

Have an amazing cookie season and get ready to reach your goals!

2024 River Valleys Cookie Program Updates Tip Sheet

What's New: \$6 Package Price

What Can I Expect	What Can I Say About It?
<p>Research says most consumers don't even notice changes to Girl Scout cookie prices. While we can't predict exactly what this will mean for our total sales volume, we do know some councils sold slightly fewer packages in the first year, while others sold even more!</p> <p>The cookie program directly ensures Girl Scout programs remain strong and relevant now and into the future. A small increase in the cost of a package of cookies will have a big impact – from more proceeds to power Girl Scout adventures to more leadership, connection, and esteem-building opportunities for our local Girl Scouts.</p>	<p>If a customer asks about the consumer price, a simple answer is: "The Girl Scout Cookie Program funds the best leadership organization and experience for girls in the world. When we invest in girls and they reach their potential, we improve our communities, the country, and the world. Girls are worth it. When you purchase Girl Scout Cookies, you are doing more than purchasing a treat. You are helping Girl Scouts learn real-life business skills that they will take with them in life. your support means we will earn more proceeds to fund our troop activities for the coming year."</p>

You can also:

- Share your girls' sales goals & what the troop plans to do with its cookie proceeds.
- Remind them that 100% of cookie proceeds stay local! The money raised through the cookie sale helps your council power unique, amazing experiences for girls year-round and makes Girl Scouting affordable so each and every girl can experience our programming.
- Focus on the skills your girls have learned by participating in cookies and share your story.

What Stays the Same for 2024?

- Credit card fees will be covered for troops that utilize Digital Cookie to accept credit card payments.
- Discounted shipping fees for shipped cookie orders. Customers that purchase 6 or more packages for shipment to their home will receive \$5 off their shipping fee.
- A network of cookie cupboards for troops to pick up additional cookie inventory where and when they need it!
- Tens of thousands of cookie booth timeslots arranged by River Valleys staff for turn-key cookie booth sales opportunities.
- Motivating and fun rewards for Girl Scouts.
- The opportunity for troops to team together to help the Service Unit earn proceeds for meeting participation goals.
- Cookie resources and plenty of them to support troops and Girl Scouts, both online and print materials and staff that is ready to answer your questions.

What's New: Troop Proceeds

What Can I Expect?	What Can I Say About It?
<p>The updated troop proceeds are: Base: \$.90/pkg. Base + 235 PGA + Early bird: \$1.00/pkg.</p> <p>All troops will begin with a base of \$.90/pkg. in proceeds this season. Troops that participated in the Early Bird campaign and reach a 235 PGA will unlock the extra \$.10/pkg. in proceeds for a total of \$1.00/pkg.</p> <p>Senior and Ambassador Troops will be able to opt-out of rewards to earn an additional \$.05/pkg.</p>	<p>"The additional dollar customers will pay this year also means troops will earn more proceeds. Troops can plan for some incredible adventures, earn money to support our Take Action projects, fund our camp experiences, or save for our travel plans and more. "</p>

What if a Customer Complains About Where the Cookie Proceeds Go?

You can say, "Girl Scout Cookie proceeds stay local to power amazing adventures and life-changing opportunities for girls, such as STEM activities, trips, community projects, and charitable donations. The more cookies you buy, the more you help troops and Girl Scouts gain the skills needed to take on the world! If you want more information, visit girlscoutsrv.org

PRO TIP: Always practice good listening skills before replying. Do not engage with someone if the situation escalates.