copy: Tagalong with my Girl Scout this Girl Scout Cookie Season! She is now selling Tagalongs to [INSERT GOAL HERE]!



Toffee-tastic[®] are here!

Suggested Post Copy: Have you gone gluten-free? My Girl Scout is now selling Toffee-tastic Girl Scout Cookies to [INSERT GOAL HERE]!

FEBRUARY 3 -
APRIL 23, 2023

Cookie Highlights

Social Media Posts



Thin Mints[®]
are here!

Suggested Post Copy: Everyone's favorite minty treat is here! And did you know that Thin Mints are vegan? My Girl Scout is now selling Thin Mints to [INSERT GOAL HERE]!

Trefoils[®]
are here!

Suggested Post Copy: These delightfully simple cookies are super satisfying! My Girl Scout is now selling Trefoils. [Insert instructions for your customer to place their order.]

Samoas[®]
are here!

Suggested Post Copy: Can't wait for these ooey, gooey Girl Scout Cookies? My Girl Scout is now selling Samoas to [INSERT GOAL HERE]!

Adventurefuls[™]
are here!

Suggested Post Copy: Who's ready to go on a flavor adventure? My Girl Scout is now selling Adventurefuls to [INSERT GOAL HERE]!

Raspberry Rally[™]
are here!

Suggested Post Copy: Get ready to Raspberry Rally! My Girl Scout is now selling Girl Scout Cookies online to [INSERT GOAL HERE]!
[INSERT LINK]

FEBRUARY 3 -
APRIL 23, 2023

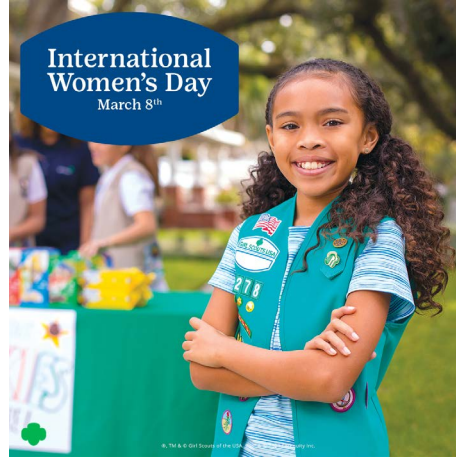
Holidays

Social Media Posts



Suggested Post Copy: Nothing says true love quite like Girl Scout Cookies. Happy Valentines Day!

Post date: 2/14



Suggested Post Copy: Our Girl Scouts are tomorrow's changemakers. Happy International Women's Day!

Post date: 3/8



Suggested Post Copy: Happy Birthday, Girl Scouts! Juliette Gordon Low established the first Girl Scout troop on this day in 1912, and girls have been leading and learning ever since.

Post date: 3/12



Suggested Post Copy: Our Girl Scouts are tomorrow's changemakers. Happy International Women's Day!

Post date: 3/17

FEBRUARY 14 -
MARCH 17, 2023

Cookie Booths Social Media Posts



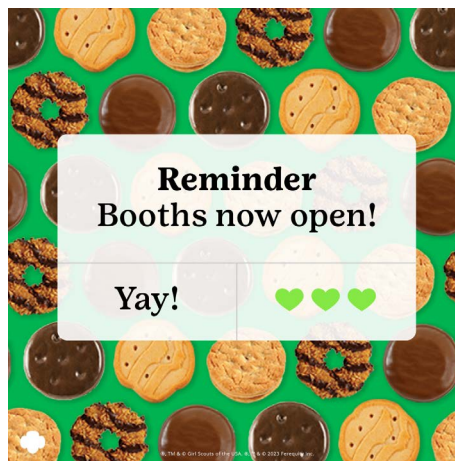
Suggested Post Copy: Girl Scout Cookie booths are now open! Support a local cookie entrepreneur! Find a booth near you at girlscoutcookies.org.



Suggested Post Copy: You aren't far from your favorite snack! Find Girl Scout Cookies® near you at girlscoutcookies.org!



