

## CONSUMER PRICE TIP SHEET

The newly announced consumer price for Girl Scout Cookies is \$5 per package of Girl Scout Cookies and is applicable to all varieties we offer (yes, including the new gluten-free cookie Caramel Chocolate Chip!).

Why the price increase? Well, after several years at \$4 (and gluten free at \$5), it was time. All consumer prices increase, usually they do so more often than Girl Scout Cookies. Expenses for supporting the Girl Scout Cookie Program have increased in the six years since the last price change, but more importantly, Girl Scouts River Valleys has invested significantly in its facilities, program offerings, and financial assistance and keeping the program relevant and vibrant requires funding.

For example, Girl Scouts River Valleys has invested \$5 million in upgrading its camp facilities in the past two years, and increased program opportunities in outdoor adventure, camp, Science, Technology, Engineering, and Mathematics (STEM), and leadership. Cookie revenue also allows Girl Scouts River Valleys to provide more than \$600,000 in financial assistances to make sure that money is never a barrier for anyone wanting to participate in Girl Scouts. Did you know that 1 in 5 of our girl members receives some form of assistance? (It's 1 in 3 for camp!)

Troops will also see their profits increase—powering their amazing experiences and the investments they make in their communities. Girls are worth it!

Worried about how consumers will take the price increase? Based on reports from other Girl Scout councils, the consumer will most likely not even notice or care all that much—especially if girls and volunteers explain what the money is going towards! If they ask, it's the perfect opportunity to talk about how a troop plans to spend their cookie money, or what local programs their cookie purchase is funding—that's what consumers want to hear about most anyway!

The only downside that a few councils have seen with the price increase is that they sold a slightly fewer packages the first year (so be sure to market that \$5 for \$25 “deal”!)



### NEED MORE HELP?

Contact Girl Scouts River Valleys at [girlscouts@girlscoutsvr.org](mailto:girlscouts@girlscoutsvr.org) or 800-845-0787 with questions.

