



Girl Scouts of Southeastern Michigan

GSSEM Cookie Price Increase FAQ

September 2023

Why did Girl Scouts of Southeastern Michigan need to increase the cookie price?

- The price GSSEM pays our baker per box has increased. Distribution and storage expenses also have increased and are related to supply chain factors such as labor and fuel costs. To maintain and expand our high-quality programming and services for girls and adults, the price for core cookies has been increased from \$4.00 to \$5.00 per box.
- We do not take any price increases lightly. Currently, the economic state of inflation is taking a toll on several industries and organizations. Due to the increasing costs of supplies, shipping, and fuel, GSSEM has had to make a decision, like many other companies, to increase prices.
- Girl Scouts, parents, and volunteers have advocated for raising troop proceeds and the cookie price increase is an opportunity to achieve that. Additionally, many girls and volunteers receive financial assistance to participate in Girl Scouts, and the cookie program is one way we help support those girls and adult volunteers.
- When customers buy cookies, the hope is that they understand that they are doing much more than purchasing a treat: they are inspiring generations of entrepreneurs, promoting sisterhood, stewardship, and social impact, and investing in strong leaders for a better tomorrow.

Will the price increase make it harder for our Girl Scouts to sell cookies and earn funds?

- We understand the impact these changes may have, and we have plans to support success for Girl Scouts, troops, and our council. Along with the retail price increase, troop proceeds will increase as follows:
 - PGA 1–349 = 85 cents per box
 - PGA 350–599 = 90 cents per box
 - PGA 600–999 = 95 cents per box
 - PGA 1000+ = 1.05 per box
- It is possible that the increase in the price per package could impact the quantity of packages a customer may choose to purchase. The increase in troop proceeds per package will offset a decrease in the quantity of cookie packages sold by our Girl Scouts.

Why doesn't GSSEM cut costs instead of raising the price of cookies?

- Our mission and purpose at GSSEM is to build courage, character, and confidence in girls.
- Our customers and communities understand the rising costs of all goods and services, and the Girl Scout Cookie program provides most of the annual revenue for our council.
- GSSEM uses these funds to support camps, programs, girls, and volunteers while carefully investing what is necessary to sustain the organization for decades to come.

Why did the price increase by \$1.00?

- Looking at national cookie trends and consulting with industry experts, it was the recommendation to increase by \$1.00 to align with national Girl Scout Cookie pricing and avoid multiple price increases in the future.

How will the general public find out about the retail price increase?

- Talking points for troops to use when speaking with the general public will be provided online at www.gssem.org/csr and in the 2024 Cookie Kit.
- As always, we will bring awareness to our Girl Scout Cookie Program through advertising, digital promotions, and media coverage to further support girls' efforts and promote the program's many benefits.

What should we tell customers who complain that they could buy cookies for less somewhere else?

- Remember: this is not a "value of goods" based pricing model. Our customers understand they are supporting Girl Scouts.
- Girls are learning 5 Key Skills (Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics). They can tell the customer their cookie plans—please encourage the girls to share when a consumer approaches them.
- GSSEM's product program team is available to field inquiries from customers. You can feel free to direct feedback to productsales@gssem.org or 800-482-6734.

Where does the Cookie Program money go?

- The \$5.00 cookie price per package is broken down into these categories: 1) cost of the Cookie Program (baker, technology); 2) direct Girl proceeds and rewards and 3) investment in girls through programs, camps, and member services.
- It's important to remember that, aside from the direct cost of the cookies, 100% of the proceeds from the Cookie Program stay within our council. GSUSA does not receive funding from the council Cookie Program.

How does a retail price increase mirror a common business decision, and how can this be communicated to girls?

- The focus of the Girl Scout Cookie Program is to teach girls five skills essential to leadership, success, and life: goal setting, decision making, money management, people skills, and business ethics.
- To best communicate the price increase to girls, it can be presented as a business lesson, a common practice that takes place in business to ensure financial sustainability. By explaining the reasons behind why the decision was made at the council level, including inflation to increase the retail price, along with the complete picture of the return benefits in terms of proceeds and rewards, girls can further their money management for the 2024 Cookie Program through informed goal setting and decision making of their own.

Do we have to sell at the established retail price?

- All Girl Scout Cookie Program participants must abide by our council's established retail price of \$5.00 for core cookies (Do-si-dos, Samoas, Tagalongs, Thin Mints, Trefoils, Lemon-Ups, and Adventurefuls) and \$6.00 for specialty (S'mores and Toffee-tastic).

Will this affect the number of cookies in the box?

- Absolutely not. The price increase is a council decision and has no bearing on the actual product. It's also important to note that although the packaging has recently become smaller to address environmental concerns and cut down on waste, the number of cookies has not changed.

Why is it important for me to support this retail price increase?

- This retail price increase is a good thing, and it should be shared in a positive manner. Statistics show that the price of cookies is not a negative factor in terms of revenue generated through the program; however, how the price increase is communicated will affect sales. Plus, there are so many positives, like the fact that the girls and troops will see an increase in the funds they receive that will further aid them in their Girl Scout experience.
- We aim to continue elevating the many positive benefits of the Girl Scout Cookie Program and participation in Girl Scouts. With your support, we are confident that we can positively address the retail price increase and achieve these goals.

Thank you for your continued support of GSSEM and the Girl Scout Cookie Program. If you have any questions regarding the price increase, please contact us at productsales@gssem.org or 800-482-6734.