Suggested Post Copy: My Girl Scout and her troop are at a booth near you! Find your nearest booth at girlscoutcookies.org.



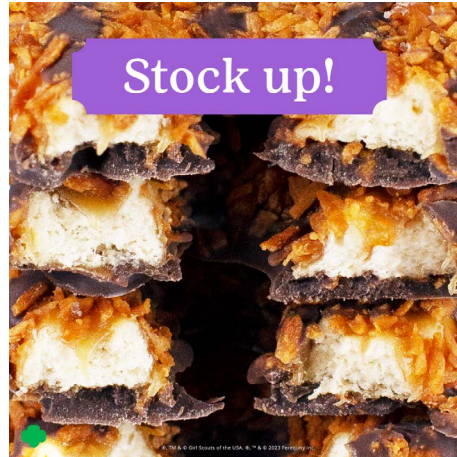
Suggested Post Copy: Good news alert: My Girl Scout and her troop are at a booth near you! Find your nearest booth at girlscoutcookies.org!

MARCH 17 -
APRIL 23, 2023

Last Chance Social Media Posts



Suggested Post Copy: Good things come to those who *don't* wait. Raspberry Rally Girl Scout Cookies are only available while supplies last! Buy them online here: [INSERT DIGITAL COOKIE LINK]



Suggested Post Copy: My Girl Scout's cookie season is quickly coming to a close! Stock up now so you can enjoy them year-round. [Insert instructions for your customer to place their order.]



Suggested Post Copy: My Girl Scout's cookie season is almost over! Remember: You can freeze your favorite Girl Scout Cookies to have them year-round! [Insert instructions for your customer to place their order.]



Suggested Post Copy: It's always bittersweet to say goodbye to Girl Scout Cookie Season, but my Girl Scout sure made us proud this year. Thank you to everyone who helped support our Girl Scout Cookie entrepreneur!

APRIL 7 -
APRIL 23, 2023



Virtual Backgrounds For Zoom and more!

VIRTUAL BACKGROUNDS

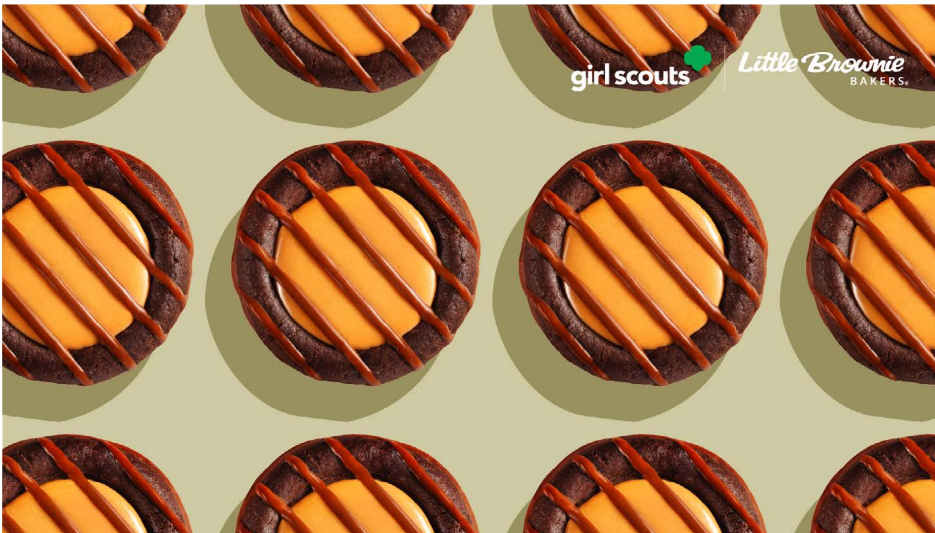
Let everyone know it's Girl Scout Cookies time with these fun virtual backgrounds! Use them for your virtual cookie booth, or on video calls with your family or class.



FEBRUARY 3 -
APRIL 23, 2023

Virtual Backgrounds

For Zoom and more!



FEBRUARY 3 -
APRIL 23, 2023