

2024 Cookie Price Increase

Volunteer 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 troops. 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 up to 75% 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 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



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Ways to Support Your Troop Families

What additional support is available to help support this change?

The GSK Product team is committed to providing resources to help make your troop's 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/Tip Sheet for your families
- FAQ Sheet for consumers
- Access to cookie documents and marketing materials on our website.
- Complimentary signage for cookie booths to help encourage sales.
- Continued support through our Volunteer Care and Product teams.

Tips for Supporting Your Troop Families with the Price Increase

- Be sure to share the Family FAQ, Cookie Price Breakdown sheet, and Customer FAQ.
- Encourage troops to set realistic goals, review the order card, and help determine which levels you want to achieve, individually and as a group.
- Focus on the increased troop profit and how it will help you plan your troop programs, projects, and trips!
- Involve the Girl Scouts and their families in the troop budgeting process.
- Attend the 2023 GSK Cookie Rally as a troop online!
- Practice making change with the new prices.
- Encourage participation at every stage: Digital Cookie, order card, and cookie booths.
- Work with Girl Scouts on their “elevator speech”, a short sales pitch about how the Cookie Program funds their troop year.
- Have Girl Scouts practice different responses if they get questions about the price increase.
- Stay positive! Guardians and Girl Scouts pick up on your attitude and approach to change. Help them continue to grow through challenges by leading the way in your approach to this change.