

2023 Cookie Program Marketing Kit

Girl Scouts become entrepreneurs in the Cookie Program! While earning rewards and funds for your troop, you will also learn people skills, money management, business ethics, goal setting, and decision making.

Use social media as a tool to share your Digital Cookie site with family and friends! Parents and Girl Scouts older than 13 can promote cookie sales on social media. Posts must be on personal pages or in closed and safe community groups like Facebook groups for your neighborhood, church, etc.

Girl Scout Cookies cannot be posted on "for sale" websites and social media groups such as Craigslist, Amazon, eBay, Nextdoor, Facebook Marketplace, etc. Girl contact information, Digital Cookie sites, or other sales information should never be shared on public-facing websites or with any news outlets. Should any cookie marketing activities violate guidance, GSUSA and GSEIWI reserve the right to intervene and request removal.

When parents and guardians promote cookie sales on social media, make sure posts are still girl-led. Work as a family on post ideas, creation, captions, and sending out thank yous.

Get started with the Cookie Program by visiting [GirlScoutsToday.org/cookieSellers](https://www.girlscoutsofamerica.org/cookie-sellers).



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Download your favorite graphics in the toolkit to start promoting your Girl Scout Cookie business!

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Time!



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Samoas®



Tagalongs®

One more
week!

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Reminder
Booths now open!

Yay!



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Three more
days!

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