

## 2024 Girl Scout Cookie Price Change FAQ

### Why did GSCSNJ need to change the cookie price?

This price change was made due to increased costs (gluten-free cookie, reward forecasts, restock surcharges, credit card fees, and shipping subsidy) associated with the implementation of the cookie program. These costs are explained in detail in the [2024 Cookie Price Change Infographic](#). As a result, the price for cookies for the 2024 Cookie Program has been increased by \$.50 to \$6.00 per package for our core cookies. The gluten-free Caramel Chocolate Chip cookies will remain at \$6.00 per package.

### The cookie price was changed 1 year ago, why change it again?

Additional costs and fees that were not present in 2023 were imposed by the baker for the 2024 Cookie Program. The price change is necessary to cover these additional expenses.

### Will troops see an increase in troop proceeds as a result of this price change?

With the price increase, girls and their troops will be able to earn more funds to power their Girl Scout experience. In addition, Junior Girl Scouts will now be added to the Older Girl designation, along with Cadette, Senior & Ambassador Girl Scouts to opt-out of rewards and receive increased proceeds.

### NEW 2024 Troop Proceeds Chart

Combined Troop PGA (Per Girl Average)	NEW Proceeds Per Box (ALL TROOPS)	NEW Older Girl OPT-OUT Proceeds Per Box (Junior, Cadette, Senior & Ambassador Only)
1-124 PGA	\$0.75	\$0.80
125-154 PGA	\$0.80	\$0.85
155-234 PGA	\$0.95	\$1.00
235-299 PGA	\$1.20	\$1.25
300 + PGA	\$1.30	\$1.35

### How can this price change be communicated to the girls?

The main 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 change to girls, it can be presented as a business lesson – a common practice that takes place in business to ensure financial sustainability. An easy lesson could be discussing how everyday household items have increased compared to their prices in the last few years. For example, the cost of a carton of eggs in 2019 was an average of \$1.40 and the cost of a gallon of milk was \$3.04. The current average price of a carton of eggs is \$2.04 and the cost of milk is \$4.31.



## 2024 Girl Scout Cookie Price Change FAQ Continued

### **Where will the additional revenue from the price change go?**

Additional revenue will cover the increased cost of cookies and allow GSCSNJ to continue to offer subsidized credit card fees and shipping - not all Councils do so. GSCSNJ has revamped its rewards structure resulting in an increase from \$.15 per box to \$.18, as well as increased troop proceeds.

### **How are other New Jersey councils pricing their cookies?**

Every Girl Scout Council in the country independently sets its cookie price. Nationally, cookie prices range from \$4.00-\$6.00 for core cookies, and from \$5.00-\$7.00 for specialty cookies. This year, all New Jersey councils will be priced at \$6.00 per package.