





2025 Cookie Program Promotional Toolkit

Welcome to the 2025 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:

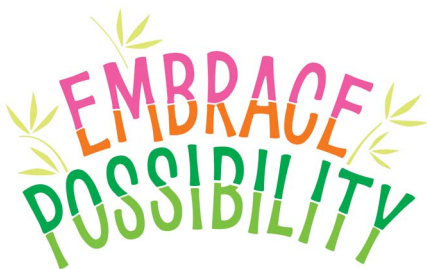
- ❶ Goal Setting
- ❷ Decision Making
- ❸ Money Management
- ❹ People Skills
- ❺ Business Ethics

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.

2025 Cookie Program Important Dates

January 10: Cookie Program begins
January 26: Last day for pre-sale orders
February 13-18: Delivery/pick up of initial order cookies
February 21: Booth sales begin
March 9: Last day for online orders for Girl Scout-delivery
March 16: 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?

Wondering where you 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

*Approved but be aware that, once posted, the link is searchable by anyone and could potentially appear anywhere online.

Cookie Season Announcement Social Media Posts

EMBRACE
POSSIBILITY



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.]



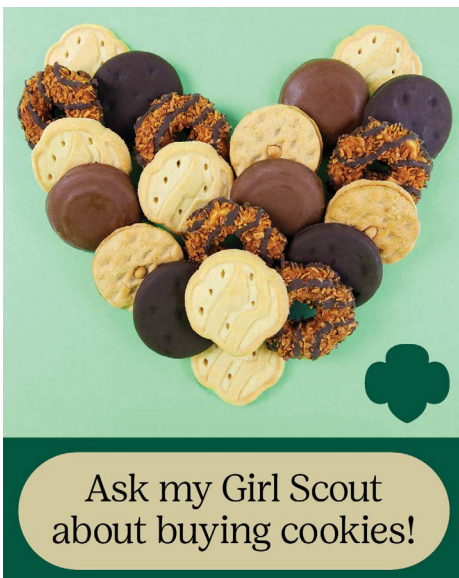
Suggested Post Copy: Smile because Girl Scout Cookies are back! Pre-order your favorites today! [Insert instructions for your customer to place their order.]



Suggested Post Copy: It's the best time of the year... IT'S OFFICIALLY GIRL SCOUT COOKIE SEASON! [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: My Girl Scout is selling cookies! Which Girl Scout Cookie is your favorite? [Insert instructions for your customer to place their order.]

JANUARY 10-
MARCH 16, 2025

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]

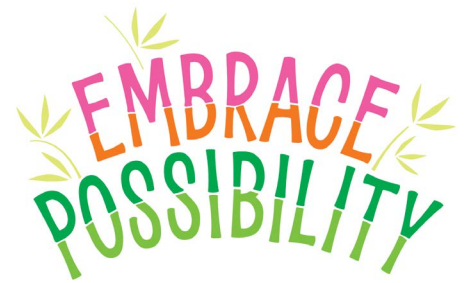


Suggested Post Copy: We're almost to our goal, and we need your help! Get your favorite Girl Scout Cookies® without leaving your home! Order here: [INSERT LINK].

JANUARY 10-
MARCH 9, 2025

Cookie Highlights

Social Media Posts



It's Girl Scout Cookie Time!

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



It's Girl Scout Cookie Time!

Suggested Post Copy: Need some Toat-Yay in your life? Good news! My Girl Scout is now selling Toat-Yay! cookies to [INSERT GOAL HERE]!



It's Girl Scout Cookie Time!

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



It's Girl Scout Cookie Time!

Suggested Post Copy: Peanut Butter Patties are here and they are now made with vegan ingredients! Help my Girl Scout reach her goal to [INSERT GOAL HERE]!



It's Girl Scout Cookie Time!

Suggested Post Copy: Have you gone gluten-free? My Girl Scout is now selling Caramel Chocolate Chip Girl Scout Cookies to [INSERT GOAL HERE]! Plus they're made with vegan ingredients!

JANUARY 10-
MARCH 16, 2025

Cookie Highlights

Social Media Posts



It's Girl Scout Cookie Time!

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]!



It's Girl Scout Cookie Time!

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.]



It's Girl Scout Cookie Time!

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



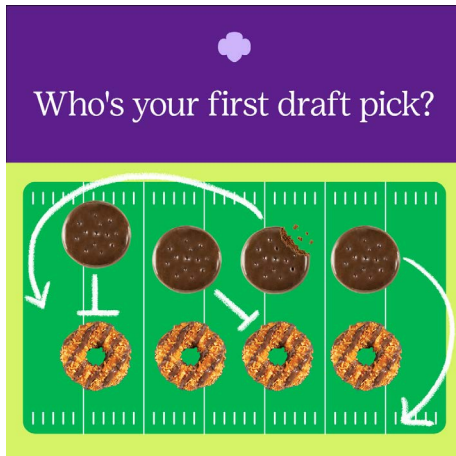
It's Girl Scout Cookie Time!

