



Contact
Girl Scouts of the USA
(212) 852-8525
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Girl Scouts: Fun Facts and Figures

The Girl Scout Promise

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

The Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong and
responsible for what I say and do
and to
respect myself and others,
respect authority,
use resources wisely
make the world a better place, and
be a sister to every Girl Scout

**Girl Scouting builds girls
of courage, confidence,
and character, who make
the world a better place.**

BACKGROUND AND HISTORY

- Girl Scouts of the USA (GSUSA) is the largest leadership organization for girls in the world. Currently, there are about 2.5 million girl and adult members worldwide.
- Founder Juliette Gordon Low organized the first Girl Scout troop on March 12, 1912, in Savannah, Georgia. Girl Scouts celebrated its 100th anniversary in 2012. More than 50 million American women alive today participated in Girl Scouts growing up.

FAMOUS GIRL SCOUT ALUMS

- Famous Girl Scout alums on the stage and screen include Taylor Swift, Mariah Carey, Abigail Breslin, Gwyneth Paltrow, and Dakota Fanning.
- Star athletes who are Girl Scout alums include tennis players Venus and Serena Williams.
- Media greats Katie Couric, Barbara Walters, and Robin Roberts are Girl Scout alums.

GIRL SCOUTS RULE

- Successful businesswomen who are Girl Scout alums include Susan Wojcicki, CEO of YouTube, and Virginia Rometty, CEO of IBM.
- Girl Scout alums in the world of public service include former Secretary of State Hillary Clinton, former Secretary of State Madeleine Albright, and former Secretary of State Condoleezza Rice.
- Sixty-nine percent of female U.S. senators are Girl Scout alums.
- Fifty-seven percent of women serving in the U.S. House of Representatives are Girl Scout alums.
- Five of nine current female governors are Girl Scout alums.

GIRL SCOUT COOKIES: DELIVERING BOTH INSIDE AND OUTSIDE THE BOX

- The Girl Scout Cookie Program is the largest girl-led business in the world.
- Girl Scouts sell about 200 million boxes of cookies—nearly \$800 million worth—during each cookie season.
- There's more to Girl Scout Cookies than what's in the box. When a Girl Scout sells you cookies, she's building a lifetime of skills and confidence. She learns goal setting, decision making, money management, people skills, and business ethics—skills essential to leadership, success, and life.
- Thin Mints® are the most popular variety of Girl Scout Cookies, followed by Samoas®/Caramel deLites® and Tagalongs®/Peanut Butter Patties®.



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DIGITAL COOKIE: A BEYOND-THE-BOOTH ENTREPRENEURIAL EXPERIENCE

- With Girl Scouts' national Digital Cookie® platform, launched in 2014, girls have two ways to market their online cookie businesses: by inviting customers to visit a personalized cookie website or by taking in-person orders using a mobile app.
- The platform provides a hands-on, entertaining learning experience, with fun quizzes, games, videos, and other activities that give girls opportunities to learn about budgeting and resource allocation using a "spend, save, give" model. Girls can also access:
 - A goal-setting calculator to help them tabulate the number of boxes they need to sell to reach their goals, and tools for organizing orders and earning badges
 - Detailed sales data sorted by cookie type and delivery method and showing week-by-week trends
 - A "Learning to Run a Business" webpage featuring step-by-step guides that target important parts of the cookie sale for girls, from personalizing their own Digital Cookie sites to managing their customer databases
- Girl Scouts continues to build on the initial success of the Digital Cookie platform by launching dynamic, interactive tools and upgrades that make selling cookies more exciting and educational. As a result, girls gain skills that are crucial to running an ecommerce business, including digital marketing, online money management, revenue projecting, and digital customer acquisition and management—all in a safe, hands-on environment.

WE'RE GIRL SCOUTS OF THE USA

We're 2.5 million strong—1.7 million girls and 750,000 adults who believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ to change the world. Our extraordinary journey began more than 100 years ago with the original G.I.R.L., Juliette Gordon "Daisy" Low. On March 12, 1912, in Savannah, Georgia, she organized the very first Girl Scout troop, and every year since, we've honored her vision and legacy, building girls of courage, confidence, and character who make the world a better place. We're the preeminent leadership development organization for girls. And with programs from coast to coast and across the globe, Girl Scouts offers every girl a chance to practice a lifetime of leadership, adventure, and success. To volunteer, reconnect, donate, or join, visit www.girlscouts.org.