



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

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

Agenda Item Submission Form 58th National Council Session

Name of Girl Scout Council(s)

Girl Scouts of Alaska

City

Anchorage

State

AK

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

Revenue sharing from Licensing Royalties

STATEMENT OF PROPOSAL OR DISCUSSION TOPIC, QUESTION, OR ISSUE

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

TOPIC, QUESTION, OR ISSUE Topic

This would require Girl Scouts USA to share proceeds from licensing of logo and trademarked symbols and formulas with Girl Scout councils, and to have more transparency with councils about licensing deals.

or

THAT

or

TO

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?

With current economic times, councils cannot sustain themselves on cookies and fall product programs alone. New membership dues increase has created financial hardships at councils across the country. Current impacts on goods through tariffs, commodity prices, shipping, logistics, financial markets, layoffs, job losses, and federal cuts to grants have created even greater financial hardships.

GSUSA is earning profits from the licensing of logos and trademark, which should be shared with councils. This share of proceeds across all councils demonstrates to our membership that their hard work and modeling behaviors strengthens the Movement and returns funding to the local councils. This revenue can be used by councils to offer more programs, provide local scholarships to troops, and girls.

As Cited in the Blue Book:

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.

As licensing deals expand, the Girl Scout brand may be diluted. The following should be considered:

More transparency with Councils. E.g. Pop-Tart and Wendy's should not be the first announcing the new products without first informing councils. National should inform councils where the revenues made from the trademark enriches activities.

- License products that complement Girl Scout programming (expanding beyond consumerables to apparel, outdoor gear, etc)
- Benefit to the local council / markets across the country
- Moratorium on (new) product launches during cookie season

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.

According to a quick search of the website License Global, as of 7 April 2025, there are 31 different licensed products promoting Girl Scout cookie flavors or the logo. Additionally, on 5 April, the PopTart brand announced two new cookie flavors. According to the 2023 GSUSA Consolidated Statement of Activities, dated 30 September 2023, GSUSA received \$9m in royalties. Business standards in logo or product licensing percentages are between 2% and 10%. 10% of the proceeds would be \$900,000. This number would be further divide by councils (111). This final result would be each council would receive a revenue share from national licensing, an estimated \$8100 per council.



AM Brix Hahn, 1st Vice Chair/Acting Chair

May 17, 2025

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.