

Girl Scout Cookies

How the 2018 cookie program stacks up



2,832,528

boxes sold

14,187
girls participating



1,687
troops participating



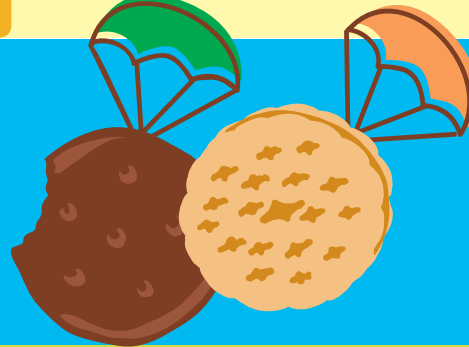
2,000+
volunteers helping



Participating girl average:
200
boxes



161,156
boxes donated to
Operation
Thin MintSM



38
top sellers
sold 2,018+
boxes each!

5,027
girls used

digital
cookie

247,966
boxes sold
through

48,938
online
orders



1,110+ boxes =
qualification
for **Top 100**
Girl Scout!



\$1,478.25 =
average
troop
proceeds



863
girls selling
650+
boxes, earning
a week at camp

Cookie proceeds = **67%** of GSSD 2018 budget

4,400 girls
attended one
of **37** service
unit cookie
kickoffs!



1,241,866
order cards
featured San Diego
girls in **76** U.S.
Girl Scout councils



How the cookie crumbles*

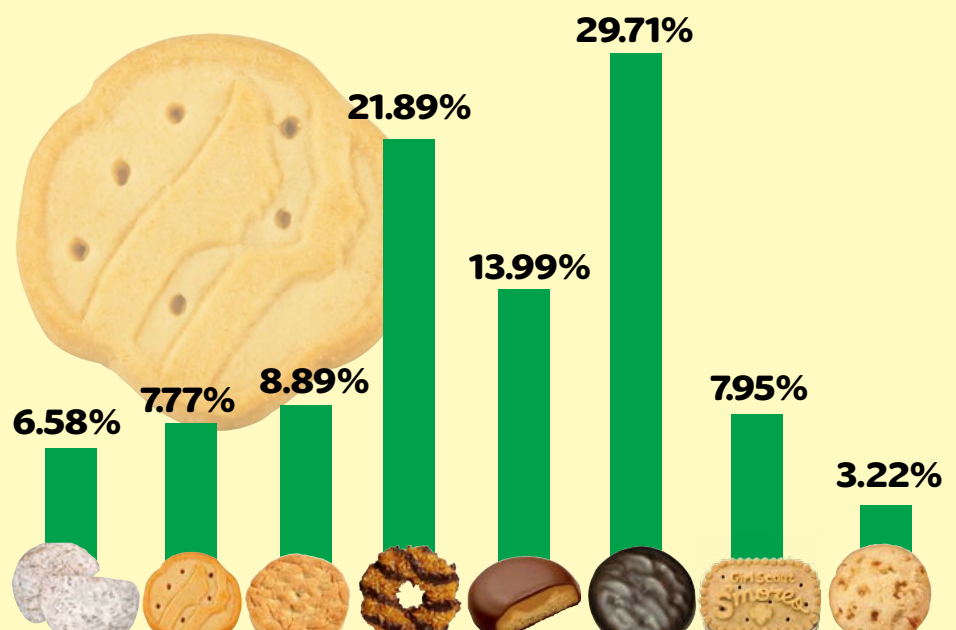
*based on 2017 numbers

Cost of cookies,
program materials
and events
(\$2.16 for \$6 specialty
cookies)

Service to girls (program
activities, volunteer training,
camps, financial assistance)



Varieties



Cookie program in the media



320+ local media hits
10 billboards



112 Facebook posts
7,860 fans



81 Instagram posts
2,649 fans



20,963
website visits



8 locations sold **2,251**
beer flights

Official partners



5 Skills learned through the cookie program

- Goal Setting
- Decision Making
- Money Management
- People Skills
- Business Ethics

G.I.R.L.

go-getter / innovator / risk-taker / leader

Thanks for a successful cookie season!