



2020 Girl Scout Cookie Price Increase

Frequently Asked Questions

Why did Girl Scouts Heart of the South need to increase the cookie price?

To maintain and expand our high-quality programming and services for girls and adults, the price for cookies has been increased by \$1 to \$5 for core cookies and \$6 for specialty cookies (S'mores, Toffee-tastic). This price increase is based on high production costs from the bakery, requests for troop profits, and increased expenses to provide outstanding girl programming.

The cookie price was raised 5 years - ago why raise it again?

After careful consideration, reviewing and planning, the council decided that the 2020 Girl Scout Cookie season was the optimal time to make the increase in conjunction with the release of a new Girl Scout Cookie. Historical data shows that when a price increase is introduced with the release of a new Girl Scout Cookie, the possible decrease in sales can be offset by the excitement of the new cookie.

We expect the Cookie Program to continue to be successful in 2020 and beyond.

Why was the price increased by \$1?

Looking at national cookie trends, and consulting with industry experts, it was the recommendation to increase by \$1 to stay in alignment with national Girl Scout Cookie pricing and avoid multiple price increases in the future.

How are we supposed to charge someone \$5 for a box of cookies? They could get cookies for much less at Walmart!

Remember- this is not a "value of goods" based pricing model. Our customers understand they are supporting Girl Scouts. On average, 30% of customers have a Girl Scout affiliation. Girls are learning 5 Key Skills (Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics) and can tell the customer their cookie plans - encourage the girls to share when a consumer approaches them.

In a recent national survey of Girl Scout cookie customers specifically, most customers responded that they did not remember what they paid for a box of cookies from year to year, and many already assume it was \$5, even if it was not.

What does this mean for troops?

With the price increase, girls and their troops will be able to earn more funds to power their Girl Scout experience via a tiered proceed plan.

In addition, we are launching the Super Troop Program where troops can earn an additional \$.05 per box making the total amount potentially earned \$.85 per box – an increase of \$.22 over the previous troop maximum proceed schedule.

Tier	New Troop Proceeds per box	New Troop Proceeds per case	Percentage
Tier One 1-199 PGA	\$.70	\$8.40	37% increase
Tier Two 200-399 PGA	\$.75	\$9	25% increase
Tier Three 400+ PGA	\$.80	\$9.60	25% increase
Super Troop	\$.05 additional per box	\$.60 additional per case	NEW!

What does this mean for service units?

Service Unit proceeds will remain the same for the 2020 Girl Scout Cookie Program. In 2021, we will introduce Super Service Unit which will offer service units the opportunity to raise more money to support the Girl Scout Leadership Experience in their communities.

Tier	Service Unit Proceeds	Requirements
Tier One	\$.03	
Tier Two	\$.01 additional	5% SU initial order increase and no debt
Tier Three	\$.01 additional	3% SU final overall sales increase and no debt

Why don't the troops get all or most of the funds from the Cookie Program?

After the council has paid the baker for Girl Scout Cookies, revenue generated through the program provides troop and service unit proceeds, girl rewards, and the remainder of the proceeds go to support expenses associated with services and programs for girls and volunteers, and the operation of the council.

What does the council do with its part of the Girl Scout Cookie proceeds?

Council uses proceeds from the Cookie Program for a variety of purposes, including: volunteer training opportunities, council staffing, maintaining local Girl Scout properties, general membership resources, providing financial assistance to girls, and much more. Aside from the direct cost of the cookies, 100% of the proceeds from the Cookie Program stay within our council.

How are other councils pricing their cookies?

Every council is different and has different pricing structures based on their operating budgets.

Girl Scouts Heart of the South will join 76% of councils with cookie prices at \$5 for core cookies and \$6 for specialty cookies (S'mores, Toffee-tastic).

Why are S'more's and Toffee-tastic specialty cookies priced at \$6?

Our two specialty flavors cost more to produce, so the bakery charges us more for those cookies – more than double the cost than the core flavors.

- Gluten free Toffee-tastic price includes: Special food safety testing protocols of the production line and the product, and higher-priced, specially-sourced ingredients. Third-party gluten-free certification.
- Girl Scout S'mores price includes: Natural, organic and non-GMO ingredients are higher-priced, specially-sourced around the world. Natural flavors require twice the recipe quantity to deliver same flavor intensity consumers expect. And special storage conditions to extend shelf life.

Girl Scouts Heart of the South joins 63% of councils at the \$6 specialty price point.

If you have any questions regarding this announcement, please contact us at 800-624-4185 or email us at info@girlscoutshs.org.

We thank you for your continued support and dedication to Girl Scouts.