



Updated February 2023

2023 Girl Scout Cookie Program Media Fact Sheet

When are Girl Scout Cookies available?

Girls Scouts in southern Minnesota, western Wisconsin and one county in Iowa will be selling Girl Scout Cookies from Friday, February 17 to Sunday, March 26, 2023. Girl Scouts can customize their cookie experience by selling cookies online, at in-person cookie booths, and with door-to-door activity. Starting on February 10, thousands of online entrepreneurs will be able to share a special cookie order link on social media or email their cookie customers to place their cookie orders early!

Customers can text COOKIES to 59618 to find cookie booths in their area. Plus, there's an option for customers to support local Girl Scouts and have the cookies shipped right to their door. Customers that purchase cookies for direct-ship will receive discounted shipping when purchasing 9 or more packages of cookies.

How is the Girl Scout Cookie Program valuable to girls?

Girl Scout Cookie purchases power amazing adventures and life-changing opportunities for girls year-round—from community projects to summer camp to charitable donations. The Cookie Program helps Girl Scouts build entrepreneurial skills and take the lead, both now and in the future.

What skills do girls gain from the Girl Scout Cookie Program?

By running their very own cookie sale, working with others, and building a lifetime of confidence, Girl Scouts learn five skills essential to leadership, success, and life. Girls gain these skills from interacting directly with the cookie customer:

- **Set goals** individually and with their troops, create plans to reach them, and develop cooperation and team-building skills.
- **Make decisions** about how to spend cookie proceeds—furthering critical thinking and problem-solving skills.
- Learn to **manage money** responsibly and gain practical life skills around financial literacy.
- Develop **business ethics** by being honest and responsible through every step of the Girl Scout Cookie Program.
- **Improve people skills** while interacting with customers. These experiences develop healthy relationships and conflict resolution skills.

Where does money from cookies go?

The Girl Scout Cookie Program makes the Girl Scout experience possible and accessible to all girls. Each package of Girl Scout Cookies costs \$5.00 dollars. Of that purchase price, 71 percent of the cost of each package of cookies stays with the Girl Scout, her troop, and is reinvested in the regional council to fund high-quality leadership development programs and provide financial assistance. 29 percent goes toward the baker and program logistic costs.

In addition to fun rewards and Cookie Credits, which girls can use toward camp and other Girl Scout programs (including international travel), local Girl Scouts earned more than \$3.1 million in 2022 in troop proceeds to fund troop programs, activities, and community service projects.

How many girls sell Girl Scout Cookies?

Last year, more than 11,460 girls from Girl Scouts River Valleys participated in the Girl Scout Cookie Program.

Where can I find cookie booths?

- Text “COOKIES” to 59618 or visit GirlScoutsRV.org/Cookies to access our Girl Scout cookie booth locator.
- **Cookie booths** will be held at many locations—including your local Cub store—across the Twin Cities metro area, southern Minnesota, and western Wisconsin from Friday, February 17 through Sunday, March 26.

Will girls sell Girl Scout Cookies online?

During the 2023 cookie season, girls will have the ability to sell online to her cookie contacts. Not only can a girl sell online, but she can set goals, track progress, manage orders and inventory, and more!

What Girl Scout Cookie varieties are available this season?

Cookie varieties include Thin Mints®, Caramel deLites®, Peanut Butter Sandwiches, Peanut Butter Patties®, Trefoils®, Lemonades®, Adventurefuls™, Toast-YAY's, and the gluten-free Caramel Chocolate Chip cookie.

Can I pay with credit card?

Credit card payments can be made online for direct ship purchases, porch drop deliveries, and even at cookie booth locations.

About Girl Scouts of Minnesota and Wisconsin River Valleys Girl Scouts of Minnesota and Wisconsin River Valleys' work is supported by 7,000 volunteers who deliver the Girl Scout Leadership Experience to 19,000 girls in southern Minnesota, western Wisconsin, and one county in Iowa. Girl Scouts River Valleys

is one of 111 Girl Scout councils that make up the national Girl Scout Movement, sharing the mission to build girls of courage, confidence, and character who make the world a better place.

Cookie Donation Programs

Cookie donation programs are an opportunity for customers to purchase packages of cookies that are donated to community organizations through the Cookie Care Program. Troops can choose to donate the cookies to a worthy organization in their community or participate in a council-wide effort where Girl Scouts River Valleys donates cookies on behalf of the troops to food shelves, school lunch programs, and the American Red Cross.