

2024 Girl Scout Cookie Price Increase

Frequently Asked Questions

Why did Girl Scouts of North East Ohio 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 \$6 for all cookie varieties. 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 five years ago – why raise it again?

After careful consideration, reviewing and planning, the council decided that the 2024 Girl Scout Cookie season was the optimal time to make the increase.

We expect the Cookie Program to continue to be successful in 2024 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 \$6 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 five 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 \$6, 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.

Troop profit will begin at \$0.95 per package.

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 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.

If you have any questions regarding this announcement, please contact us at

1-800-852-4474 or email us at customercare@gsneo.org.

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