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

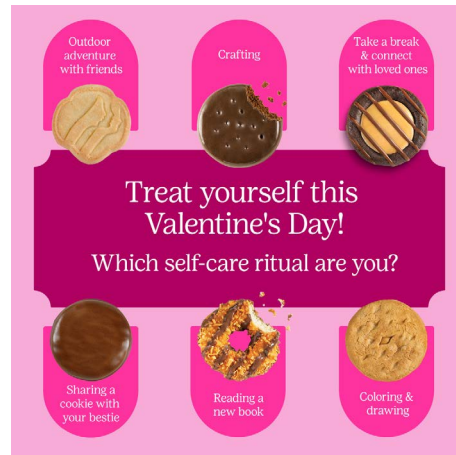
JANUARY 10-
MARCH 16, 2024

Holidays

Social Media Posts



Suggested Post
Copy: Kick off this game day with your favorite Girl Scout Cookies! Tell us what cookie you're rooting for most.
Post date: 2/8



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

FEBRUARY 8-
MARCH 8, 2024

Cookie Booths

Social Media Posts

EMBRACE
POSSIBILITY



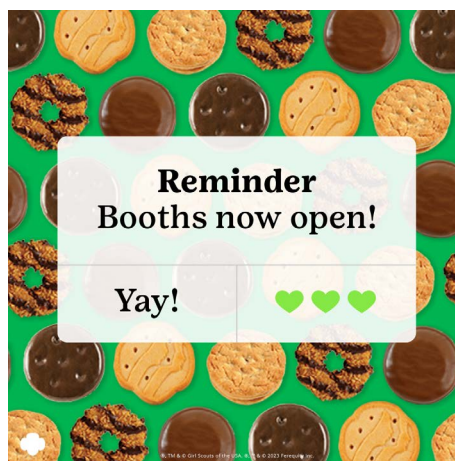
Suggested Post Copy: Girl Scout Cookie booths are now open! Support a local cookie entrepreneur! Find a booth near you at [girlscoutcookies.org](https://www.girlscoutcookies.org).



Suggested Post Copy: Craving cookies? Booths are now open! Swing by and stock up on your favorite Girl Scout Cookies today. Find a booth near you at [girlscoutcookies.org](https://www.girlscoutcookies.org)



Suggested Post Copy: My Girl Scout and her troop are at a booth near you! Find your nearest cookie booth at [girlscoutcookies.org](https://www.girlscoutcookies.org).



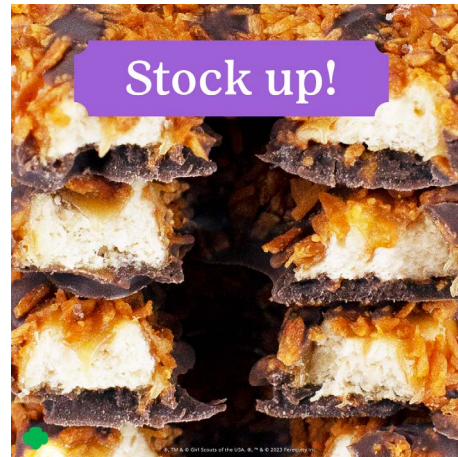
Suggested Post Copy: Good news alert: The sweetest season is back! Grab a box of your favorite Girl Scout Cookies and support local troops. Find cookie booths near you at [girlscoutcookies.org](https://www.girlscoutcookies.org)

FEBRUARY 21-
MARCH 16, 2024

Last Chance Social Media Posts



Suggested Post Copy: It's your last chance to buy Girl Scout Cookies! [Insert instructions for your customer to place their order.] Thank you to everyone who has helped support our Girl Scout Cookie entrepreneur!



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.]

MARCH 10-
MARCH 17, 2024

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 friends.

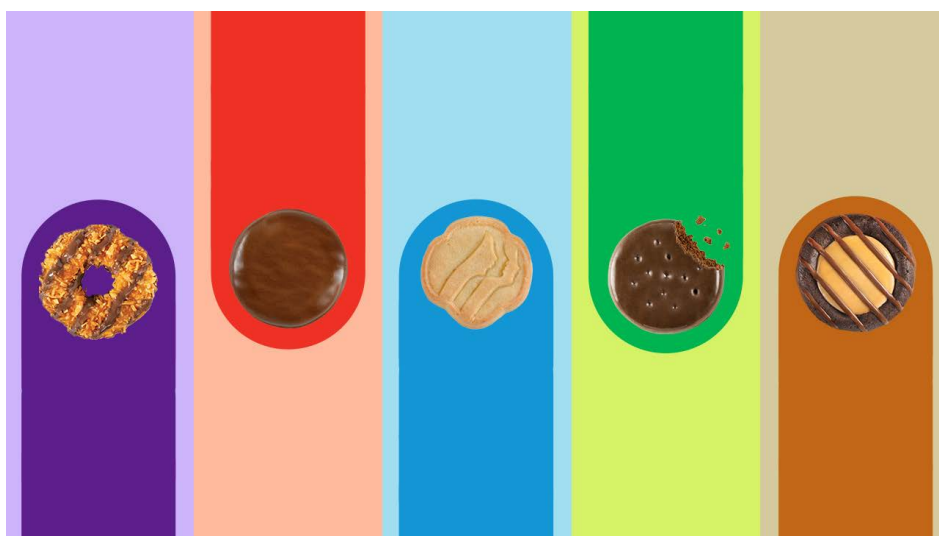


JANUARY 26-
MARCH 17

Virtual Backgrounds

For Zoom and more!

EMBRACE
POSSIBILITY



JANUARY 26-
MARCH 17