

girl scouts
of california's
central coast



January 13 - March 14

2021 COOKIE PROGRAM PROMOTIONAL KIT



2021 COOKIE PROGRAM

Promotional Toolkit

Welcome to the 2021 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, from our newest cookie addition, Toast-yay!, to the classics.

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/cookieprogramresources. 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

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MARCH

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SHARING COOKIES ON SOCIAL CALENDAR

Cookie Season STARTS: Online January 13 | In-person January 23

Boothing begins | February 5

Social Media Bring Joy Campaign | February 8 - March 2, 2021

National Girl Scout Cookie Weekend | February 19 - 21

Girl Scout Week | Mar 7 - 14 | **Girl Scout Day** | March 12

Cookie Season ENDS | ~~March 14~~ **EXTENDED TO** April 18

Direct Ship Troop Links available through Cookie Finder | February 19 - March 31, 2021

GIRL SCOUT TAKEOVER: SOCIAL MEDIA STYLE

**CONNECT
WITH US!**

Call 800-822-2427

Email info@girlscoutsgccc.org



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.

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!

Share your cookie excitement with us on social!

Tag us in your cookie posts @girlscoutsgccc (Instagram, Twitter) or @girlscoutsCAcentralcoast (Facebook)

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 Facebook, Twitter, and Instagram to reach a larger audience.

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** **#girlscoutsgccc** **#TroopGoals!**

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 **#CookieTime** 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."

Tip: Create a special troop hashtag to use in your posts. To make a troop hashtag, use #GSCCC followed by your troop number: #GSCCC1234. You can also incorporate hashtags shared by GSCCC #girlscoutsgccc #poweredbygirlscoutcookies

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 sales 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.

GET THE COOKIE PARTY STARTED ON SOCIAL MEDIA

Jan 12,
2021– Jan.
22, 2021

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! www.girlscoutcookies.org



Social post or profile picture



Cookie Countdown social posts

Jan. 23 –
April 18,
2021

COOKIE SEASON IS HERE

Sample Messaging:

- It's finally time to restock! Find Thin Mints, Caramel de Lites, 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!

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. Share how your Girl Scout adventures are #poweredbytheGSCookieProgram.



Cover photo



Cover photo



Cover photo



Cover photo



Cover photo



Cover photo

COOKIE HIGHLIGHTS

Do you have a favorite Girl Scout Cookie you crave all year long? Learn more about it, and check out our full assortment of delicious, purpose-filled Girl Scout Cookies. Who knows—you might even help your customers find a new favorite!

New this year, our council is excited to welcome Toast-yay! to our Girl Scout Cookie lineup! This tasty treat is packed with French toast flavor, dipped in vanilla icing, and full of flavor in every bite!



Social post



Social post



Social post



Social post

S'MORES ARE LEAVING

Wish S'more's farewell...2020 will be their last season! Let customers know that it's their last chance to pick up this sweet favorite by promoting through social media and at your cookie booths.

Sample Messaging:

- Get 'em while you can...we're bidding adieu to S'more's! Pick up these tasty treats at a cookie booth or from your local Girl Scout before the season is over!
- Eat 'em, freeze 'em, it's S'more's last season! We're waving goodbye to this campfire-side flavor. Snag a box (and maybe a few extra) while you still can!
- Going, going, almost gone! it's time to say farewell to S'more's! Satisfy your craving while they're still in stock and pick up a box or two this season!



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture

SMART COOKIES



Expand your reach! [SMART Cookies](#) gives Girl Scouts a built-in, online “business center” that makes every step of the cookie program fast, easy and fun. Once a Girl Scout creates her profile, she can:

- Set cookie goals
- Track cookie orders
- Track the number of customer orders for hand delivery!
- Check on progress toward goals
- View recognitions and achievements
- Upload video introductions
- Create e-cards for customers



New! Grubhub



Social post graphic

- Consumers can order Girl Scout Cookies for pickup or delivery on Grubhub.com or the Grubhub app!
- A hands-on experience in managing e-commerce, local Girl Scouts will track and fulfill orders, manage inventory, and more, all using Grubhub’s back-end technology. Proceeds will benefit the troop and council while providing another innovative way to safely run the cookie program virtually.

Elevating your Grubhub Business Opportunity

Promote when it is your Grubhub “booth” time! Here are some sample social media, email, and text messages you can edit and send to your friends and family! Don’t forget to add a cute Grubhub Girl Scout graphic to go with it!

