

Cookie Price Change FAQs

1. Why is Girl Scouts of Colorado increasing the price for a package of cookies?
 - Business costs and the cost of the cookies have risen over the years, but GSCO has not increased the price of cookies since 2022, and, prior to that, prices had remained steady since 2014. The cost of cocoa and sugar have gone up as much as 200% in the past year, which caused the amount council pays for the cookies to increase. After much research and consultation, it was determined a price increase was necessary.
2. Does this impact the amount of troop proceeds troops earn?
 - Yes, troops will receive an increase in troop proceeds. Troop proceeds will now be \$.95/package sold or \$1/package for troops with a per-girl-average of 400 or greater.
3. Do you expect this to impact the total number of cookies sold by each girl, troop and in the council?
 - Research from other councils and our bakery shows that sales tend to take a small dip when a price increase occurs. Consumers are feeling the pinch of rising prices in many categories, but many Girl Scout Cookie customers also appreciate that they are supporting girls growing in courage, confidence, and character and making the world a better place.
4. How will GSCO support girls and troops through this change?
 - Provide FAQs to help answer questions from families and consumers. We will also provide brief talking points and infographics to help cookie sellers explain how cookie sales support both individual troops and Girl Scouts in Colorado as a whole.
 - Offer training for Troop Cookie Managers on how to address family or customer concerns.
 - Provide templates for troops to give girls a chance to practice answering questions they might receive from customers.
 - Develop and share a Cookie Seller Toolkit that includes promotional materials (such as flyers, business cards, and social media graphics) to amplify their outreach during the sale, in addition to tips and tricks for achieving their entrepreneurial goals. Introduce a What a Cookie Can Do booth contest to help inform customers how their purchase supports Girl Scout activities.

- Offer curriculum that teaches Girl Scouts entrepreneurial skills and business know-how, such as Digital Cookie Marketing Magic, where Girl Scouts make their own cookie commercial to use as a promotional tool during the sale.
 - Connect cookie sellers with customers in their area via the Cookie Connector Map on our website.
 - Build 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.
 - Invest in the success of local Girl Scout sellers through digital advertising on social media and other outlets to encourage demand for cookie purchases and offer instructions for purchasing cookies from local sellers.
5. Are there the same number of cookies in a package?
- Yes, the number of cookies in a package is not changing.
6. When was the last time Girl Scouts of Colorado raised the price of cookies?
- The last price increase at Girl Scouts of Colorado was in 2022. Total packages sold increased by about 2% that year. There was a new cookie introduced that year but also there were supply issues with the new cookie.
7. How do GSCO's cookie prices compare to other councils around the nation?
- More than 75% of Girl Scout councils were at the \$6 price mark or higher last year. This year, 82% of councils are selling at \$6 or higher. Research from our bakery shows customers are willing to accept this price point.
8. Will a price change disproportionately impact Girl Scouts who live in low-income communities?
- Girl Scouts who live in low-income communities have participated in the Cookie Program, including Digital Cookie, at the same rate as other sellers.
 - Looking at the program experience of Girl Scouts who live in low-income communities compared to all Girl Scouts who participated in

the 2024 program, those who live in low-income communities sold more packages per seller than the council average.

- On average, customers who live in low-income communities (based on the zip code information they provided when they purchased cookies online via Digital Cookie) purchased the same volume of cookies as all customers who made their purchases on Digital Cookie.

9. Does any of the cookie price go to GSUSA?

- 100% of cookie proceeds (the amount received after we've paid the bakery for the product) stays right here in Colorado to fund Girl Scouts of Colorado programming and properties.

10. What do cookie proceeds pay for?

- Cookies support is a significant portion of Girl Scouts of Colorado's budget—about 79% during a typical year. In recent years, we've been able to diversify funding and decreased the reliance on the Cookie Program down from it accounting for 88% of revenue in 2019. In fiscal year 2023, 64.5% of total revenue went to services for troops and girls, 18.6% went to events and camps, 12.9% funded management and general, and 4% went to support fundraising.