

# Digital promo Kit

# 2024



**Cookie Program 2024**

January 27 - March 10

10102023

**girlscouts**  
of california's  
central coast

# 2024 COOKIE PROGRAM

## Promotional Toolkit

Welcome to the 2024 Girl Scout Cookie Program!

Join us for another season of confidence and skill-building as we carry on the tradition of Girl Scouts selling cookies, offering ten tasty flavors.



This Cookie Promotional Kit gives girls tools to highlight their businesses in creative ways and help them meet their goals. From social media graphics to printable fliers, girls will have everything they need to rock this cookie season!

Explore the kit and click the links throughout to download graphics and templates to share on your social media pages. You can also find each tool on our website at [girlscoutscoc.org/cookiecentral](https://girlscoutscoc.org/cookiecentral). Here, you'll 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!

### JANUARY

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31					

### FEBRUARY

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

### MARCH

							1	2
3	4	5	6	7	8	9		
10	11	12	13	14	15	16		
17	18	19	20	21	22	23		
24	25	26	27	28	29	30		

31

## SHARING COOKIES ON SOCIAL CALENDAR

**Digital Cookie Sale Start Dates** Wed., January 17-26, 2024

**Announce Upcoming 2023 Girl Scout Cookie Program** Sat., Jan. 20 – Sat., Jan. 27, 2024

**2023 Girl Scout Cookie Program** Sat., Jan. 27 – Sun., March 10, 2024

**Cookie Booth Phase** Fri., Feb 2 – Sun., March 10, 2024

**National Girl Scout Cookie Weekend** Thur., Feb. 16 – Sat., Feb. 18, 2024

**2023 Girl Scout Cookie Program Ends** Sun., March 10, 2024



# How to use the 2024 Cookie Program Digital Promo Kit:

## How to Download a Picture or Video

1. Click or tap on the item you want to download in the Digital Promo Kit.
2. This will open your web browser (like Google Chrome or Safari) and take you to the website where the picture is located.
3. Use your mouse and right-click on the picture. If you're using a tablet or phone, press and hold the picture with your finger.
4. A menu will pop up. Click on "Save picture as..." or "Save video as..." (it might have a different name).
5. Choose where you want to save the picture on your computer or tablet. Pick a good spot so you can find it again later!
6. You can give the picture a new name if you want, or just keep the one it already has.
7. Click "Save," and you're done! The picture will be saved in the place you picked.

Now, you can check your computer, phone or tablet to see and share the picture you downloaded!



## How to change your Zoom Background

1. Open Zoom on your computer.
2. Look for an icon with your initials or picture, usually in the top right corner.
3. Click on it.
4. A dropdown menu will show up, find and click on the word "Setting"
5. A menu will pop up. Find and click on "Background & Effects"
6. You'll see some background options. You can choose one of those or add your own picture.
7. To use one of Zoom's backgrounds, click on it. It will change behind you in the preview.
8. If you want to use your own picture, click on the "+" sign and pick a picture from your computer.
9. Zoom will now show your chosen background during video calls.

Remember, not all computers might have this feature, but if yours does, you can make your Zoom calls extra fun with cool backgrounds!

Check out our  
Cookie Season  
Themed Zoom  
Backgrounds  
on [page 4!](#)



# Zoom to Reach Your Goals!

Embrace the digital age to boost your cookie sales by using Zoom! Connect with friends, family, and potential customers in a virtual space where you can showcase your enthusiasm for our delicious cookies. Host virtual cookie parties or tasting sessions to give everyone a sneak peek into the delightful flavors we offer. Don't forget to wear your Girl Scout uniform to show your Girl Scout spirit! You can even use social media to promote your Zoom events, and encourage attendees to spread the word. This way, you can reach a more people and make your cookie-selling experience both fun and rewarding. Happy selling, and let the virtual cookie adventures begin! Use these backgrounds to make your Zoom calls extra fun:



