



# 2021 Girl Scout Cookie Price Increase

## Frequently Asked Questions

### Why did Girl Scouts of Southwest Indiana 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 \$1.00; Core cookies include Thin Mints, Peanut Butter Patties, Peanut Butter Sandwich, Caramel deLites, Lemonades, Shortbread, S'mores, and Toast-Yay! are \$5.00/package, and Gluten-free Caramel Chocolate Chip are \$6.00/package. This price increase is based on increased production costs from the bakery, feedback for increased troop profits, subsidized shipping expenses, credit card processing fees, and increased expenses to provide outstanding girl programming. Gluten-free Caramel Chocolate Chip price includes the production of the cookie being certified by the Gluten-free Certification Organization and baked in an audited gluten, nut, and soy-free bakery.

### The cookie price was raised 6 years ago - why raise it again?

After careful consideration, reviewing, and planning, the council decided that the 2021 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 2021 and beyond.

### Why was the price increased by \$1.00?

Looking at national cookie trends and consulting with industry experts, it was the recommendation to increase by \$1.00 to stay in alignment with national Girl Scout Cookie pricing.

### 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 the tiered proceed plan with an average increase of 18%. The Troop Status Bonus tiered structure is also available as additional funds for the troops.

### Troop Proceeds

Proceeds Scale (packages)	Per Package Proceeds	OPT Out Increase	OPT Out Per Package Proceeds
Less than 100/girl	.35	.02	.37
100 – 124	.37	.02	.39
125 – 149	.43	.02	.45
150 – 174	.45	.03	.48
175 – 199	.46	.05	.51
200 – 249	.48	.07	.55
250 or more	.49	.09	.58

\* OPT-OUT – Junior, Cadette, Senior, and Ambassador Troops can OPT OUT of receiving recognitions and cookie dough to receive more troop profits. The entire troop – every girl – must choose to OPT OUT. Opt-Out troops will receive all earned patches, early recognitions, and achievement bars. Opt-Out forms must be received by GSSI by no later than January 10, 2021.

### Troop Status Bonus

Troop Status	Average Packages Per Girl	Bonus Amount Per Girl
Banner Troop	100 packages / girl average	\$4.00 per girl
Super Troop	125 packages / girl average	\$10.00 per girl
Pioneer Troop	150 packages / girl average	\$12.00 per girl
Pacer Troop	175 packages / girl average	\$14.00 per girl
Trailblazer Troop	200 packages / girl average	\$16.00 per girl
Champion Troop	250 packages / girl average	\$20.00 per girl

### **Why does the troop not 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 and girl recognitions. The remainder of the proceeds goes 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: the direct cost of the cookies themselves from ABC Bakers (this cost encompasses making the cookies, transportation and warehousing, cookie program materials, SMART Cookie platform, girl recognitions, product sales volunteer training, and council staffing). After covering these program costs, the remaining funds are critical towards providing quality girl programming, adult learning opportunities, enhanced technology and staff to provide support to all members, maintenance and improvements at Camp Koch, general membership resources, and financial assistance. Aside from the direct cost of the cookies, 100% of the proceeds from the Cookie Program stay within our council. GSUSA does not receive funding from the council cookie program.

### **How are other councils pricing their cookies?**

Every council is different and has different pricing structures based on their operating budgets. Girl Scouts of Southwest Indiana will join 76% of councils with cookie prices at \$5.00 for core cookies and \$6.00 for specialty cookie (Gluten-free Caramel Chocolate Chip).

### **How will the general public find out about the price increase?**

The general public will receive typical Girl Scout Cookie Program information as they have in the past through print and online articles, radio and TV features, public service announcements, and more as we get closer to the launch of next year's program. As always, we will bring awareness to our Girl Scout Cookies through advertising, digital promotions and media coverage to further support girls' efforts and promote the many benefits of the program. Though the price will be included in the announcements and we will openly discuss it, it will not be the focus as more interest will likely be on the new cookie and developing entrepreneurship opportunities for all girls.

### **How are we supposed to charge someone \$5.00 for a package 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.

In a recent national survey of Girl Scout cookie customers specifically, most customers responded that they did not remember what they paid for a package of cookies from year to year, and many already assume it was \$5.00, even if it was not.

### **Will this affect the amount of cookies in the package?**

Absolutely not. The price increase is a council decision and has no bearing on the actual product. It's also important to note that, although the packaging itself has recently become smaller, as a way to address environmental concerns and cut down on waste, the number of cookies has not changed.

### **Why is my support of the cookie price increase important?**

The price increase is a good thing, and it should be shared in a positive manner. Statistics show that the price of cookies is not a negative factor in terms of revenue generated through the program; however, how the price increase is communicated will affect sales. Plus, there are so many positives like the fact that the girls will see an increase in the funds they receive that will further aid them in their Girl Scout journey.

Our goals are to continue elevating the many positive benefits of the Girl Scout Cookie Program and increasing girl participation in 2021. With your support, we are confident that we can positively address the cookie price increase and achieve these goals!

If you have any questions regarding this announcement, please contact us at  
812-421-4970 or email us at [support@girlscout-gssi.org](mailto:support@girlscout-gssi.org).

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