

2024 Cookie Price Increase

Girl Scout 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 Cookie sellers. Please read on for some information and tips on how to be successful during a price increase year!

Why are prices changing?

As the prices for ingredients and transportation go up, the cost of the cookies goes up as well! This is the price Girl Scouts of Kentuckiana pays the baker, Little Brownie, for the cookies. To help your troop continue to earn enough profit to do great things, the price customers pay must also go up.

What should I say when a customer says they can get cheaper cookies somewhere else?

You can put these ideas into your own words, but a suggested response is this: "There are always less expensive cookies, but they do not support my troop and your local Girl Scout Council. Your box of cookies may seem like it is just a special, sweet treat, but it is also an investment in my future. The box of cookies is a thank you for your donation to Girl Scouting."

Will my troop 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 profit per box. While troops may not sell as many cookies in a price increase year, they will earn more per package.

Does this impact the rewards I can earn?

Yes! We understand that during a price increase year, it may be more challenging to reach your goals. The rewards card has a lot of great items requested by Girl Scouts at many different cookie sales levels.

How can I sell a lot of cookies even during a price change year?

- Set an achievable goal. You can always set a "stretch" goal too for when you meet your first goal!
- Participate in all parts of the program: door-to-door sales on the order card, Digital Cookie online sales, and cookie booths!
- Create a quick 30 second sales speech where you tell your customers why you are asking them to support your sale of Girl Scout Cookies. Be sure to include what your troop will do with the cookie money.
- Ask everyone you know to buy cookies. The number one reason someone does not buy is because they were never asked.

