

# 2026 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 15

*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 3

*Start a ten day cookie countdown on your social media!* Reach out to customers and let them know that they can start ordering their favorite Girl Scout Cookies in person on February 13! 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 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 17

*February 17 is Random Act of Kindness Day!* Consider making a video about how gifting a box of Girl Scout Cookies to friends, family, coworkers, etc. is the perfect act of kindness. Post it to your social media pages and use the hashtag #RandomActofKindnessDay.



## FEBRUARY 20-22

*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

*Be Brave, Fierce, and Fun on March 3, World Wildlife Day!* Tell your customers about this year's mascot, the black-footed ferret! Use this day to connect with your customers and share some facts about this fascinating animal. For example, did you know that the black-footed ferret is only ferret native to the Americas? It was once thought to be extinct, but now actions are being taken to protect our fun and playful mascot BFF! Use hashtag #WildlifeLovesGSCookies!



### MARCH 12

*Happy 114th 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 29

*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 Girl Scout  
Cookie Season!*

