



Dear Valued Customer,

As seen across numerous organizations, Girl Scouts of the USA (GSUSA) is experiencing significant external cost pressures on its merchandise. Inflation, supply chain costs, and tariffs have led to our decision to implement a price increase on July 14, 2025. GSUSA remains deeply committed to delivering high quality products to our customers while minimizing disruption, maintaining affordability, and ensuring Girl Scouts are at the center of everything we do.

With this goal in mind:

- Badge prices will not increase (with the exception of Daisy Petals because they are imported) and will remain stable to continue supporting core Girl Scout experiences. Badge prices have not changed since 2021.
- GSUSA will share the costs with councils; therefore, customers will be shielded from absorbing the full impact.
- Even though GSUSA saw rising costs in FY24, we did not have a price adjustment on merchandise.
- GSUSA has absorbed as much of these increased costs as possible but can no longer fully absorb the impact.

A price increase is always a difficult decision to make, and GSUSA makes every effort to mitigate this and to provide our essential products that are affordable and available for all families. We appreciate your understanding of the current need to take these increases and thank you for your continued support.

Thank you.