

2025 Cookie Marketing Timeline

Use these dates to create a marketing plan and be as present as possible in your communities! Take advantage of these dates and tips to make the most of your business and create a social media presence for your cookie business!



PRO TIP:

Stay connected with your council's social media during cookie season to keep up with important cookie news!

Follow Us on Social Media!

Facebook: Girl Scouts of Central Illinois
Instagram: @gscentralil
TikTok: @girlscoutscentralil



DECEMBER 16

Digital Cookie is ready to accept cookie orders and the Girl Scout Cookie Program officially starts! Let your customers know that your Digital Shop is running by sending out texts or an email blast.



FEBRUARY 1

Start a cookie countdown on your social media! Reach out to customers and let them know that they can start ordering their favorite Girl Scout Cookies February 1! Follow and tag Girl Scouts of Central Illinois on our social media pages. Use hashtags #GSCI and #GirlScoutsofCentralIllinois. Doing this will connect us to your post, and who knows, you could even be featured on the council's social media pages!



FEBRUARY 9

Reach out to customers! Let them know that Girl Scout Cookies are a great Super Bowl snack by creating your own Super Bowl Commercial! Post your video with a link to your Digital Cookie Shop before February 9 so they can order their cookies before the big game day. We recommend using a hashtag like #FootballandGSCookies to reach a specific target audience. Consider decorating your cookie booth with football in mind to attract hungry spectators shopping for their Super Bowl gathering!



FEBRUARY 11

February 11 is International Day of Women and Girls in Science! This is a great time to share with your customers about the STEM based activities Girl Scouts offers and the amazing science discoveries you have made in your time as a Girl Scout. Share your story on social media and highlight the fact that buying cookies from you allows you to continue your STEM based activities! Use hashtag #UnboxtheFuture, #GirlScoutCookies, and #GirlsInSTEM!



FEBRUARY 14

Encourage your customers to give a box of cookies instead of a box of chocolates to show how much they care! Consider decorating your booths around the theme of love, to attract lovers of all types to your booths! You can even go a step further by attaching a Thank You Valentine to each purchase you hand out, to show customers how much you love and appreciate their support. Consider using hashtag #FortheloveofGirlScoutCookies or #ValentinesDayGSCookies!



FEBRUARY 15-17

Use Presidents' Day weekend to decorate your booth and celebrate our founding fathers! Host a patriotic birthday booth! Make sure to advertise on your social media accounts and Digital Shop. Maybe even dress up like one of your favorite presidents and let customers know that there is still plenty of time to get delicious Girl Scout cookies, or donate to Care to Share to our local home town heroes, military bases or local food pantries. Use hashtag #PresidentsDayGSCookies!



FEBRUARY 21-23

It's National Cookie Weekend! Get out and be seen in the community with your fellow Girl Scouts. This weekend marks a time when America's favorite cookies are widely available across the United States, with each purchase supporting local Girl Scouts. Encourage your customers to place their orders through your Digital Cookie link or meet customers where they are in the community by hosting a booth! Use hashtags #NationalGSCookieWeekend and #UnboxtheFuture!



MARCH 3

Embrace possibilities on March 3, World Wildlife Day! Tell your customers about this year's mascot, the giant panda! Use this day to connect with your customers and share some facts about this fascinating animal. For example, did you know that 99% of their diet consists of different types of bamboo? Or that they spend nearly 12 hours a day eating? These pandas are one of the few bear species that do not hibernate! Use hashtag #WildlifeLovesGSCookies!



MARCH 12

Happy 113th birthday, Girl Scouts! Celebrate Girl Scouts by making a delicious treat using a Girl Scout cookie recipe! Share the recipe with customers and encourage them to visit your online store so they can make their own tasty cookie concoctions! Use hashtag #CelebrateWithGSCookies!



MARCH 16

Last day of the Girl Scout Cookie program! Plan on doing an end-of-cookie countdown on social media, email, or text, and link them to your Digital Cookie site so they can place their final orders. It's your final push to the finish line- you've got this! Use hashtag #LastChanceforGSCookies!

MORE MARKETING TIPS

- Customize and print business cards and yard signs using the Digital Cookie QR Code.
- Missed a customer at home? Have some door hangers to leave for customers.
- Make your own promo videos on the Digital Cookie site to share on social media.
- Decorate your booth to match upcoming events and holidays.
- Check out cookie booth supplies and merch at your local Trefoil Boutique.
- Brainstorm with your troop and family! Sharing ideas is a great way to improve.



*Have a sweet
Cookie Season!*