



Girl Scouts of the USA
420 Fifth Avenue
New York, NY 10018-2798

Agenda Item Identification Code
(For National Board Office only):

Agenda Item Submission Form 58th National Council Session

Name of Girl Scout Council(s)

Girl Scout of Central Indiana

City

Indianapolis

State

IN

If a group of councils is submitting a single agenda item, all councils must be listed on this form.

Is this council(s) submitting a Discussion Topic or Proposal?

Is this a draft or a final submission?

Write the following information exactly as the council wishes it to appear in the Workbook if accepted for the agenda.

TITLE OF PROPOSAL OR DISCUSSION TOPIC

Promoting Equity, Transparency, and Recognition in the Girl Scout Cookie Program

STATEMENT OF PROPOSAL OR DISCUSSION TOPIC, QUESTION, OR ISSUE

(Proposals should be written in the form of a motion)

TOPIC, QUESTION, OR ISSUE

or

THAT

or

TO

TO prohibit the sale of trademarked Girl Scout-themed goods in retail stores during cookie season;
TO require councils to provide transparent and detailed financial reporting regarding cookie proceeds;
TO expand girl recognition options beyond box sales to reflect effort, leadership, and innovation;
TO establish a national minimum percentage for troop proceeds from cookie sales;
TO allow troops to opt out of physical rewards in exchange for higher per-box proceeds.

REASONS:

1. What is the issue the discussion topic or proposal is trying to address?
2. Are there other ways to address this issue?
3. How does this proposal improve Movement governance or policy? OR How does this discussion topic inform Movement strategy?
4. Does this agenda item have Movement-wide significance? Does it apply to all councils?
5. Is this agenda item time-sensitive? What happens if it is not addressed at NCS 58?

1. This proposal seeks to address disparities in Girl Scout cookie sales caused by:

Competing trademarked goods in grocery stores that confuse customers and divert revenue.

Lack of financial transparency from councils, which affects trust and perceived fairness—especially among families who make significant contributions.

A recognition system that primarily values high-volume sales, which disadvantages girls with limited networks or resources.

Inconsistency in troop proceeds across councils.

The inability for troops to prioritize meaningful proceeds over mass-produced incentives.

2. Are there other ways to address this issue?

Some troops individually recognize effort-based contributions and opt out of rewards where permitted, but such actions are inconsistent and not standardized. Individual solutions do not address council- or Movement-wide discrepancies. Only national policy can ensure equity across all councils.

FINANCIAL IMPACT STATEMENT FOR PROPOSALS

Indicate the projected expenditure and impact on resources for councils and the national organization, for a five (5) year period.

Staff time and legal consultation to negotiate licensing restrictions with commercial partners.

Modest investment in developing standardized financial report templates and communication tools for councils.

Potential reallocation of vendor reward program budgets if troops opt out of physical incentives.

Signature and Printed Name of chair, council board of directors

Date of council board meeting

Open Comment and Collaboration Period: April 7-May 14, 2025

To submit for Open Comment and Collaboration, completed forms must be emailed to BoardOffice@girlscouts.org, copying abeck@girlscouts.org, with subject line: Draft Agenda Item from [INSERT COUNCIL(S)].

Please note that if a group of councils is submitting a single agenda item, the submission form should be signed by each council's board chair.

Final Submission Deadline: May 30, 2025

Final submissions, signed off by your council(s) board chair must be emailed to BoardOffice@girlscouts.org, copying abeck@girlscouts.org, with the subject line: Final Agenda Item from [INSERT COUNCIL(S)].

If additional space is needed, please attach a separate page.

3. How does this proposal improve Movement governance or policy?

This proposal advances Movement governance by aligning cookie sales more closely with the Girl Scout Leadership Experience and values of equity, transparency, and inclusion. It ensures that all girls, regardless of geography or family resources, have an equitable opportunity to be recognized and supported.

4. Does this agenda item have Movement-wide significance? Does it apply to all councils?

Yes. These issues apply across all councils, particularly affecting troops in under-resourced areas, newer or smaller troops, and families with limited means. This proposal has broad implications for council operations, troop morale, and national trust in the program.

5. Is this agenda item time-sensitive? What happens if it is not addressed at NCS 58?

Yes. As cookie prices increase and competitive products persist in the market, failure to act will further erode program integrity and girl trust. Delaying implementation will continue to disadvantage thousands of Girl Scouts during each cookie season and widen equity gaps.