

How can the Cookie Program support your troop's expenses and activities?

Girl Scouts and the cookie program are designed to be girl-led. The amount of volunteer leading, of course, depends on the level of the troop, but girls can contribute to their troop's plans and decisions even as Daisies. Product program troop proceeds can support the cost of many or all of a troop's activities, uniforms, supplies, and materials.

Prior to the beginning of the cookie program, start by determining all troop expenses for the upcoming year. These discussions should be had with the girls at an appropriate level emphasizing goal setting, decision making, and money management skills.

- Are the girls bridging and will be needing new uniforms?
- What Journeys, badges, or patches will be earned?
- What service projects will be completed?
- What activities do the girls want to do and what so they cost?
- Do the girls want to go camping?
- What supplies or materials are needed for troop projects and meetings?
- Other expenses?



Once the troop expenses are established, determine how many packages of cookies need to be sold for the troop to earn the necessary proceeds to cover the cost of everything. Leaders and Cookie Chairs can use the example to help girls understand how to figure out the number of packages needed.

Let's start with an example of Troop 1234.

- The troop has 10 girls.
- They are bridging from Brownies to Juniors and the troop is purchasing new uniforms and Girl Guides for each girl.
- The troop wants to complete one Journey and their Take Action project.
- The girls have picked out three activities they want to do.
- The girls want to go on one camp-out at a GSNI camp.
- The girls would like to earn three other badges and receive two fun patches.



As you can see in the chart below, this comes to a total of \$1,640.

Activity/Expense	# of girls	Cost of activity	# of times for activity/girl	Activity total
Uniform (sash & patches)	10	\$30	1	\$300
Girl Guide	10	\$20	1	\$200
Journey (book & patches)	10	\$13	1	\$130
Take Action project	N/A	\$50	1	\$50
Field trips	10	\$12	3	\$360
Camping	10	\$50	1	\$500
Badges/patches	10	\$2	5	\$100
Troop Total				\$1,640

A troop earns a minimum of 85¢ per package of cookies sold. In order to reach \$1,640, the troop must sell at least 1,930 packages of cookies ($\$1,640 \div 85¢$). This may sound like a lot, but if each girl sells 193 ($1,930 \text{ packages} \div 10 \text{ girls}$) packages of cookies, the troop will cover all their expenses!

However, this number of packages can be reduced, because the troop will earn proceeds at the highest level (90¢ per package) due to a PGA (per girl average selling) above 170 packages, bringing to total to be sold to 1,823 ($\$1,640 \div 90¢$) packages or an average of 183 packages per girl ($1,823 \text{ packages} \div 10 \text{ girls}$).

The amount each girl has to sell on her own can be reduced by a troop's participation in booth sales. If Troop 1234 decides to hold three booths, and estimates selling 120 packages per booth ($3 \text{ booths} \times 120 \text{ packages} = 360 \text{ packages}$), the total for the girls to sell on their own is reduced to 147 packages per girl ($1,823 \text{ packages} - 360 \text{ packages} = 1,463 \text{ packages}$, $1,463 \text{ packages} \div 10 \text{ girls} = 147 \text{ packages per girl}$). Please note: Cookies sold at booths should be applied to each girl for credit towards individual rewards but are sold as a group not individually.

