

DECEMBER 2021

COOKIE SEASON PLANNING



TO DO:

NOTES:

CHECK OUT LITTLEBROWNIEBAKERS.COM
FOR SOME GREAT CONTENT TO COUNTDOWN TO THIS
YEAR'S GIRL SCOUT COOKIE SEASON!



girl scouts

Little Brownie
BAKERS

PRO TIPS:

- THE HOLIDAY SEASON IS A GREAT TIME TO SHARE RECIPES AND DIY GIFTING IDEAS



SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

28	29	30	1	2	3	4 National Cookie Day 
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21 First Day of Winter	22	23	24 Christmas Eve	25 Christmas Day
26 First Day of Kwanzaa	27	28	29	30	31 New Year's Eve	1 New Year's Day
2	3	4	5	6	7	8

JANUARY 2022



COOKIE SEASON PLANNING

TO DO:

NOTES:

CHECK OUT LITTLEBROWNIEBAKERS.COM
FOR MORE CONTENT TO KICK OFF THIS YEAR'S
GIRL SCOUT COOKIE SEASON!



PRO TIPS:

- BUILD A CONSISTENT POSTING SCHEDULE WITH A VARIETY OF CONTENT
 - POST 2-3 TIMES A WEEK

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1 New Year's Day
2	3	4	5	6	7	8
9	10	11 National Cookie Season Launch 	12	13 National Gluten-Free Day 	14	15
16	17 Martin Luther King Jr. Day	18	19	20	21	22
23	24 National Peanut Butter Day	25	26	27	28	29
30	31	1	2	3	4	5

FEBRUARY 2022



COOKIE SEASON PLANNING

TO DO:

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NOTES:

PRO TIPS:

- USE GIFS AND ANIMATIONS AS AN EASY WAY TO CATCH THE CONSUMERS ATTENTION
- POST ON NATIONAL DAYS & USE THE HASHTAGS FOR THOSE DAYS TO INCREASE TRAFFIC TO YOUR SOCIAL PLATFORMS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2 Groundhog Day	3	4	5
6	7	8	9	10	11 International Day of Women and Girls in Science	12
13	14 Valentine's Day	15	16	17 Random Acts of Kindness Day	18 National Girl Scout Cookie Weekend	19 National Chocolate Mint Day 
20 National Girl Scout Cookie Weekend	21 Presidents' Day	22 World Thinking Day	23	24	25	26
27	28	1	2	3	4	5
6	7	8	9	10	11	12

MARCH 2022



COOKIE SEASON PLANNING

TO DO:

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NOTES:



PRO TIPS:

- PREPARE FOR THE LAST CHANCE COOKIE PUSH
- SHARE WAYS TO PURCHASE & LAST CHANCE MESSAGING

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	1	2	3	4	5
6 National Girl Scout Week	7	8 International Women's Day	9 National Girl Scout Week	10	11	12 Girl Scouts' 110th Birthday
13 Daylight Saving Time	14	15	16	17 St. Patrick's Day	18	19
20 First Day of Spring	21	22	23	24	25	26
27	28	29	30	31 Last Chance for Cookie Push	1 April Fools' Day	2
3	4	5	6	7	8	9

YEAR-ROUND TIPS

KEY DATES:

APRIL: NATIONAL VOLUNTEER MONTH

- 4/1 APRIL FOOLS' DAY
- 4/15 GOOD FRIDAY & PASSOVER
- 4/17 EASTER
- 4/22 EARTH DAY

MAY

- 5/5 CINCO DE MAYO
- 5/8 MOTHER'S DAY
- 5/30 MEMORIAL DAY

JUNE: NATIONAL CAMPING MONTH

- 6/12 NATIONAL PEANUT BUTTER COOKIE DAY
- 6/19 FATHER'S DAY
- 6/21 SUMMER SOLSTICE/FIRST DAY OF SUMMER

JULY

- 7/4 INDEPENDENCE DAY
- 7/7 WORLD CHOCOLATE DAY

AUGUST

- 8/10 NATIONAL S'MORES DAY
- 8/26 WOMEN'S EQUALITY DAY
- 8/31 NATIONAL TRAIL MIX DAY

SEPTEMBER HISPANIC HERITAGE MONTH

- 9/6 LABOR DAY & ROSH HASHANAH
- 9/15 YOM KIPPUR
- 9/16 MEXICAN INDEPENDENCE DAY

DON'T FORGET TO GO TO [IDEALCOOKIESALE.COM](https://www.idealcookiesale.com) FOR THE FULL SOCIAL MEDIA TOOLKIT!

INSTAGRAM TIPS

- POST 2-3 TIMES A WEEK DURING COOKIE SELLING SEASON TO KEEP YOUR AUDIENCE'S ATTENTION
- RESHARE INSTAGRAM POST TO YOUR STORIES TO INCREASE VISIBILITY AND ENGAGEMENT
- SHARE COOKIE SELLING STRATEGIES THROUGH REELS, LIVES AND STORIES, WITH CAREGIVER PERMISSION/SUPERVISION
 - BONUS: SAVING IG LIVES ADDS MORE CONTENT TO YOUR PROFILE
- INCLUDE IMPORTANT LINKS IN YOUR INSTAGRAM BIO
 - CREATE A LINKTREE IF YOU HAVE MULTIPLE LINKS
- INCLUDE RELEVANT HASHTAGS TO PROMOTE YOUR CONTENT TO A BIGGER AUDIENCE



**FOLLOW US ON FACEBOOK
@LITTLEBROWNIWBAKERS**



**CHECK OUT SOME GREAT COOKIE CONTENT
@SAMOAS_COOKIES**

FACEBOOK TIPS

- PLAN OUT YOUR SOCIAL POST A MONTH IN ADVANCE
- SHARE YOUR COOKIE SELLING STRATEGIES AND GOALS WITH CUSTOMERS ON FACEBOOK LIVE, WITH CAREGIVER PERMISSION/SUPERVISION
- POST A VARIETY OF CONTENT DURING THE WEEK
 - PHOTOS, GIFS, QUOTES, INSPIRATIONAL STORIES
- TO KEEP YOUR AUDIENCE ENGAGED
 - ENGAGE AND INTERACT WITH THE COMMENTS
- INCLUDE ENGAGING CALL TO ACTIONS IN EACH POST. I.E. "CLICK THE LINK " "DONATE COOKIES" "FOLLOW US TO STAY UPDATED"
- RESHARE CONTENT/STORIES FROM RELEVANT SOURCES
- CONVERT LONGER LINKS TO SHORTER [BIT.LY](https://bit.ly) FORMAT TO KEEP TEXT CONCISE