*Video Call Background*



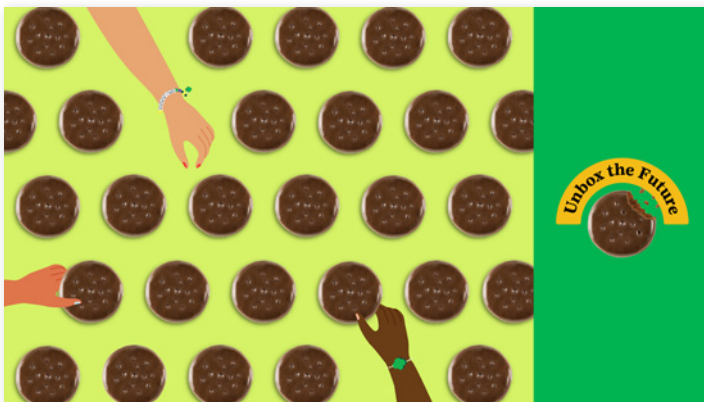
*Video Call Background*



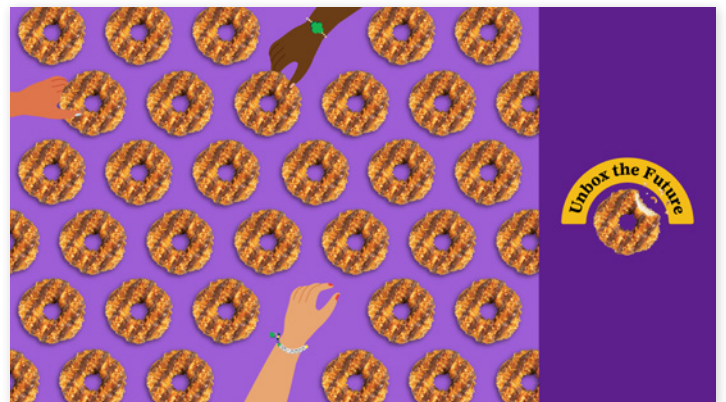
*Video Call Background*



*Video Call Background*



*Video Call Background*

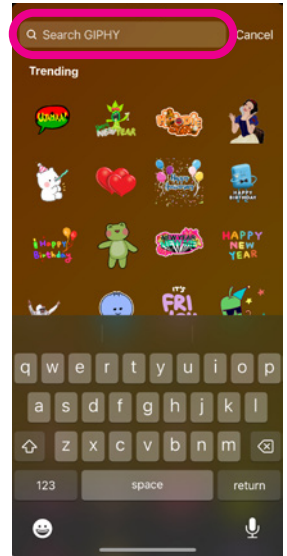
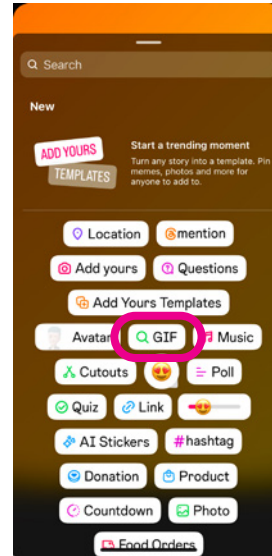


*Video Call Background*

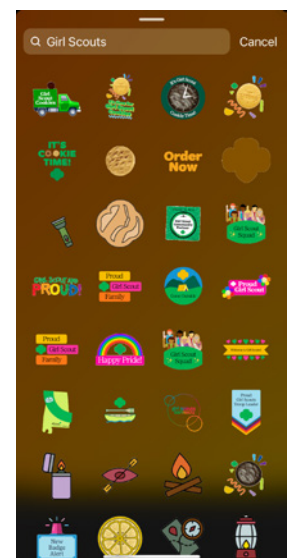
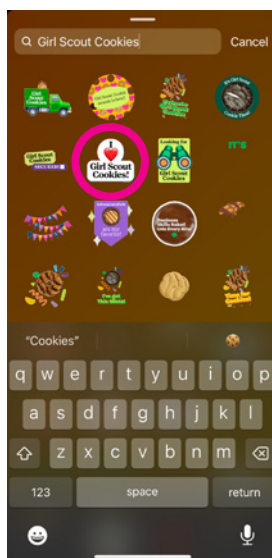
# How to use the 2024 Cookie Program Social Media GIFs:

Gifs are fun digital stickers you can use to accent your social media story posts and reels. Follow these steps to use these ready made GIFs in your cookie marketing strategy.

1. Start by opening Instagram and choose or take a **Story** photo.
2. Tap on the **Sticker Icon** near the upper right corner of the screen.
3. Tap on **GIF**.
4. Search the words "Girl Scout Cookies" or "Girl Scouts".



5. Tap on the GIF you would like to use.
6. Place the GIF wherever you'd like on your story
7. Repeat as desired, and feel free to use your creativity!



