How to Record Your Video for Cookie Sales!



Did You Know?

Creating a fun video is a great way to promote your Girl Scout Cookie business and reach more customers!

Share your cookie goals, show off your favorite cookies, and let friends and family know how they can support you.

With parent or guardian permission, share your video to help promote your online and in-person cookie sales!



DO

- Wear your Girl Scout uniform or Girl Scout-branded apparel.
- Share your cookie goals and what you or your troop hope to accomplish with your earnings.
- Smile, be enthusiastic, and let your personality shine!
- Keep your video short and engaging, ideally 30–60 seconds.
- Record in a well-lit area with a clean background. Use vertical format for social media.
- Encourage friends and family to support your cookie business through online or in-person sales.
- Have a parent or guardian review and approve your video before sharing.

DON'T

- Do not use your full name or share personal contact information.
- Do not show anything that identifies where you live or attend school.
- Do not share other personally identifiable information.
- Do not include anyone in your video without their permission and the necessary parent or guardian consent.
- Do not use inappropriate language or content.
- Do not post cookie sales links on online resale sites such as Facebook Marketplace or eBay.

Share Your Video with Family & Friends!
Ready, set, record!

Create your cookie sales video and share it through social media, text, or email to spread the word and reach your cookie goals!

Social Media Safety: Girl Scouts ages 13 and older may participate in social media marketing with parent or guardian permission and supervision. For girls under 13, a parent or guardian must post on their behalf.

Ideas for Your Cookie Sale Videos!



Come Visit My Cookie Booth!

Filming Suggestions:

Film a short video inviting friends and family to visit your Girl Scout Cookie booth. Show off your cookie display or share your excitement on camera!

Script:
"It's Girl Scout Cookie season! Come visit our cookie booth, grab your favorites, and help us reach our goal!"

Which Cookie Would You Pick?

Use approved images or short clips of three different Girl Scout Cookie varieties. For example:

1. Thin Mints
2. Caramel deLites
3. Trefoils

Script:
"Which would you pick: 1, 2, or 3?"
"Tell me your favorite and stop by our cookie booth to get yours!"

POV: You Need Cookies!

Start by looking directly at the camera.

Script:
"POV: You're craving Girl Scout Cookies but don't know which ones to get!"

Cut to clips of your favorite Girl Scout Cookie varieties.
"I've got you! Come visit our cookie booth!"

Behind the Scenes at Our Cookie Booth!

Record short clips of your troop preparing for cookie sales, setting up your booth, or displaying cookie varieties.

Script:
"Come along as we get ready for our Girl Scout Cookie booth! We're excited to share our favorite cookies and work toward our troop goal!"

Finish with:
"Come support our troop and grab a box (or two)!"

Simple Ideas

GET THEIR ATTENTION **"Cookie lovers, this one's for you!" / "Which Girl Scout Cookie is your favorite?" / "Craving something sweet?"**

SHOW THE COOKIES **Use short clips, creative transitions, or approved cookie images to highlight your favorite varieties.**

SHARE YOUR GOAL **"Every box brings us closer to our troop goal!"**

CALL TO ACTION **"Visit our cookie booth!" / "Help us reach our goal!" / "Tell your family and friends!"**