

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 times to really make your business shine.



MARKETING TIP

Follow and tag @gsnorcal on [Instagram](#) and [Facebook](#)!

January
1



Start a cookie countdown with your social media accounts!

Reach out to customers early and let them know they can start ordering their favorite Girl Scout cookies **starting January 13!**

Follow and tag @gsnorcal on [Instagram](#) and [Facebook](#)! Use hashtags #gsnorcal #GirlScoutsofNorthernCalifornia #GirlScoutCookieSeason to be featured on the council's social media accounts.

January
13



Digital Cookie is ready to accept orders and the Cookie Program officially starts!

Let customers know your Digital Shop is up and running, by sending out a text or email blast.

February
9



Reach out to customers! Let them know that cookies are a great Super Bowl snack by creating a Super Bowl commercial!

Post your video to social media and email it to your customers **before February 9** (don't forget to include a link to your digital shop) so they can order cookies before the big game day.



Booths open February 6, so consider decorating your booth with a football theme to attract hungry spectators and get them their cookies before game day!

**February
11**



February 11 marks International Day of Women and Girls in Science!

If you or a friend is a science buff, this is a great opportunity to share with customers how their support can help you reach new heights in STEM! Through your Digital Shop and social media, share some of your scientific discoveries, projects, or future scientific aspirations with customers and ask for their support!

**February
14**



February 14 is Valentine's Day!

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.

**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.

**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!



MARKETING TIP



Use hashtags **#gsnorcal**
#GirlScoutCookieSeason
#GirlScoutCookies

**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!

**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!

**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 drive customers 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!



MORE MARKETING TIPS

- Customize and print business cards and yard signs using your Digital Cookie QR code to reach your neighbors and local communities.
- Missed a customer at home? Have some printed door hangers handy to leave at customers' front doors.
- Make your own **videos** to use on your Digital Cookie site or share on social media - have fun and get creative!
- Decorate your booth using **themes** around certain holidays and events.
- Visit your local council retail store to check out the latest marketing merch!
- Brainstorm ideas with your family, friends, and troop members to get the word out - sharing is caring!

Have a sweet cookie season!