



58th National Council Session

Washington, DC
July 20-22, 2026

Girl Scout Highest Awards Solicitation of Contributions Proposal

*Submitted by Girl Scouts of Eastern Pennsylvania and 40 additional
councils*

Girl Scouts Highest Awards Solicitation of Contributions

Submitted by Girl Scouts of Eastern Pennsylvania and by 40 additional councils

Amend the first paragraph of the Solicitation of Contributions part of the Policies Section of the Blue Book of Basic Documents:

“Adult members in their Girl Scout capacities may not solicit financial contributions for purposes other than Girl Scouting. Adults may engage in combined fundraising efforts authorized by the Girl Scout council and in which the local council is a beneficiary. Girl members may not engage in any direct solicitation for money except **girl members** ~~for Girl Scout Seniors and Ambassadors, who~~ may solicit philanthropic donations to their councils of cash or in-kind goods for Girl Scouts **Bronze, Silver, and** Gold Award projects, provided they have secured prior written permission from their council’s Chief Executive Officer, Chief Development Officer, or their designee.

In addition, girls must abide by their own council’s policies and procedures with regard to this matter.”

Current State

Girl Scout Seniors and Ambassadors, may fundraise to support their Girl Scout Gold Award projects, provided they have secured prior written permission from their council.

In addition, girls must abide by their own council's policies and procedures with regard to this matter.

Girl Scouts of Eastern Pennsylvania's proposal aims to address the following issues:

- Provides Bronze and Silver Award candidates with the option to ask for donations for their projects, with approval their council
- Increases equity and accessibility for all Highest Awards projects by removing financial barriers
- Creates consistent, national standards that apply to all councils
- Benefits the Movement:
 - May result in more Highest Awards earned
 - May lead to older girl retention
 - Reinforces life skills

Girl Scouts Highest Awards Solicitation of Contributions

National Board Recommendation: Neutral

The Board has heard arguments in favor of the proposal: Money is a real barrier for girls seeking highest awards; learning to make a fundraising ask is a valuable leadership skill; and all Highest Award levels deserve equal access to resources

The board has also heard arguments against the proposal: Councils will need more staff and volunteer time to review and approve requests; concerns about confusion between rules for money-earning, solicitation, and fundraising; and no national data confirming that the lack of fundraising access prevents girls from earning Bronze or Silver Awards

The National Board is neither for or against the proposal and believes that it should be deliberated at NCS

Girl Scouts Highest Awards Solicitation of Contributions

Membership Dues and Procedures for Registration Proposal

*Submitted by Girl Scouts of Greater Chicago and Northwest
Indiana and 41 additional councils*

Membership Dues and Procedures for Registration

Submitted by Girl Scouts of Greater Chicago and Northwest Indiana and 41 additional councils

Move that the Credentials Section of the *Blue Book of Basic Documents*, Membership Dues and Procedures for Registration be revised as follows:

“The National Board of Directors must obtain approval from the National Council whenever a planned dues increase will result in dues increasing more than a total of ~~25%~~ 15% in any one triennium.”

Current State

Prior to the National Board voting on any change in membership dues, GSUSA must seek input from Girl Scout councils and National Council delegates

The National Board may not increase membership dues more than 25% in a triennium (the three years between regular sessions of the National Council) without National Council approval

Girl Scouts of Greater Chicago and Northwest Indiana's proposal aims to address the following issues

- 25% of the upcoming \$65 dues is a much larger dollar amount than 25% of the \$25 dues amount when this was approved in 2020.
- Amending the 25% level to 15% allows enough leeway for the National Board to keep up with inflation, while reinforcing the importance of the National Council in making a decision should another large increase in National Dues be necessary.

Membership Dues and Procedures for Registration

The National Board's Recommendation: Oppose

Affordability is top of mind whenever the board considers a dues increase

Guardrails are already in place and appropriate:

- The board must seek input from councils and delegates for any dues increase, explain why dues may need to change and what the money will be used for, and must report back on what was decided and why.
- National Council approval is required for any increase above 25% in a triennium
- Setting the threshold as a percentage allows it to increase proportionally over time.

The National Board has demonstrated its commitment to robust delegate engagement regarding dues increases prior to and following the Special 57th NCS, through the State of the Movement, and in developing the Movement strategy

Membership Dues and Procedures for Registration

Preservation of the Girl Scout
Leadership Experience Relating to the
Entrepreneurship Program Proposal
*Submitted by Girl Scouts of Kansas Heartland
and 25 additional councils*

Preservation of the Girl Scout Leadership Experience Relating to the Entrepreneurship Program

Submitted by Girl Scouts of Kansas Heartland and 25 additional councils

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.”

Current State

- GSUSA is responsible for managing any products licensing the Girl Scout name, trademarks, or other intellectual property, including cookie names and flavors.
- The *Blue Book of Basic Documents* does not include restrictions on any product category or any period of time.
- Among Girl Scouts' 111 councils and USAGSO, there is an active cookie or fall product program operating between August - May each year

Girl Scouts of Kansas Heartland's proposal aims to address the following issues:

- Girls participating in the Entrepreneurship program experience undue competition from GSUSA licensed products
- Girl Scout youth are expected to answer questions or comments about Girl Scout cookie-inspired products and the cost comparison to Girl Scout cookies
- GSUSA is not upholding the guiding principles of cause-related marketing (*Blue Book of Basic Documents*, page 19)
- The proposal would prohibit GSUSA from licensing all food products during any council's cookie or fall product program sale

Preservation of the Girl
Scout Leadership
Experience Relating to
the Entrepreneurship
Program

The National Board's Recommendation: Oppose

- Independent national research found that people who see or buy Girl Scout licensed products are more likely to buy Girl Scout cookies—not less
- Licensing generates nearly \$5 million in revenue a year—and about 95% of that is in the food and beverage category
- GSUSA invests that revenue to fund program innovation, national marketing, technology, and infrastructure that benefits every council and girl in the Movement
- By actively licensing products in a variety of product categories, GSUSA's legal team can challenge copycats and protect our brand and trademarks
- This proposal threatens to end the cookie program—Girl Scout's lawyers carefully reviewed the proposal language and found it so broad that it could prevent GSUSA from licensing our cookie names to the bakers who make Girl Scout cookies.

Preservation of the Girl
Scout Leadership
Experience Relating to
the Entrepreneurship
Program



58th National Council Session

Thank You