



## Think “Out of the Ordinary!” for Success Challenge

For the 2025 Girl Scout Cookie Program, we are challenging girls to think “Out of the Ordinary” to come up with new, innovative ways to promote their own Girl Scout Cookie sales. What different marketing techniques can you or will you implement to increase your sales or to become a top seller this year? What are you going to do or are you doing that is different than what other Girl Scouts are doing to promote your sale?

After coming up with these “out-of-the-ordinary” ideas that you feel will lead or have led to success, record and share them with us.

Here are the categories:

**Category 1:** Photo of you in your most unique sales location (with cookies in hand or at a booth).

**Category 2:** Photo of your most decorative booth or booth display.

**Category 3:** Video recording of you giving your best sales pitch ever!

**Category 4:** Photo or video recording of another “out-of-the-ordinary” cookie sale success.

All entries need to be submitted by midnight on February 17, 2025 at [bit.ly/2025outoftheordinary](https://bit.ly/2025outoftheordinary).

All girls who submit an entry will be entered in a drawing to receive a 50-package credit of cookies to the Cookies for a Cause service project. If multiple girls are in the photo/recording of the drawn entry, each Girl Scout in the photo will receive a 10-package credit of cookies to the Cookies for a Cause service project (maximum of six girls per photo). These credits will be applied to the girl’s sales totals, her rewards and the troop’s total proceeds.

Videos and photos submitted as part of the “Out of the Ordinary!” for Success Challenge may be used in council publications and social media channels. If you prefer to not have your photos/videos shared, please let us know when submitting them. *Also note: Girls will not be tagged or identified when sharing.*