# Girl Scout Takeover: Social Media Style!

**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 on their social pages.

## Brainstorm & Discuss: Think about your favorite brands on social media.



Who do you like to follow and why?



How do they post about their business or products?



Can you use any of the same strategies?

## Year-Round Tips

### Sweet, sweet stories!

Share your native posts to your stories on both Facebook and Instagram to reach more Girl Scout Cookie® fans! You can also easily link to Digital Cookie® and add fun GIFs to grab attention!



### #HashtagIt

Use a set of consistent hashtags like #GirlScoutCookies #GirlScoutCookieSeason on all your posts. You can even customize a hashtag with your first name like #CookiesBySarah. Encourage family and friends to use it too!

### Go live!

With help from an adult, share your cookie goals with customers on Facebook and Instagram Live. Interact with followers in real time to provide a more personal experience with customers.



### Spread the word!

Create events for booth sales and virtual Girl Scout Cookie® parties. Family members can invite people in your network if you are not on Facebook.

### Pictures are worth a 1,000 words. What about video?!

Using video for stories on Instagram and Facebook as well as TikTok can grab attention and boost engagement on social media. Tie into trends to make that much more of an impact!

### Build a following!

For the best engagement and results, create a post schedule with a variety of content. Try to post 2-3 times a week with different content like announcements, polls and funny memes or games.

### Shorten your links!

Use BIT.LY to create short links to use in your bio and post captions. If you have more than one link for your bio, use LinkTree to host them!

### Post yummy recipes!

Tell customers your favorite way to enjoy Girl Scout Cookies®. Another option is to share recipes from our bakers site [www.abcbakers.com/recipes](http://www.abcbakers.com/recipes).



### "Link in bio!"

Keep a link to your Digital Cookie® page in the bio of your social media pages as an easy way to get followers to place orders. Make sure you mention where to find it when posting!



### Highlight everything!

On Instagram, use the highlights feature on your profile page by creating a highlight for 'Girl Scout Cookie Season,' 'How to Buy' or for sharing your goals!

### Like for like!

When you receive a comment on a post, make sure to interact or respond! This adds a personal touch to your content and can help you sell more cookies.



## SOCIAL MEDIA AND SAFETY 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. Girls are only to use the internet to market the Girl Scout Cookie Program to friends and family (people whom the girl or her family personally know).

- Friends and family of a girl participating in the cookie program must not market or share a girl's contact information, sales links, or information on public-facing online sites or with any news outlets.
- For safety, online marketing activities should always be done through accounts set to "private."
- Should any online marketing activities be identified as in violation of guidance, GSUSA or the council reserves the right to intervene and request removal or remove the post.

**Tip:** Create a special troop hashtag to use in your posts. To make a troop hashtag, use #GirlScoutsCCC followed by your troop number: #GirlScoutsCCC1234. You can also incorporate hashtags shared by GSUSA #GirlScoutsCCC #OwnYourMagic



# Social Media: Best Practices by Platform

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!

## Facebook



Facebook is a popular space to share engaging graphics with catchy messaging. On Facebook, limit your use of hashtags to three or less in a post—too many hashtags make posts difficult for users to find when searching for keywords. Include a hashtag with a word or phrase that is important to your message: It's time to stock your cabinets with **#GirlScoutCookies** **#girlscoutscce** **#BoothGoals**!

## Twitter:



Twitter is a fun space to share short messages in a fast-paced environment. You are able to share a message containing 280 characters along with an image. Use a hashtag on words that are most relevant to your message. Including a hashtag on words like **#Cookies** or phrases like **#ItsCookieTime** 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 7-10 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, "It's time to help **#BoothGoals**! Visit our **#girlscoutcookie** booth to get a package."

## Share your cookie excitement with us on social!

Follow us! And don't forget to tag us in your cookie posts for a chance to get featured on the council's social media pages.



@girlscoutscce



@girlscoutscce



@girlscoutsCAcentralcoast

## Content Starters

Starting with a written script can help you communicate clearly with your audience in videos. Here are a few to get you going:

*"Here is your reminder to get your Girl Scout Cookies! Link in my [insert platform name] bio!"*

*"My Girl Scout Cookie goal this year is [goal]! Any boxes donated will go to [donation organization]. Please like, share or comment to support me!"*

*"Hi, friends! I will be selling cookies in-person and online this year! Please visit the link in my bio to order online"*

*"Last call for Girl Scout Cookies! My season ends [date]! Order online through the link in my bio. Make sure you stock up on cookies!"*

# Show Your Cookie Pride

The best thing about a Girl Scout cookie? It powers the exciting experiences and opportunities you have in Girl Scouts! From changing your community, to enjoying the outdoors, Girl Scout Cookie Program proceeds help make it all possible. Own Your Magic and share how your Girl Scout adventures are #poweredbytheGSCookieProgram. Use these fun Facebook Cover Photos to let all your friends and family know who their cookie connection is!



