

## Girl Scout Cookie Program Updates

For the past eight years, Girl Scouts–Arizona Cactus-Pine Council (GSACPC) has worked hard to keep our cookie prices the same while the community generously supported the largest girl-led entrepreneurial program in the world. As we look toward the future, we face higher production costs and can no longer avoid the decisions that most councils have made in past years. During our 2025 season, Girl Scout Cookies will cost \$1 more per package across central and northern Arizona. The new price of our core cookie flavors Adventurefuls®, Thin Mints®, Samoas®, Tagalongs®, Do-si-dos®, Trefoils®, and Lemon-Ups® will be \$6. Our specialty cookies, Girl Scout S'mores® and Toffee-tastic®, will cost \$7.

The GSACPC Board of Directors carefully approached the tough decision, spending months in task force meetings to review data, analyze over 700 cookie survey comments, and consider multiple financial scenarios. One critical variable in this decision was ensuring that more money went back to girls and troops. Therefore, troop proceeds will increase to \$1.08 per package sold, and when a troop reaches \$2,500 combined sales during the 2024 Fall Product Program, they can select to have two (\$.02) more cents cookie of proceeds. Troops may use cookie proceeds for camp, trip and travel, and service projects.

### How the cookie crumbles



# GSACPC Cookie Price Change FAQs

*We recognize that this document is not comprehensive. Girl Scouts and their families, troop leaders, and service unit managers will continue to receive more detailed information about the sale throughout the rest of the year.*

## **Q: How is GSACPC investing back in troops and cookie sellers?**

**A:** Just as costs for council operations have increased, we know that troops are also facing higher costs for supplies and activities. In 2025, here are some of the ways we'll be supporting our members:

### **1. Increasing the base troop proceeds per package:**

- The base proceeds per package will increase from \$.90 to \$1.08.
- When a troop reaches \$2,500 combined sales during the 2024 Fall Product Program, they can select to receive two cents more (\$.02) in proceeds per cookie package sold during the 2025 GSACPC Cookie Season.
- Credit card processing fees. Troops that use Digital Cookie payment pass on 100% of credit card fees processed through Digital Cookie and CloverGo to GSACPC. GSACPC covered about \$200,000 in the processing fees during 2024 Cookie Season.

### **2. Helping Girl Scouts reach more customers:**

- Developing and sharing a Cookie Seller Toolkit that includes promotional materials (such as flyers, door hangers, and social media graphics) to amplify their outreach during the sale, in addition to tips and tricks for achieving their entrepreneurial goals.
- Offering programs that teach Girl Scouts entrepreneurial skills and business know-how, such as the annual Cookie Fastpitch with local business executives.
- Offering technology that allows Girl Scouts to make their own cookie commercial to use as a promotional tool during the sale.
- Connecting customers with cookie sellers in their area via the Cookie Finder tool on our website.
- Building awareness of and excitement around the Girl Scout Cookie Program by partnering with businesses and organizations in the community to amplify sale dates, information on how to find cookies, and the impact of supporting local Girl Scouts through cookie purchases.
- Investing in the success of local Girl Scout sellers through digital advertising on social media to encourage demand for cookie purchases and offer instructions for purchasing cookies from local sellers.
- Providing Girl Scouts with answers to potential customer questions. While it has been eight years since we last changed the price of our core cookie varieties, we understand that some customers may have questions. We will provide brief talking points to help cookie sellers explain how cookie sales support individual troops and Girl Scouts across central and northern Arizona. Our cookies (and cookie customers) support camp and outdoor

experiences, volunteer training, and opportunities for thousands of Girl Scouts to make friends, serve our communities, and become leaders.

**Q: Why did GSACPC decide to change the price of cookies?**

**A:** It's been eight years since our last price increase, and as consumers know, costs go up every year—and particularly as higher commodity costs impact pricing across industries.

1. The cost of running our organization and its properties, including insurance and maintaining highly experienced and dedicated employees, as well as the costs to run the cookie program, including the per-package cost of the cookies, the storage and movement of packages, have all increased since 2017. The price change is necessary to keep up with economic price increases, balance our budget, and continue to serve youth and volunteers in all areas of our council.
2. Girl Scout membership fees are paid directly to Girl Scouts of the USA, our parent organization. Revenue from the cookie program, however, is paid to our local council. Increasing the cost of our cookies allows us to raise more money that can be reinvested back into our community through the local programs we offer to youth in central and northern Arizona.
3. Many youths and volunteers need financial assistance to participate in Girl Scouts, and the cookie program is one way we fund that support. It is in our mission to remove barriers to local Girl Scouts access to camp, programming, and other opportunities that build life skills, and raising the price of our cookies will help ensure that we can continue to eliminate barriers to participation for local youth. We are proud of our commitment to keeping Girl Scout programming accessible for our local members through funding sources such as the cookie program.
4. We believe customers realize that when they buy Girl Scout Cookies, they are doing much more than purchasing a treat; they are inspiring generations of entrepreneurs and promoting siblinghood, stewardship, and social impact, all while investing in strong leaders for a better tomorrow. As a 501(c) 3 non-profit organization, we rely on charitable contributions from our community to sustain the programming we offer to our members. An increase in the cost of our cookies is one tangible way that we can call on our community to increase their financial support toward our organization's mission.
5. Each year, GSACPC's Board approves a budget based on membership forecasts, program plans, and expense and revenue estimates, including estimates about the Cookie Program. The price change is necessary to make progress toward balancing our budget and ensuring our capacity to continue to serve Girl Scouts and volunteers in all areas of our council.

**Q: When was the last time cookie prices were raised and what was the impact on troop sales?**

**A:** This is the first price increase for core varieties in eight years—prices were last increased in 2017. We understand that price increases may impact our cookie sellers and their communities to varying degrees, and we do not take any price change lightly. However, previous price increases have not demonstrated a severe negative impact on our cookie sellers' success. We feel confident about the public's continued support of Girl Scouts as we implement this price change for the 2025 Girl Scout Cookie Season.

**Q: Did GSACPC listen to the perspectives of local members before making the decision to charge \$6 and \$7 per package for cookies in 2025?**

**A:** Membership voices were included in program and service decisions that guided the 2025 budget process informing funding needs—including keeping our camps open and increasing in-person programs and services. Hundreds of volunteers and parents took a Cookie Price Increase Survey between February 29 and March 10, 2024. We received over 700 responses reflecting a passion for the cookie program whether in support of or against a price adjustment. GSACPC leadership and the board strongly believe that the price change is critical to ensure financial stability of the organization.

**Q: Are other Girl Scout councils also changing their prices?**

**A:** Yes. GSACPC is one of the last councils across the country to change its pricing.

**Q: What do cookies pay for?**

**A:** Every purchase of Girl Scout Cookies helps Girl Scouts explore new adventures. Cookies support a significant portion of GSACPC's budget—about 75 percent during a typical year.

**This is how a \$6 package of Girl Scout Cookies sold supports local Girl Scouting:**

- Cookie Program Cost - **\$1.44**
- Troop, Girl and Service Unit Proceeds and Rewards - **\$1.47**
- Program, Activities and Camp Properties - **\$1.49**
- Girl and Volunteer Recruitment, Training, Resources and Financial Assistance - **\$1.60**