

Cookie Price

The cookie price is set based upon the financial goals of the council. Each council sets their price with leadership and approval by the board of directors. 100% of our cookie proceeds stay within our council to benefit our girls. We depend upon cookie proceeds to support girls, fund troops and run our programming as we help our Girl Scouts grow into leaders.

2025

- All Girl Scout Cookies are \$6 per package.
- Troops will directly benefit by earning additional troop proceeds for every package sold.
- 70% of the Councils with Little Brownie Bakers, will be at \$6.00 per package for core cookies this year.
- We are one of 22 councils who are moving to this price point this year.
- All the councils that border GSEOK will have the same pricing.

Reminders

- This is not a “value of goods” based pricing model. It includes investing in the future of girls as they are learning leadership and life skills. Many customers have a Girl Scout affiliation and want to support the program.
- Many people aren’t aware of the price for cookies from one year to the next. Because councils around us were at \$6.00 in 2024, there were many customers in Eastern Oklahoma who expected that was our price too.

GSEOK Info

- None of our program fees reflect the full cost of delivering the programs. Cookie proceeds underwrite the cost of program events.
- GSEOK Day Camp prices are the lowest in the state.
- Rental fees for troops to use council properties are much lower than state parks.



Be Prepared

Our headline this year is about the skills and benefits of the Cookie Program. If that is where we focus our attention, it will be best for all Girl Scouts in the council. Stay positive and focus on the benefits of Girl Scouts. Highlight things Girl Scouts are doing with their troop proceeds like, camping and community service.

Tools for Girls

Practice some role playing with the girls so that they are prepared for questions from customers.

Customer: How much are cookies this year?

Girl Scout: All our cookies are \$6.00.

PRO TIP: There is no need to elaborate or bring up prices from past years.

Customer: Why did the cookie price go up this year?

Girl Scout: The cost of the cookies has been increasing like many other things.

Customer: How much does your troop actually get?

Girl Scout: 100% of the proceeds stay in Eastern Oklahoma to fund our programs. Our troop earns proceeds and I earn credit to pay for camp, supplies and more.

Troop Sales

- Based upon bakery data from past years, we expect that on average troops will sell about 10% fewer packages.
- With the increased amount of troop proceeds, troops will still earn more with a 10% decrease in packages sold.
- Troops would have to see a 21% decrease in package sold, before they would see a decrease in proceeds earned.



FAQs

Why are you raising your selling price?

The main reason is that expenses related to the cookie program continue to rise each year including the cookie price and credit card fees for Digital Cookie. We have all seen prices increase for many things since 2020. This includes the ingredients used to make the cookies.

Why are you raising cookie prices and membership fees this year?

These funds are not going to the same place. Girl Scouts of the USA (GSUSA) is the national organization that provides guidance to the council. Membership fees go to GSUSA and the council does not keep any portion of the membership fee. Cookie proceeds all stay with the council and GSUSA does not get any portion of cookie proceeds.

When was the last price increase?

In 2019 we increased the prices to \$5 for core and \$6 for specialty. Before that the prices were \$4 for core and \$5 for specialty for 14 years.

Will it be harder for Girl Scouts to sell cookies?

Most people will still want to purchase cookies. Consumer research tells us that people want to support Girl Scouting by purchasing Girl Scout Cookies and most consumers don't remember how much they paid for cookies last year. It is important to make the ask - nine out of ten consumers will buy cookies if asked, but they never are!

Why participate if our troop has plenty of funds?

Revenue generated from the cookie program helps all new and existing troops. The Girl Scout Cookie Program is more than earning funds, it is a fun and engaging way for girls to learn valuable skills that will set them apart for future career choices.

