

# 2023 Girl Scout Cookie Program Promotional Toolkit

Welcome to the 2023 Girl Scout 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 girls media tools to highlight their businesses in creative ways and help them meet their goals. From social media graphics to printable flyers, girls will have everything they need to show the world they “Go Bright Ahead!”

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 girls, troop leadership volunteers, parents, and caregivers. Get ready to have a ton of fun promoting Girl Scout Cookies this season!

## Important Dates to Share

**Thurs., Dec. 1,  
2022 – Thurs.,  
Jan. 5, 2023**

Announce Upcoming  
2023 Girl Scout  
Cookie Program

**Fri., Jan. 6 –  
Sun., Mar. 19, 2023**

2023 Girl Scout  
Cookie Program  
Timeframe

**Fri., Feb. 10–  
Sun., Mar. 19, 2023**

Cookie Booth Phase

**Fri., Feb. 17–  
Sun., Feb. 19, 2023**

National Girl Scout  
Cookie Weekend

**Mon., Mar. 6–  
Sun., Mar. 12, 2023**

Walkabout Week

**Sun., Mar. 19, 2023**

2023 Girl Scout  
Cookie Program  
Ends

Check out our printable social media calendar!

# 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 "Go Bright Ahead" 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
- Adventurefuls are Here
- Ready, Set, Rally! Raspberry Rally Cookies are Here
- Cookie Favorites
- Digital Cookie
- Powered by Girl Scouts
- Share Your Success

## Examples of posts include:

- Girl Scout Cookie season starts in one month! Which cookies will you order on January 6? 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 raspberry flavor coated in chocolate. The newest Girl Scout cookie is available on my shop! Order yours now at <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](#).

## Profile Frames, Cover Photos & Digital Backgrounds

Show your friends and followers your excitement and pride for the cookie program with these fun cover photos and frames.

### Facebook Frame Instructions

1. Go to [facebook.com/profilepicframes](https://facebook.com/profilepicframes).
2. Select the frame from the menu or search GirlScoutsOH.



## 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.

**Twitter:** Twitter 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.

**Tip:** You can also incorporate hashtags shared by GSOH: #GirlScouts

## Follow Social Media Safety Guidance

Girls 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 girl-led program and online marketing and sales efforts should always be led by a girl while also being supervised by her caregivers.
- Girls engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Their Families.
- Girls, 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.
- Girls should consider removing their last name when using social media sites to protect their identity.



# Operation Salute

Operation Salute encourages girls and community members to make a difference by donating Girl Scout Cookies to the military. Each package of cookies purchased is given to military personnel, veterans, and their families. Girls collect and deposit \$5 for each package sold. Troops earn proceeds, girls earn girl rewards, and together, we give back! Council will deliver all packages to military organizations to be distributed. Let your customers know they can donate cookies to the military through Operation Salute with these pieces!

**You can find sample social posts and graphics here.**

**Operation Salute Flyer:** Hang this flyer up at your booth to promote the Council Gift of Caring program.

**Operation Salute Stickers:** These will help spread the word about the program. Just print them and bring them along to your cookie booth to share with customers when they make a donation.

**Operation Salute Package Wrap:** Show customers Operation Salute is an option by using this package wrap on a package of cookies at your cookie booth.



# QR Code Savvy

QR Codes are a quick way to share a link to a website. The viewer uses their phone's camera to scan the code and open the website on their mobile device. This makes it simple for your customers to get to your Digital Cookie site! Here are some fun ways you can share the QR code from your Digital Cookie site with your customers!

**Door Hanger:** Use these to let people know when you'll be by to collect orders or to share your Digital Cookie link.

**Business Cards:** Promote your cookie business with business cards! Leave them with customers for re-orders, share them with local businesses, or hand them out as you go door-to-door. We suggest always giving the name of an adult and creating a generic email address to use during the cookie program. Please keep personal information to a minimum!

**It's Girl Scout Cookie Time!**  
 Girl Scout Cookies, proceeds stay local.  
 Find out more at GirlScoutCookies.org  
 Get your favorites delivered!  
 My Name: \_\_\_\_\_  
 Troop #: \_\_\_\_\_  
 My goal is: \_\_\_\_\_  
 To order: \_\_\_\_\_  
 Delivery: \_\_\_\_\_

**GO BRIGHT Ahead**  
 It's Girl Scout cookie time!  
 Visit [gsc.org/cookies](https://gsc.org/cookies) to learn more about the 2023 Girl Scout Cookie Program

**Don't miss out on the best of both worlds!**  
 Available While Supplies Last  
 girlscouts Little Biscuits

**Adventurefuls** \$2.99  
**Lemon-Ups** \$2.99  
**Trefoils** \$2.99  
**Do-si-dos** \$2.99  
**Samoas** \$2.99  
**Tagalongs** \$2.99  
**Thin Mints** \$2.99  
**Girl Scout S'mores** \$2.99  
**Toffee-tastic** \$2.99  
**Donate cookies here!** We'll deliver them to your organization.

TOTAL PACKAGES: \_\_\_\_\_  
 TOTAL DUE: \_\_\_\_\_

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\* Example Order Options: Parent or guardian's email, phone, scheduled door hanger order card pick up, or other your Digital Cookie link.  
 \*\* Example Delivery Options: Drop-off, pick-up and/or shipped via Digital Cookie?  
 Before interacting with customers, girls and adults should review the safety guidelines on gsc.org and any guidelines approved by their local Council. Be sure to review your council's guidelines on delivery methods. Cut carefully along the lines. Ask an adult for help if needed!

# 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!

**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.

**Adventurefuls sign:** Promote this delicious cookie that was new during the 2022 Cookie Program! We're excited to have it back on our line-up.

