



Dear Service Unit Leads,

As we prepare for the Girl Scouts of Orange County (GSOC) 2022-2023 membership year and Back-to-Troop kick-off, we want to share with you an update on our 2023 Girl Scout Cookie Program.

In addition to providing girls with an opportunity to develop important business and entrepreneurship skills, the cookie program is our council's largest funding source. It helps support a wide variety of vital programs, including the girl program, volunteer support, outdoor programs, property maintenance, and core business operations. Our council is committed to making it as successful as possible for Girl Scouts, families, volunteers, and customers. Accordingly, there are a few important adjustments to GSOC's 2023 cookie program we want to share:

- **A single price, \$6.00, for all cookie varieties.** To address the economic effects of supply chain interruptions, supply shortages, and inflation on every organization's operation (including ours), GSOC has decided to implement our first price increase in eight years.
 - The single price will simplify the program for Girl Scouts and customers.
 - Cookie package size, weight, and the number of cookies per package will remain the same.
- **Higher proceeds, faster.** Our 2023 troop proceeds structure features several significant benefits that enable troops to earn *more* proceeds *faster*:
 - The guaranteed proceeds level begins at 80 cents per package (versus 71 cents last year).
 - Troops earn proceeds of \$1.00 per package quicker. The \$1.00 per package proceeds level in 2023 is the 80 cents level in 2022.
 - Troops can receive more than \$1.00 per package, with new \$1.02, \$1.05, and \$1.10 per package proceeds levels.
- **50% subsidized shipping for all online, direct-ship orders.** GSOC will underwrite this to support our girls in achieving their 2023 cookie program goals.
- **Option for older girls to "opt-out" of cookie rewards.** In response to requests from our members, we will offer troops of older girls (Cadette, Senior, and Ambassadors) an option to opt-out of the cookie rewards for 2023 and instead receive an increase in their troop proceeds. More details to come.

Additional questions you may have about these changes may be found in the [related FAQ](#). Please know that we remain deeply committed to helping all Girl Scouts have a fun and memorable 2023 cookie season and will provide ongoing communication and support to ensure that our Girl Scout entrepreneurs and volunteers are well equipped for success

We are confident our communities will continue to look forward to and support the [Girl Scout Cookie Program](#) as we bring the joy of Girl Scout cookies to people. And, stay tuned—we may soon have exciting news to share about this year's cookie lineup!

Thank you again for all you do to prepare girls for a lifetime of leadership.