

How Girl Guide Cookies Stack Up!

There are so many different types of fundraisers today. Bottle drives, gift card programs, labels, at home parties (Tupperware, etc); the list goes on. How does our cookies selling stack up against some of the popular choices?

Selecting 3 of the most popular fundraisers currently made available to organizations we have looked at how these compare to the profit units receive through the sale of one case of cookies (\$12.25 per case)



GIFT CARD PROGRAMS *(Gift card profit percentages can range from 1.5% - 10%)*



20 \$20 gift cards @ 3% profit



12 \$20 gift cards @ 5% profit



6 \$20 gift cards @ 10% profit

BOTTLE DRIVES



122 bottles @  return



61 bottles @  return

RESTAURANT SERVER PROGRAMS

Girls volunteer to work alongside a server at a local restaurant, percentage of sales will go back to unit (10%) – Each table served would need to have a sale of \$120.00 to earn \$12.25



Benefits to Selling Girl Guide Cookies:

- Funds raised through the sale of cookies remain in Guiding
- Direct benefit to unit. Once the money is deposited the profit is theirs to spend
- Girls can take part in the National Cookie All Stars Program
- You are not limited to sell to only family and friends as some fundraisers are, your unit can take part in group cookies sales and promote these sale on our Cookie Finder Map so that customers know where to purchase our delicious cookies.