



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 Scouts of Kansas Heartland

City

Wichita

State

Kansas

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

Preservation of Girl Scout Leadership Experience Relating to Product Programs

### 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

A motion to preserve Girl Scout Leadership Experience programming by eliminating competition from Girl Scouts of the United States of America and commercially endorsed products, whereby Girl Scouts of the United States of America shall not sell, license or otherwise provide for the sale of any merchandise, food products, or promotional items related to the flavors, branding, or likeness of Girl Scout Cookies during the designated regional product program sales period of any council.

## **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. Girl Scouts of the United States Constitution includes the Promise and Law and guiding principles and Policies stated below of which the Girl Scouts of the United States is not upholding including the Guiding Principles of Marketing which includes “• program activities will be enriched; and • the integrity and financial well-being of GSUSA and Girl Scout councils will be maintained or enriched”. Girl Scouts of the United States is receiving financial gain by producing commercial competition with the girl entrepreneurship program to the detriment of the girl program and councils, and Girl Scouts of the United States is reducing the financial well-being of the councils through competition of Council local marketing partnerships. The Girl Scout of the United States of America’s commercial competition is not living up to the Girl Scout Law as it is not fair or being a sister to the girls or councils. Furthermore, the competition from Girl Scouts of the United States provides barriers to Councils for meeting the CRITERIA AND STANDARDS FOR AN EFFECTIVE GIRL SCOUT COUNCIL as the Girl Scout Leadership Experience positive girl outcomes are diminished, and barriers to meet the needs and interests of girls in the jurisdiction.

2. An alternative way to address this issue is for Girl Scouts of the United States to provide an equal revenue share of royalties to councils, so councils can meet the needs of the girls. The royalties could be divided equally by the total number of councils participating in the entrepreneurship program plus GSUSA.

3. This proposal is directly related to the Movement strategy of financial stability for GSUSA and all councils.

4. This proposal has Movement-wide significance across all councils as it impacts the Girl Scout Leadership Experience provided locally.

5. This proposal needs to be addressed at the NCS 58 as council financial stability has been greatly impacted due to the GSUSA membership dues increases for which councils are paying financial assistance for girls to participate in Girl Scouting while trying to maintain quality Girl Scout Leadership Experience programs; GSUSA continues to increase the commercialized competition for girl cookie, nut and candy sales; national consumer trends include lowered cookie and snack sales as a part of what is referred to as the “Ozempic Effect” for weight-loss; and girls at cookie booths have to provide customers the reason why purchasing a package of Girl Scout cookies is more beneficial than purchasing a cookie inspired product or a lower priced knock-off cookie product from a retailer.

## **Items from the Blue Book of Basic Documents relating to this proposal:**

### **PROMISE**

The promise

On my honor, I will try: To serve God and my country, To help people at all times, And to live by the Girl Scout Law.

### **THE LAW**

I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.

**BELIEFS & PRINCIPLES OF THE GIRL SCOUT MOVEMENT IN THE USA** BELIEFS AND PRINCIPLES We, the members of Girl Scouts of the United States of America, united by a belief in God, hold that the Girl Scout Promise and Law is the cornerstone of our Movement.

Girl Scouts of the United States Policies include:

**POLICIES: ENDORSEMENTS/TRADEMARK/ MARKETING/INTERNET SALES  
CAUSE-RELATED MARKETING**

GSUSA may develop alliances and relationships with corporations and businesses for the purposes of advancing Girl Scouting. A Girl Scout council may develop similar alliances with businesses within its jurisdiction, or may work in partnership with GSUSA to develop strategic alliances outside of its jurisdiction. These corporations must have policies and operations compatible with the values of Girl Scouting. The guiding principles for such relationships shall be as follows:

- the Girl Scout image will be preserved and enhanced;
- significant revenue and/or visibility will be generated;
- program activities will be enriched;
- membership outreach efforts will be supported; and
- the integrity and financial well-being of GSUSA and Girl Scout councils will be maintained or enriched.

Girl Scouts of the United States Criteria and Standards include:

**CRITERIA AND STANDARDS FOR AN EFFECTIVE GIRL SCOUT COUNCIL**

**CRITERION I:**

**MISSION DELIVERY** A chartered Girl Scout council maximizes delivery of the Girl Scout mission by engaging and supporting volunteers and others to provide a nationally consistent quality leadership experience that achieves positive girl outcomes and reaches increasing numbers of girls.

**STANDARD 1** Girl program throughout the council demonstrates the outcomes of the Girl Scout Leadership Experience and the Girl Scout Promise and Law in action.

**STANDARD 3** Using the National Program Portfolio, with enrichments that meet the needs and interests of girls in the jurisdiction, the council provides program delivery options through which girls participate in the Girl Scout Leadership Experience.

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**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.**

There is a financial impact to the national organization which is hard to determine based on the lack of transparency by the national organization of its royalties received from commercialization of Girl Scouts for its own benefit.

The financial impact on councils is directly related to reduced/strained local partnerships and the reduction in girls' product sales. This financial impact is difficult to quantify across all councils.

An actual example of negative financial impact to a local council is through competition created by the national partnerships with Andy's Frozen Custard and Wendy's for frozen ice cream shake products; the direct competition is with a local partnership where Thin Mint cookies are purchased from the council and are used in a restaurant shake, resulting in lowered local sales and ill-will created with local business that the council had to navigate.



Helen Wimsatt \_\_\_\_\_

Signature and Printed Name of chair, council board of directors

\_\_\_\_\_ April 12, 2025 \_\_\_\_\_

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](mailto:BoardOffice@girlscouts.org), copying [abeck@girlscouts.org](mailto: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](mailto:BoardOffice@girlscouts.org), copying [abeck@girlscouts.org](mailto:abeck@girlscouts.org), with the subject line: Final Agenda Item from [INSERT COUNCIL(S)].

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