Cover photo



Cover photo



Cover photo



Cover photo



Cover photo



Cover photo



Cover photo



Cover photo



# Get the Cookie Party Started on Social Media

**Jan 20  
– Jan 27,  
2024**

Cookie season is right around the corner! Start sharing cookie buzz on your social media pages.

## Sample Messaging:

- Get ready to get your #GirlScoutCookie on—cookie season is almost here!  
Which flavor are you most looking forward to enjoying? Comment below!

**Digital Cookie Sales begin January 17<sup>th</sup>**, use these images below to countdown on your social media with us.

Post on 1/17/2024



Post on 1/18/2024



Post on 1/19/2024



Post on 1/20/2024



Post on 1/21/2024



Post on 1/22/2024



Post on 1/23/2024



Post on 1/24/2024



Post on 1/25/2024



Post on 1/26/2024



Cookie Countdown social posts



Social post or profile picture on Jan. 27 2024



Social post or profile picture on Jan. 27 2024



# Cookie Season is Here!

Jan 27 –  
March 10,  
2024

## Sample Messaging:

- It's finally time to restock! Find Thin Mints®, Caramel deLites®, and all your other favorites through a local Girl Scout or cookie booth today!
- The wait is over...cookies are here! When you buy a box of delicious Girl Scout Cookies, you're powering incredible, year-round experiences for girls in your community. Help them discover new skills and unleash incredible potential by supporting a local Girl Scout today!
- Sweet tooth be gone, cookies are here! As a cookie customer, you're helping the next generation of female entrepreneurs uncover what it takes to be successful – teamwork, planning, and a positive outlook! With each Girl Scout Cookie purchase, you give back to girls. Now that's SWEET!

## Tip:

Include a link so they can buy cookies right away.  
Learn to showcase your girl's cookies on Smart Cookies.



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture

## Cookies Online



Social post

## Sample Messaging:

- No time to visit a booth? Satisfy your Girl Scout Cookie craving by buying online! Ordering is now easier than ever with the **Digital Cookie platform**. Simply ask a local Girl Scout for details.
- Do you know a Girl Scout? Support her online business and make restocking a breeze by asking about her Digital Cookie platform!

**Tip:** View our [Digital Cookie Guide](#) for a full guide to the new Digital Cookie platform





# Digital Cookie

Meet Digital Cookie the new platform for GSCCC's cookie season tracking. Digital Cookie has been a favorite cookie season tool among Girl Scouts for years.



## Digital Cookie®

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

Use the Digital Cookie® app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.



## Become a true cookie boss in four easy steps!

### 1. Register for Digital Cookie®

Create your **Digital Cookie** Password  
for email address: parent@email@domain.com

When you create your password, a confirmation email will be sent.

Password

Passwords must be 8-16 characters, including 1 number, capital letter and lowercase letter, with optional special characters !, @, or \$

Confirm password

**SUBMIT**

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

### 2. Set Up Your Site

**Cookie Page Setup**

Step 1: **SET MY SALES TARGET** REQUIRED

**Your Goal Calculator**

Tonika wants to sell 200 boxes which is about \$1,200 to help her friends and others. **GOAL**

The money you earn helps everyone in your troop reach their sales goal. **Find out more.**

**SO FAR TONILISA HAS SOLD:**

10537 Total boxes sold

Tonika's Total Sale Progress

Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

### 3. Invite Customers



Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

### 4. Track Your Progress



Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.



#### Fun fact:

Girl Scouts that personalized their digital cookie sites sold double the amount of cookies on average!





# Care to Share

## Care to Share Donation Program

Girl Scouts are experts at giving back, let your customers know how easy it is to do the same through the Care to Share Donation Program! Care to Share is a virtual way to support Girl Scouts that allows girls to sell fall products as a service project without having to handle or store actual boxes of product. This program benefits Girl Scout troops and councils while supporting the patriotic care packages sent to members of the armed forces serving overseas and local first responders.

