



Cookie Marketing Kit

GIRL SCOUT COOKIE PROGRAM | 2021



Welcome to the 2021 Cookie Program!

We are super excited to see Girl Scouts work towards their goals this cookie season and have a whole lot of fun while doing it! Are you ready to help us make this cookie season the best one yet?

This Cookie Promotional Kit gives girls, troop leaders, and Cookie parents, tools to highlight their businesses in creative ways, while also helping them meet their goals. Share a post with a fun social media graphic, change up your profile picture, and keep customers up to date on the latest cookie news. Explore the kit and click on the links throughout to download graphics and templates to share on your social media pages! Remember to keep the Cookie Program girl-centered! Work with your Girl Scout to come up with captions and pick graphics to share!

Have fun and get ready to have a ton of fun promoting Girl Scouts this Cookie 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						

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			

Get Ready

January 7 - 31

Digital Cookie Opens

February 1

Cookies in Hand

Week of February 8

Girl Scout Cookie Weekend:

February 19 - 21

Girl Scout Cookie Program Ends:

March 21



Social Media Take-Over

Share your Cookie Program progress with us on social media! Tag us in your posts @nmgirlscouts or use #nmgirlscouts!

Social media is a great way to promote your cookie business to family and friends! We have included graphics, profile pictures, and cover photos so that everyone can see your troop working towards your goals!

Share a pair the graphics you choose with short messages to generate excitement and spark anticipation with fun images that let your customers know it's almost cookie time! Top off cookie season by thanking everyone for their support and celebrate your success!



TIP! Create a special troop hashtag to use in your posts! Use #GNMT followed by your troop number: **#GSNMT1234**. You can also use # shared by GSNMT: **#likeagirlscout #nmgirlscoutsCookieTime #becauseofgirlscouts**

Connect with us!

customer care@nmgirlscouts.org | nmgirlscouts.org | 505-343-1040 | @nmgirlscouts



Social Media Safety

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.

1. Girl Scouts can advertise their online cookie sales on social media sites to friends and family (such as Facebook and Instagram).
2. NEW this year, Girl Scouts may also advertise their cookie sales on social media using public post share by extended family and friends. Posts on behalf of a Girl Scout should be girl-led and encourage girls being the ones to complete the sale.
3. 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 online sites they do not own or with any news outlets.
4. Due to GSUSA safety guidelines, Girl Scout Cookie sales cannot be posted to social media "for sale" sites open to the public (i.e. Craigslist, Amazon, eBay, swap/garage sale/Nextdoor/marketplace-type sites).
5. Social media ads cannot be purchased or donated to promote sales.
6. Should any online marketing activities be identified as a violation of guidance, GSUSA or the council reserves the right to intervene and request removal or remove the post.

**CHECK OUT OUR
COOKIE CENTRAL
WEBSITE FOR
SAFE ONLINE
SELLING TIPS**

GET READY

JANUARY 1 - 31

Cookie season will be here before you know it! Get your customers excited about the Cookie Business kick-off date by sharing these fun graphics or even start a countdown!



CLICK TO
DOWNLOAD



CLICK TO
DOWNLOAD



CLICK TO
DOWNLOAD



CLICK TO
DOWNLOAD

girl scouts
of new mexico trails



3

day

[CLICK TO DOWNLOAD](#)



3

girl scouts
of new mexico trails

[CLICK TO DOWNLOAD](#)

girl scouts
of new mexico trails



2

day

[CLICK TO DOWNLOAD](#)



2

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girl scouts
of new mexico trails



1

day

[CLICK TO DOWNLOAD](#)



1

girl scouts
of new mexico trails

[CLICK TO DOWNLOAD](#)

Cookie Season Kick-Off

FEBRUARY 8

It's Girl Scout Cookie Time! Kick-off the start of this year's program in style by sharing a fun graphic of your favorite cookie on the first day of the 2021 Cookie Program!





Time for
Girl Scout Cookies

girl scouts
of new mexico trails

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Time for
Girl Scout Cookies

girl scouts
of new mexico trails

CLICK TO
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Time for
Girl Scout Cookies

girl scouts
of new mexico trails

CLICK TO
DOWNLOAD



Time for
Girl Scout Cookies

girl scouts
of new mexico trails

CLICK TO
DOWNLOAD



Share your Digital Cookie Website

FEBRUARY 8

girl scouts
of new mexico trails

My Girl Scout
is a Cookie
Boss!

Check out her
digital cookie
website!

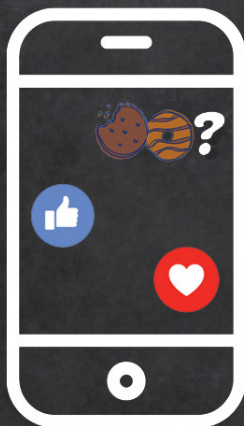
CLICK TO
DOWNLOAD

girl scouts
of new mexico trails

Check out my
digital cookie
website!

Thank you for helping
me reach my goals!

CLICK TO
DOWNLOAD



I'm selling
Girl Scout
Cookies!

Visit my
digital cookie
website to order!

girl scouts
of new mexico trails

CLICK TO
DOWNLOAD



Promote Your Cookie Booth!



FEBRUARY 26

girl scouts
of new mexico trails



**VIRTUAL
COOKIE
BOOTH!**

CLICK TO
DOWNLOAD

girl scouts
of new mexico trails

CLICK TO
DOWNLOAD

**Come visit my
Girl Scout Cookie
Lemonade Stand!**



CLICK TO
DOWNLOAD

Visit my
**COOKIE
BOOTH!**

girl scouts
of new mexico trails



girl scouts
of new mexico trails

CLICK TO
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DRIVE-THRU 
**COOKIE
BOOTH**



Cookie Season Highlights



**National
GIRL SCOUT
COOKIE
Weekend**
Feb. 19-21

girl scouts
of new mexico trails

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girl scouts
of new mexico trails

**I'm celebrating
National
GIRL SCOUT
COOKIE
Weekend!**
FEB. 19-21

CLICK TO
DOWNLOAD

GIRL SCOUT COOKIE WEEKEND FEB. 19-21

Donate Cookies to

**BUY ONE
GIFT OF CARING
GIVE ONE!**

**Supporting Hometown Heroes
one cookie at a time!**

girl scouts
of new mexico trails

CLICK TO
DOWNLOAD

girl scouts
of new mexico trails

BUY ONE

GIVE ONE!

**Ask me about
GIFT OF CARING!**

CLICK TO
DOWNLOAD

CARE TO SHARE PROGRAM

Say Thank You!

COOKIE PROGRAM ENDS MARCH 14

Say "Thank You" to your family, friends, and customers with your favorite GS Cookie flavor!

