

Cookie Seller FAQ

Answers to common questions encountered during the cookie season and tips for navigating difficult conversations at your booth sales.

Prepare for In-Person Interactions with These Go-To Answers and Sample Scenarios

How Much Does a Box of Cookies Cost?

For the 2025 cookie sale, all varieties of cookies will be sold for \$6/package. This includes our classic cookies like Thin Mints in addition to specialty cookies like S'mores and Toffee-tastics. This is the same price that Girl Scout Cookies were sold in Western Washington for the last two years.

What Determines the Cost of Cookies, and What Does My Purchase Support?

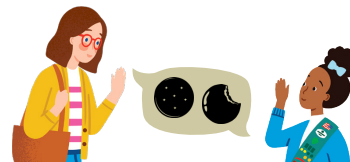
In 2023, the prices for cookie boxes were increased for the first time in six years. As our customers know, the price of all products sold goes up every year due to rising costs of making and distributing goods. The proceeds that Girl Scouts raise by selling cookies are used to fund their adventures throughout the year, and the cost to participate in these activities has increased since cookie prices were last raised. We believe customers realize that when they buy Girl Scout Cookies, they are doing much more than purchasing a treat; they are inspiring generations of entrepreneurs and promoting sisterhood, solidarity, stewardship, and social impact, all while investing in strong leaders for a better tomorrow.

How to Respond to Customers' Remarks on Issues in Previous Years

Like many other businesses operating during the pandemic, the Girl Scout Cookie sale was impacted by supply chain issues over the past several years. Luckily, we're in a much different place today. Girl Scouts and our bakery have learned from previous experiences and have spent the cookie sale "off-season" working to improve upon previous years' challenges, put safeguards in place where possible, and attempt to prevent any challenges within our control.

Are You Selling Raspberry Rally this Year?

Raspberry Rally will not be available for the 2025 cookie season, but don't worry—all your favorite classic flavors are still available! In 2023, Raspberry Rally was introduced as part of a pilot online-only sales strategy. This was a fun way to teach Girl Scouts omnichannel business skills and expand our cookie portfolio. While Raspberry Rally was extremely popular, this season we are continuing to prioritize our classic varieties, learn from 2023, and refine this new strategy.





What To Do if You Run Out of a Certain Type of Cookie at Your Booth

It's always best to be honest with your customers to maintain trust and keep them coming back to purchase cookies from you as a loyal customer. If you sell out of a cookie at your booth, are late on delivering cookie orders to your customers, or another unexpected situation arises, it's best to be honest and give a straightforward update on what's going on. There's usually a way to spin a positive outcome out of a negative situation. For example, you can use a sold out cookie variety as an opportunity to direct customers to order from your online storefront or recommend a new flavor they could try.

How to Ask a Customer to Move Along

Sometimes customers linger at the booth wanting to ask questions outside of the realm of your cookie business. It's okay to let a customer know you need to assist other people, or for you or an adult to thank the customer for their interest or purchase but let them know you need to get back to work. Most customers will take the hint, but if you ever feel unsafe be sure to report the incident to the store manager or leave the booth, if needed.

Aren't You Too Old to be a Girl Scout?

Girl Scouts is open to youth in Kindergarten through 12th grade. If a customer is surprised that you are still an active Girl Scout, use this as an opportunity to share some of the other opportunities you have been able to participate in outside of the cookie sale (for example, completing a highest awards project, travel, service or learning projects, flying a plane as part of our WING Squadron, producing a movie and showcasing it in the film festival, etc.).

Pro Tip: Practice ahead of time, like an elevator pitch, to be able to respond with confidence.

When a Customer Asks Why We Use Palm Oil in Girl Scout Cookies

Palm oil is an ingredient found in many baked snacks and numerous food and beauty products; it is the most widely used vegetable oil in the world. Palm oil is used in our cookies because of its unique ability to provide volume and texture, without adding trans fats. Additionally, growing palm oil requires less land in comparison to other vegetable oils and supports the livelihoods of more than 4 million farmers globally. One of the primary goals of our Girl Scout Cookie bakers is to create the best-tasting cookies possible using the best ingredients available.

Pro Tip: Learn more in our bakery's toolkit: bit.ly/GSPalmOil

Pro Tip: Customers who love brands or companies are often inclined to share feedback about the products or services those companies provide. If you receive feedback from a customer, about palm oil or another aspect about Girl Scout Cookies, it's always best to thank your customers for being so invested/interested in the success of your business and let them know you'll pass along their feedback to someone who can evaluate it/take action. You can reach out to your troop leader if you aren't sure who to share customer feedback with at Girl Scouts.

Why Do You Only Sell Cookies at Certain Locations? Why Don't You Sell at (Liquor Stores, Gun Stores, Dispensaries, Etc.)?

Safety is of the utmost priority for all participants in the cookie sale. Girl Scouts of Western Washington partners closely with businesses in the community to establish safe places for us to connect with members of the community to sell cookies. Businesses that don't allow children as customers may not be appropriate spaces for Girl Scouts.

Who in the Military Receives the Cookies Donated to Operation Cookie?

Girl Scouts of Western Washington keeps track of these orders and delivers the cookies to USO Northwest. USO Northwest then delivers these cookies to all branches of the military.