



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 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 the Entrepreneurship 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

A motion to amend the GIRL SCOUT TRADEMARK section of the Blue Book of Basic Documents by adding the following: **"GSUSA, along with its alliances and relationships with corporations and businesses, shall not sell, license or otherwise provide for sale any food product bearing the Girl Scout name or service mark when related to the flavors, branding, or likeness of Girl Scout Cookies during the designated entrepreneurship program sales period of any Girl Scout council."**

POLICIES OF GIRL SCOUTS OF THE UNITED STATES OF AMERICA ENDORSEMENTS/TRADEMARK/ MARKETING/INTERNET SALES

Current Wording	Proposed Amendment	If Adopted, Will Read
GIRL SCOUT TRADEMARK Every product sold in connection with a Girl Scout council-sponsored product sale shall bear the Girl Scout name and service mark, either	GIRL SCOUT TRADEMARK Every product sold in connection with a Girl Scout council-sponsored product sale shall bear the Girl Scout name and service mark, either	GIRL SCOUT TRADEMARK Every product sold in connection with a Girl Scout council-sponsored product sale shall bear the Girl Scout name and service mark, either

on the product or on its packaging. Every item bearing any of the registered Girl Scout names, logos, or marks purchased or developed for resale,² including items to be sold in council-sponsored product sales, shall be purchased (1) from a GSUSA-licensed vendor, (2) from Girl Scout Merchandise, or (3) produced with prior approval from GSUSA when items are not readily available from a licensed supplier. Every item bearing the Girl Scout name and service mark, including items for resale or non-resale³ by councils, shall conform to the Girl Scout Brand Standards published by GSUSA. Items used for both resale and non-resale shall adhere to the stipulations stated above for resale items.

2 "Resale" is defined as any item resold or given away in connection with an event for which a fee, price, or admission is paid. This includes, but is not limited to, product sales. 3 "Non-resale" is defined as any item provided, consumed, or used for the promotion and delivery of Girl Scouts program. This includes items given as donor recognitions.

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REASONS:

1. What is the issue the discussion topic or proposal is trying to address?

Girl Scout youth participating in the Entrepreneurship Program, as an element of the acclaimed Girl Scout Leadership Experience, are experiencing undue competition from GSUSA and their relationship with corporations and businesses. GSUSA is receiving royalties from food products sold by retailers during the same time period as Girl Scout youth are selling products as a part of the Entrepreneurship Program. Girl Scout youth are put into situations with consumers whereby the youth are expected to answer questions or respond to comments about Girl Scout cookie-inspired products and the cost comparison to Girl Scout cookies.

Girl Scout councils and their established alliances with businesses in local jurisdictions are experiencing competition from GSUSA and their relationship with corporations and businesses when Girl Scout cookie-inspired food products are promoted, especially during the Entrepreneurship Program sale.

GSUSA is not upholding the guiding principles of cause-related marketing (Blue Book, page 19) 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”.

GSUSA is receiving financial gain by producing commercial competition with the girl entrepreneurship program to the detriment of the girl program and councils, and GSUSA is reducing the financial well-being of the councils through competition of Council's local marketing partnerships. GSUSA's commercial competition is not upholding the Girl Scout Law as it is not fair or being a sister to the girls or councils. Furthermore, the competition from GSUSA creates barriers to Councils for meeting the CRITERIA AND STANDARDS FOR AN EFFECTIVE GIRL SCOUT COUNCIL (Blue Book, Mission Delivery, Standards 1 and 3, page 29) as the Girl Scout Leadership Experience positive girl outcomes are diminished, and creates barriers to meeting the needs and interests of girls in the jurisdiction.

2. Are there other ways to address this issue?

An alternative way to address this issue is for Girl Scouts of the United States to provide an equal revenue share of royalties gained through cookies and other food products 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. Consumers currently have a misperception that they are contributing to local Girl Scouts when purchasing Girl Scout cookie flavor-inspired products.

3. How does this proposal improve Movement governance or policy? OR How does this discussion topic inform Movement strategy?

This proposal strengthens policy by protecting the financial stability of individual councils while fully promoting the Girl Scout Leadership Experience.

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

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

This proposal has Movement-wide significance as it protects the Girl Scout Leadership Experience provided locally through the Entrepreneurship Program.

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

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.

FINANCIAL IMPACT STATEMENT FOR PROPOSALS

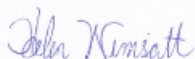
Indicate the projected expenditure and impact on resources for councils and the national organization, for a five (5) year period.

The potential financial impact to GSUSA and councils has not been determined and cannot be projected as increased details of royalty agreements have not been made public.

GSUSA’s 990 through 9/30/2023 indicated \$10,353,004 in royalties received during the fiscal year and commission expenses of \$1,038,901. The 990 through 9/30/2022 indicated \$10,579,898 in royalties received. The 990 through 9/30/2021 indicated \$9,605,776 in royalties received. There is no break-out of what royalties are secured through food related products or sales occurring specific times of the year.

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 future potential 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. The competing national partnerships resulted in lowered local restaurant sales contributing to future lowered cookie sales through the council and reduced local Girl Scout marketing. The national competition also created ill-will that the council had to navigate by detailing the partnership entered into by GSUSA.



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, 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.