Girl Scouts of California's Central Coast partners with local military and community organizations to provide fall product to those who serve us. Products will be included in patriotic mailings or delivered to community police and firefighters! Products can be donated virtually through online donation or when Girl Scouts are selling directly. Visit [www.girlscoutscoc.org/caretoshare](http://www.girlscoutscoc.org/caretoshare) for more info!

### Sample Messaging:

- Give back to those who give the most by donating Girl Scout cookies through Care to Share! Support your local Girl Scouts while providing boxes of cookies to local first responders or patriotic care packages sent overseas. Ask me how you can donate!
- Show you care, share a cookie! When you donate through the Care to Share program, you contribute boxes of cookies donated to local first responders or included in patriotic care packages to members of the armed forces.
- By donating through Care to Share, you not only support local Girl Scouts, but also provide boxes of cookies sent to troops overseas or local first responders.

**Girls who secure a Care to Share sale will be entered in a weekly drawing for a \$10 GSUSA online credit! See details about the contest [here](#)**

*\* Girls may only win once during 2024 Cookie Season. GSUSA Credits expire 10/1/24.*

### Care to Share booth Call to Action:

When customers “Buy a box, gift a box” they can be entered to win a \$10 e-card to Starbucks or Jamba Juice each week. More info [HERE](#).

*\*8 Winners total will be drawn, one winner per week.*



Feb 2 –  
March 10,  
2024

# Cookie Booth Phase

Here's the plan for when Cookie booths are up and running. Highlight your booth locations and share all the booth opportunities! Be sure to hashtag #GirlScoutsCCC



*Social post or profile picture*



*Social post or profile picture*



*Social post or profile picture*

## *Sample Messaging:*

- This year, Troop [insert troop #]'s goal is to reach \_\_\_\_\_ in cookie sales. Along the way they'll be learning what it takes to be successful, including teamwork, planning, and having an awesome attitude! Ask me how you can support today!
- Your cookie purchase could fuel her next STEM experiment, help send her to camp, or power her next community service project! Unleash the power of the cookie by supporting her success today!
- Did you know that women own 4 out of every 10 businesses in the U.S.? Help unleash her entrepreneurial spirit by equipping her with the confidence and know-how to dream big and do bigger. Support a local Girl Scout this cookie season!
- When you give, Girl Scouts give back! With every Girl Scout Cookie purchase, you're not only supporting girls' success but also the success of your community. Feel good about your next cookie purchase. You make the difference!
- Goal Setting. Decision-Making. Money Management. People Skills. Business Ethics. The Girl Scout Cookie Program teaches girls all of this and more, setting girls up for success both today and in the future! Be a part of the bigger picture by supporting a local Girl Scout this season.

Booth  
Sales

## **Tip:**

Share goals and what you plan to do with the funds earned!

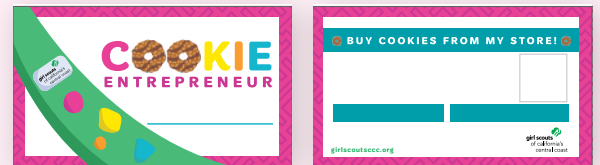


# Promote with Printables!

Get ready to level up your cookie-selling game with some super cool tools! We've got printable thank-you cards, signage, and door hangers just for you. Use the thank-you cards to show gratitude to your amazing customers – it's like giving a high-five in paper form! The signage is perfect for letting everyone know where the cookie magic is happening. Stick them up at your booth or share them with neighbors and friends. And guess what? Door hangers are your secret weapon for reaching even more cookie lovers. Hang them on doorknobs to spread the word about your delicious treats. It's like your cookies are knocking on doors themselves! So, grab your printables, get creative, and let's make this cookie season the best one yet. You've got this!

## 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 using Smart Cookie to use during the Cookie Program. Please keep personal information to a minimum!



*Fill In Business Card*

## Window Support Signs

Use a window sign to show your support for Girl Scouts! Great for cookie sellers and for businesses that host cookie booths! Two sizes available for printing.



8.5"x11" (Letter size)



8.5"x14" (Legal size)

## 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 towards the people who gave their support during the Cookie Program. You can even attach thank-you cards to your customer's cookie order before they are delivered!



## Door Hangers

Leave a little something behind to let people know you stopped by! Download and print these door hangers to use during your cookie selling adventures!



*Fill in Door Hanger*

**Don't forget to use your Cookie Rally Passport as a sign for your Booth!**

