



Why the Girl Scout Cookie Program® matters



Since 1917 (1917!), when Girl Scouts in the Mistletoe Troop in Muskogee, Oklahoma, sold homemade cookies in their high school cafeteria, the Girl Scout Cookie Program has helped young cookie sellers grow into caring, perceptive, can-do leaders.

Girl Scout troops and councils also benefit! With proceeds from what is the largest girl-led entrepreneurial program in the world, troops and councils bring the WOW to what Girl Scouts experience—giving them opportunities that excite, delight, and unite them as they find their way in the world. Thanks to cookie proceeds, troops and councils fund all kinds of amazing service projects as well as keep Girl Scouting affordable for all families.

And let's not forget our customers, who win with each delicious cookie purchase—relishing their favorite sweet treat as they keep young entrepreneurs' businesses afloat and the Girl Scout movement thriving.

Let's dig in further.

The cookie program matters for **Girl Scouts.**

When participating in the program, Girl Scouts...

- Set and strive for meaningful goals, strengthening their team-building skills and sense of self
- Delight in watching each cookie sale bring them closer to their personal and troop goals
- Set themselves up for a future of healthy relationships, as they hone their abilities to communicate directly, collaborate effectively, and resolve conflicts constructively
- Level up their entrepreneurial skills, preparing them for so many different potential career paths down the road
- Build their critical-thinking capacity as they tackle problems thoughtfully, together
- Learn what it means to do business honestly, responsibly, and aligned with their values
- Get on-the-ground experience managing money—a practical and essential life skill—at a time when many schools don't teach financial literacy
- Feel a glow of ownership and pride in knowing their hard work funds their Girl Scout experiences
- Earn some pretty cool badges!

Through Girl Scouts, girls learn five essential skills:

- **Goal Setting**
Girls learn how to set goals and create a plan to reach them.
- **Decision Making**
Girls learn to make decisions on their own and as a team.
- **Money Management**
Girls learn to create a budget and handle money.
- **People Skills**
Girls find their voice and build confidence through customer interactions.
- **Business Ethics**
Girls learn to act ethically, both in business and life.

The cookie program matters for **volunteers**.

When participating in the program, volunteers...

- Gain in many of the same ways Girl Scouts do—enhancing their communication and team-building skills and more as they mentor and partner with Girl Scouts and their families
- Feel a shine of purpose in mentoring youth who benefit from their caring guidance
- Build friendships and camaraderie with community members who are committed to common goals
- Make a measurable difference in their community

The cookie program matters for **troops**.

With proceeds from their cookie business, troops...

- Fund travel, field trips, and other events—from eye-opening, perspective-widening adventures overseas, to nature excursions full of joyful shrieks and outdoor skill building, to STEM showcases that introduce the community to the troop's robotics feats
- Pay for troop meeting supplies and snacks, as well as badges and materials for badge activities (think tree planting, paper making, stomp rocket building, app designing, business idea prototyping, social cause advocating...and so much more!)
- Offset the cost of uniforms and membership for members in need of financial assistance—so that money is never a barrier to participation
- Fund impactful service projects, such as assembling hygiene kits for women's shelters, cleaning up local parks, and helping community members register to vote

The cookie program matters for **councils**.

With proceeds from the cookie program, councils...

- Provide Girl Scout programs in STEM, the outdoors, life skills, and entrepreneurship—plus camps!
- Offset the cost of camp and other council-wide events as needed, so that all members are able to participate
- Offer volunteer trainings on inclusive leadership, CPR, outdoor survival, and more
- In many cases, maintain council properties and preserve outdoor spaces that benefit all Girl Scouts
- Cover the cost of running the cookie program—not only the cookies, but distribution and logistics, promotional resources, facility rentals, credit card fees, and cookie seller rewards

