

2024 Cookie Price Increase

Family Frequently Asked Questions

As previously shared, Girl Scouts of Kentuckiana has made the difficult decision to increase the cookie prices for the 2024 Cookie Program. Core cookies will be \$6.00 and specialty cookies (S'mores & Toffee-tastic) will be \$7.00 each. We understand that while necessary, an increase can create some questions or challenges for Girl Scout families. Please read on for some information and tips on how to be successful during a price increase year!

Why are prices going up?

Girl Scouts is not immune to current global economic challenges and the cost of Girl Scout Cookies from our vendor, Little Brownie Bakers, has gone up significantly starting with our 2024 contract year. The Cookie Program represents over 85% of the council's revenue. To continue to provide Girl Scouting for any girl that wishes to be a part of GSK, we must increase the price. This is our first price increase in 6 years.

Did we have a choice of vendors?

Yes! There are two cookie vendors. Little Brownie Bakers and ABC Bakers. The product team and GSK executive leadership entertained proposals from both Little Brownie and ABC Bakers. While both included a significant increase in cost, Little Brownie had a "cap" on how much prices could increase over the contract years. ABC did NOT have a limit on their increases, so their agreement could have raised our cookie cost even more significantly. In addition, our council enjoys the privilege of having Little Brownie in Louisville, so it gives us more flexibility with cookie distribution needs and helps us get cookies to you quickly.

Will troops earn more profit per box sold?

Yes! Along with the increase, troops will also earn more troop profit. Basic troop profit will increase from \$0.70 per box to \$0.80 per box on \$6.00 core cookies. Specialty cookies that are \$7.00 will increase from \$0.80 to \$0.90 per box. While troops may experience a volume drop in total cookies sold, they will earn more per package.

Does this impact the rewards levels?

Yes! We understand that during a price increase year, it may be more challenging to reach previously established goals. You will see on the rewards card that there are several levels that have been decreased, new levels added, and PGA levels adjusted to help you reach your goals!

Learn More: www.gskentuckiana.org/cookieresources



What additional support is available to help support this change?

The GSK Product team is committed to providing resources to help make your Cookie Program the best it can be. You will have access to the following to help support your program:

- Cookie Price Breakdown Sheet (shows how the money earned from the Cookie Program helps make Girl Scouting happen)
- FAQ Sheet for consumers
- Access to cookie documents and marketing materials on our website.
- Marketing toolkit to help support your cookie sales.
- Continued support through our Volunteer Care and Product teams.

How does this impact the Girl Scout Leadership Experience?

It is important to remember the Cookie Program is not just a fundraiser...it is an important entrepreneurial program that helps Girl Scouts learn to be leaders. Navigating changing prices in a changing global economy is something that affects all businesses. It is a learning experience for Girl Scouts who will see changes in their cookie business from year to year. Girl Scouts will learn how to adapt to change and face challenges when they participate in the Cookie Program.

Many customers will not even notice an increase, and some may say no. If they do, smile and say thank you and focus on your next customer! Your troop is WORTH every cent of the cookie price!

Ways to Support Your Girl Scout and Customers

- Take a good look at the rewards and order card and set a realistic goal.
- Talk to your troop about the troop's goals and budget plans.
- Practice your pitch! Focus on the amazing things the Cookie program will allow your Girl Scout and troop to achieve.
- Practice making change with the new prices!
- If a customer challenges the price increase, focus on the positive impacts:
 - My troop will earn more money per box. With prices on everything increasing, this will help us realize our goals and plans for the year! (share the troop plans)
 - Share the cookie price breakdown sheet to show how they are not just buying cookies, but supporting all Girl Scouts in Kentuckiana.
 - Prices everywhere are going up, that includes the cost of the cookies.
 - 100% of the proceeds stay local.
 - This is our first price increase in 6 years.
 - You are not just buying a box of cookies; you are making it possible for any girl in Kentuckiana to become a Girl Scout and find a place to belong!

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