2020 GIRL SCOUT COOKIE PROGRAM

Jan. 4–Mar. 8

WOW the WORLD!

G.I.R.L. (Go-Getter, Innovator, Risk-Taker, Leader)™

Business Branding Toolkit
HAPPY COOKIE SEASON!

The 2020 Girl Scout Cookie Program is here! Let’s show the world how girls run their awesome businesses. Thanks for supporting your Girl Scout and her troop as they embark on this unique entrepreneurial adventure. With your help, girls will help their troops earn funds for activities while learning new skills, gaining confidence and making lifelong memories with their Girl Scout sisters.

This kit will be your guide through the program — explore its content and use these resources to help your Girl Scout develop her growing business skills. Inside you’ll find:

- Graphics
- Social Media
- and more!

The resources you’ll find here will help your Girl Scout confidently navigate this business venture AND help her reach her Cookie Program goals!

P.S. Don’t forget to take pics of your Girl Scouts in entrepreneurial-action! Post that image (or images) and tag us!
PROFILE COVERS

Use the following social media graphics to supercharge her growing business. These tools are specially curated to show the community our Girl Scouts are taking the lead and having unique adventures!

Girl Scout cookies WOW!
Power experiences for the entrepreneurial girls who sell them!

I am a COOKIE TECHIE!

get PUMPED for LEMON-ups
The newest Girl Scout Cookie!

YOUR WINGS EXIST. ALL YOU NEED IS SOAR.

Powered by the Girl Scout Cookie Program
PROFILE FRAMES

We have LOTS of Council-customized graphics for you and your Girl Scout to choose from! Add one of these Facebook frames to your profile picture to let your friends know you are a Cookie Boss!
SOCIAL POSTS

Get ready for a WOW-worthy season with these social posts! Don't forget, when you post, remind your audience your Girl Scout is learning skills essential for success in leadership - and in life!

- **I Am BOLD**
  - The newest Girl Scout cookie!

- **Don’t Just Fly... SOAR**
  - Help power WOW experiences for my Cookie Entrepreneur!

- **Your Wings Already Exist, All You Have to Do Is SOAR**

- **I am a cookie techie!**
  - Find your favorite Girl Scout Cookies through my online cookie store!

- **WOW the World!**
  - Your Favorite Girl Scout Cookies are back Jan. 4!
SHARE IT

Are you ready to spread the word about the Girl Scout Cookie Program? Help your followers on social media learn about the yummy cookies available - also remind them exactly HOW your Girl Scout and her troop benefits from proceeds.

Here are some example posts you can use. Experiment by writing and testing your own! Don’t forget to share the link to your Girl Scout’s Cookie Program store, too!

FACEBOOK AND INSTAGRAM

- This year my troop is using our Cookie earnings to travel to Savannah, GA to visit Juliette Gordon Lowe’s home! Help me reach our goal by purchasing some delicious Girl Scout Cookies! My favorite is Thin Mints®!

- In need of your favorite Girl Scout Cookies? Our Girl Scout troop has you covered! From Thin Mints® to Trefoils®, you can find something for everyone! Since Girl Scouts are all about giving back, consider donating to Troop to Troop. Every donated box of cookie will be directly distributed by the USO of Missouri to an active military man or woman.

- I’m ready to WOW the world by running my own business! Support me during the Cookie Program by purchasing a box of cookies (or two or three). Check out my online store so you can start stocking up on all of your favorite cookies!

TWITTER

- It’s Girl Scout Cookie time! Make a purchase of cookies and support my troop’s goal of earning money to go to Girl Scout resident camp next summer!

- We love Girl Scout Cookies! My Girl Scout will be selling cookies this upcoming #girlscoutcookieseason

- My Girl Scout is a #cookieboss! Support her and her troop as they take this leadership adventure and learn important business skills!

- Have you already eaten all of your Thin Mints®? No worries! Click the link to my online store so you can stock up on all of your favorites!
Make this Girl Scout Cookie Program® an unforgettable season for yourself—and for your Cookie customers! Cut out a sign from below and attach to your order card, this way your customers know you accept debit and credit cards.

ask me about using CLOVER GO—
it makes purchasing cookies a snap!
COOKIE PROGRAM KEY DATES

SATURDAY, JANUARY 4
Girl Scout Cookie Program Go Day! Girl Scouts can begin taking in person and online orders

SUNDAY, JANUARY 26
Initial order taking ends

MONDAY, JANUARY 27-SUNDAY, MARCH 8
Online order taking continues

WEDNESDAY, FEBRUARY 12-SATURDAY, FEBRUARY 15
Troops pick up Cookies

FRIDAY, FEBRUARY 14-SUNDAY, MARCH 8
Cookie Booths begin and cupboards open

FRIDAY, FEBRUARY 28-SUNDAY, MARCH 1
National Girl Scout Cookie Weekend

SUNDAY, MARCH 8
Girl Scout Cookie Program ends