

Girl Scout Cookie Program Price Increase

September 2024

Introduction

In June of 2024, Girl Scouts of Southern Illinois (GSofSI) received an amended contract from our cookie baker, Little Brownie Bakers (LBB). This amendment included a price increase for GSofSI to purchase the cookies from LBB. The price increase of approximately 13% was a result of inflation, primarily in cocoa costs as well as other baking supplies. In addition to cookie costs increasing, the cost for girl rewards for the Girl Scout Cookie Program has increased as well. To ensure our troops are able to finance their adventures and council is available to support them, the GSofSI Board of Directors approved to increase the price of cookies to \$7.00 per box for all cookie varieties for the upcoming cookie season.

The percentage breakdown of the cookie revenue will remain unchanged. As a result, troop proceeds will now increase from a baseline of \$1.00 per box to \$1.20 per box, with the opportunity for that number to increase (troop reaching the defined per girl average, older girls opting out of rewards, etc.).

FAQs

- **Could we have avoided this price increase by changing bakers?**
No. Neither Girl Scout cookie baker has been unaffected by increased production costs. In addition, GSofSI is contracted with LBB through the 2026 cookie season.
- **Since we are in a contract with LBB, does that mean we will not see another price increase before our contract expires?**
Although we are hopeful we will not incur another price increase, that cannot be guaranteed. Our contract can be amended if exorbitant price increases occur.
- **How do we respond if customers feel the price of cookies is too high?**
Although the Girl Scout Cookie Program provides customers with delicious cookies, it is important to make sure customers know the program is more than what's inside the box. Ensure girls are prepared to tell customers what they plan to do with their cookie proceeds – like going on a camping adventure, attending robotics competitions, or taking a trip to London. Having a sign or poster at your cookie booth that says, “Help us go to Space Camp!” can drive home the message to customers that they are helping girls reach their goals while they gain the courage, confidence, and character, to make the world a better place – and not simply purchasing a delicious snack.

GSofSI will provide additional messaging and guidance for volunteers and girls to use with customers as we get closer to the start of cookie season.
- **How do we respond if customers say they can buy cookies cheaper in a neighboring town/county?**
By purchasing cookies from their local Girl Scouts, customers are supporting their local community and its future leaders. Be sure customers know your troop's goals and plans for your cookie proceeds.

As mentioned above, GSofSI will provide additional messaging and guidance for volunteers and girls to use with customers as we get closer to the start of cookie season.

- **We are concerned that our area will have a challenge selling cookies at \$7.00 per box. What can we do to overcome that challenge?**

GSofSI is committed to supporting our volunteers and families to ensure they are successful. If you feel your area will face specific challenges with this price increase, please let us know! Our Product Program team is happy to attend an upcoming Service Unit meeting to discuss your specific concerns. Together, we will develop solutions to address those concerns as best as possible. We want to provide the support and tools necessary for everyone to have a successful Girl Scout Cookie Program.

If you would like to request someone from our Product Program team attend an upcoming Service Unit meeting, please email us at customercare@gssofsi.org.

- **Will troops receive the same proceeds as before?**

No; proceeds are increasing! GSofSI will maintain the percentage breakdown of the cookie revenue. As a result, troop proceeds will now increase from a baseline of \$1.00 per box to \$1.20 per box, with the opportunity for that number to increase (troop reaching the defined per girl average, older girls opting out of rewards, etc.).

If you have additional questions regarding the Girl Scout Cookie Program, please do not hesitate to reach out to us at customercare@gssofsi.org.