- What empowers girls and creates joy? Girl Scout Cookies, of course! Order yours and receive them the same day with Grubhub. ❤️ grubhub.com/food/girl_scouts
- Help support me in a new business opportunity! Girl Scouts and Grubhub have partnered in a national collaboration! On (insert your day) you can purchase Girl Scout Cookies through the Grubhub app or their website and I will receive all the credit for orders. Share the news with a friend and help me reach my goal! grubhub.com/food/girl_scouts
- Have you heard you can get Girl Scout Cookies from me delivered straight to your door through Grubhub? Just order through the Grubhub app! grubhub.com/food/girl_scouts Thank you for supporting my Cookie Business!



Social post graphic

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. It allows girls to sell cookies 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 collaborates with local military and community organizations to provide boxes of cookies to those who serve us. Products will be included in patriotic mailings or delivered to community police and firefighters! Customers can donate cookies online or when Girl Scouts are selling directly. Visit 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. Sounds sweet to me!
- 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. Giving back has never tasted so sweet!



Social post or profile picture



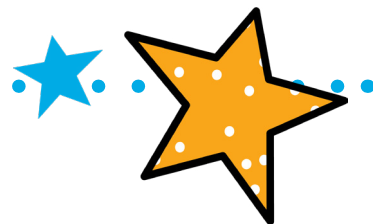
Social post or profile picture



Social post or profile picture



POWERED BY GIRL SCOUTS



Emphasize all the great experiences that are made possible for girls through the Girl Scout Cookie Program.

Sample Messaging:

- #TreatYourself! Your Girl Scout Cookie purchases help girls raise funds to take on new challenges and adventures.



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture



Social post or profile picture

SELLING FACE-TO-FACE, VIRTUALLY!

Jan 23–
March 14,
2021

Zoom Girl Scout Cookie Party - The Sale

After many months of being at home, we've become digital pros when it comes to connecting with our friends and family. You don't even need to leave your house to be a successful entrepreneur – with a phone, laptop, or tablet you'll have everything you need right at your fingertips! By taking your sale virtual, you have access to an even bigger audience of potential customers. Connect with your loved ones by inviting them to a Zoom call to share more about the product, your goals, and how they can support you! Don't forget to throw on your Girl Scout vest or sash before your big debut!

Tips for structuring your call:

- Greet your customers and thank them for joining your Zoom call.
- Share your goals. (Personal and Troop's)
 - How did you decide on your goal? How do you plan on reaching it?
- Share how your troop plans to use the proceeds.
 - Do you or your troop have any fun trips or exciting projects you plan on using your proceeds for? Share about it!
- Ask for the sale (ask them to buy Cookies).
- Tell the customer a little about the products.
 - What kind of cookies might someone like if they're a fan of peanut butter? How about something for the caramel-lovers? Don't forget to share your favorite cookie, too!
- Suggest donating product to our "Care to Share" program where Girl Scout Cookies can be donated to our troops and first responders.
- Close the sale (sell them cookies).
 - Share your custom SMART cookies link so they can buy online or share with their friends to expand your sales reach!

Elevator Pitch – it's your time to shine!

So what is an elevator pitch?

A short, practiced sales speech is often called an "elevator pitch" and is used by many successful salespeople. Imagine you are in an elevator with a potential customer. How will you quickly convince a customer to buy Girl Scout Cookies from you before the door opens and the customer is gone?



Social post or profile picture



Zoom Background. Click for more!

Tip:

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

Email Invitations & Follow up!

Before your Zoom Call

Invite your friends and family to the Girl Scout Cookie Zoom Party! Get your adults to help send out email invitations.

Subject line: You're Invited!

Hi _____,

Girl Scout Cookies are here!

This year, my goal is to reach _____ (insert your sales goal amount, reward you'd like to earn, etc.). With our earnings, my troop plans to _____ (insert a service project you'd like to complete, workshop you want to attend, next trip you want your troop to go on, etc.).

Out of all the delicious Girl Scout Cookies, my favorite is the _____, but there are so many more to choose from! I can't wait to tell you about all of the delicious treats we have to offer in my upcoming Girl Scout Cookie Zoom Party!

Join me on (Date) at (Time) to learn more about my Girl Scout Cookie Program and how you can get involved! Thank you for supporting me on my Girl Scout journey, I can't wait to see you then!

Sincerely,
(Your Name)

Tip: Zoom Help – [find how to set up and host a zoom meeting here!](#)

After your Zoom Call

Send a follow up email thanking your Zoom Party attendees for their time.

Subject line: Thank You for Your Support!

Hi _____,

Thank you so much for attending my Girl Scout Cookie Zoom Party! I hope you were able to learn a little more about my goals and the new Toast-yay cookie!

If you'd like to support my troop this year, you can place your cookie order by (include your personal selling link or let them know the best way to purchase).

