

2025 Cookie Program

Package Pricing and Troop Proceeds



GSNI recognizes the need to address economic challenges and fiscal responsibility, while prioritizing, sustaining and protecting GSNI support services, properties and programs. For the 2025 Cookie Program, GSNI will join many councils nationwide, including most of our neighboring councils, with an updated price of \$6 per cookie package. GSNI troops will receive an increase in troop proceeds along with new opportunities to further increase the proceed amount to be earned by the troop.



Troop Proceeds	\$.95 per cookie package
Reward Opt-out Option (available to CAD, SR, AMB troops only) <ul style="list-style-type: none"> Girl Scouts, as a troop, make a decision to opt-out of receiving rewards other than patches and charms. 	Additional \$.10 per cookie package
NEW Fall Product Program Participation Incentive <ul style="list-style-type: none"> Troop reaches \$2,500 total sales for 2024 Fall Product Program. AND troop achieves 200 cookie package PGA (per Girl Scout average of Girl Scouts selling) for 2025 Cookie Program. 	Additional \$.05 per cookie package
NEW BONUS Troop Proceeds for All Troops* <ul style="list-style-type: none"> As a council, we match 2024 Cookie Program total sales of 1.25 million cookie packages. 	Additional \$.05 per cookie package

*GSNI will be sharing cookie package fee increases with troops and Girl Scouts through proceeds, as part of maintaining our commitment to fiscal responsibility. Every cookie season brings unknown variables such as weather and current economics, challenging GSNI to plan and budget appropriately. However—if as a council—our entrepreneurial Girl Scouts match our 2024 Cookie Program total sales, GSNI is dedicated to sharing additional profits with all participating troops.



How Does the Cookie Crumble?

For every package of cookies, approximately 28% covers the cost of operating the Cookie Program including cookie production, credit card fees, software support, transportation, storage, marketing, and personnel, while 22% is spent on troop proceeds, Girl Scout rewards, Cookie/S'more Dough, and service unit bonuses. In MY25, the remaining 50% will provide GSNI with approximately 70% of its annual operating budget to invest in programs, activities, camps, properties, and support of troops and service units.