Don't forget! You can still help me reach my goal while also supporting first responders and troops overseas through the Care to Share Program! Your donation will help my troop power amazing experiences while brightening someone's day. Help us show these heroes our appreciation by gifting them a sweet treat!

Thank you for your support!

Sincerely,
(Your Name)

Jan 23–
March 14,
2021



Social post or profile picture

LET US SHOW YOU S'MORE WAYS TO SELL COOKIES!

Care to Share Program

This virtual sale is a way for girls to sell cookies, nuts, and candy as a service project without having to handle or store actual boxes of product. This program benefits Girl Scout troops and council while supporting the patriotic campaign care packages sent to members of the armed forces serving overseas.

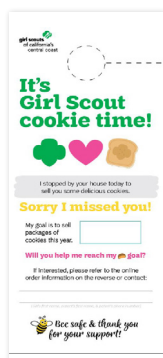
Girl Scouts of California's Central Coast is partnering with various organizations to provide products to include in these patriotic mailings. You can donate cookies virtually to the military via online donation or when Girl Scouts are selling directly.

To have people donate online, tell them to visit here and indicate that their donation is for products and Care to Share – and to be sure to designate your troop number as the 'ordering' Girl Scout Troop number in the notation area.



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!



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

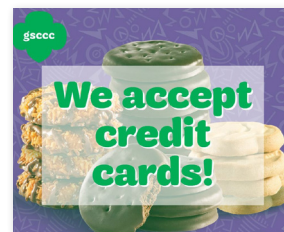
Uniform to Uniform

What is Uniform to Uniform? An initiative that councils can participate in throughout the Girl Scout Cookie Season. Councils from across the country will invite their local uniformed police officers and firefighters to visit Girl Scout cookie booths in their area to show support and encourage the young entrepreneurs as they don their own uniforms. Contact info@girlscoutscoc.org for more information on becoming a uniform to uniform booth!



Credit Card Signage

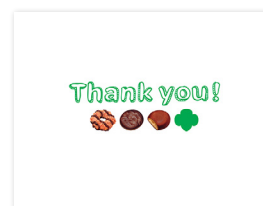
Credit cards are a very common source of payment. Hang up this sign letting your customers know that your booth accepts credit cards, making it more convenient for them to purchase their favorite cookies.



Flyer

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. Encourage your Girl Scout to attach thank-you cards to their customer's cookie order before they are delivered.



Thank You Card - Avery Template

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.

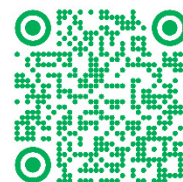


8.5"x11" (Letter size)



8.5"x14" (Legal size)

HOW TO MAKE A QR CODE



QR Codes are a great way to share links to your individual or troop SMART Cookie Storefront, contact-free! If you have not made a QR Code before, or you want to make one that's on-brand for Girl Scouts, follow the directions below!

Building the QR Code

Copy your SMART Cookie link and open your QR Code generator app! We recommend using [QR Code Monkey](#) to build QR Codes.

Note that the QR Code preview in QR Code Monkey doesn't update automatically every time you change a setting. To preview the changes you've made, select the green Create QR Code button under the preview image.

Enter Content

This is where you'll paste your SMART Cookie URL.

Set Colors

For the foreground color, select Single Color (which should be auto-selected) and Custom Eye Color. The Single Color should be #00AE58, and both Eye Color boxes should be #000000. The background color should be #FFFFFF.

Customize Design

Finally, you'll design the style of the QR code.

- Body Shape: Select the fourth box from the right on the top row, which is large circles that touch.
- Eye Frame Shape: Select the circle outline
- Eye Ball Shape: Select the solid circle

Exporting the QR Code

Once you've selected all the settings above, preview the QR Code by clicking the green Create QR Code button under the preview. If it looks right, select the size you need from the slider (1000px by 1000px is the default and should be fine in most instances), then click Download PNG.

Now you can print your QR Code and use as needed! We recommend adding a note to any printed pieces that say something along the lines of "scan this with your phone's camera to buy Girl Scout Cookies online!" so those who aren't familiar with QR Codes know what to do.

Want to see this as a video tutorial? Watch [here](#).



You Got Cookied!



- Enjoy your cookies
- Print your “We Got Cookied” sign (No printer? Create your own sign!)
- Place the “We Got Cookied” sign on your front door
- Find a Girl Scout or booth near you to purchase your favorite Girl Scout cookies
- Share a moment of joy with someone who deserves a sweet treat - secretly “Cookie” a friend or a neighbor!

Social post or profile picture