



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 2.7 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 59 million American women alive today participated in Girl Scouts during childhood.

FAMOUS GIRL SCOUT ALUMNAE

- Famous Girl Scout alumnae on the stage and screen include Taylor Swift, Mariah Carey, Abigail Breslin, Gwyneth Paltrow, Dakota Fanning, and Carrie Fisher.
- Star athletes who are Girl Scout alumnae include tennis players Venus and Serena Williams.
- Media greats Katie Couric, Barbara Walters, and Robin Roberts are Girl Scout alumnae.
- Virtually every female astronaut who has flown in space is a Girl Scout alumna.

GIRL SCOUTS RULE

- Successful businesswomen who are Girl Scout alumnae include Susan Wojcicki, CEO of YouTube, and Virginia Rometty, CEO of IBM.
- Girl Scout alumnae 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.
- Fifteen of the 20 women (75 percent) in the US Senate are Girl Scout alumnae.
- More than half of the 88 women in the US House of Representatives are Girl Scout alumnae.
- There are currently six women serving as governors across the U.S.—and five are Girl Scouts.

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.

DIGITAL COOKIE 2.0: LEADING MULTICHANNEL ENTREPRENEURIAL PROGRAM FOR GIRLS

- With Girl Scouts' first-ever national digital platform, Digital Cookie 1.0 gave girls the opportunity to sell cookies via website or mobile app. The national Digital Cookie platform launched in 2014 with two separate ways for girls to market their online cookie business: by inviting customers to visit a personalized cookie website, or by taking in-person orders using a mobile app.
- Girl Scouts is building on the initial success of Digital Cookie 1.0 by launching Digital Cookie 2.0, with dynamic, engaging, and interactive new tools and fun new upgrades that make learning and selling cookies more exciting and educational for girls.



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- Made possible by Dell and Visa, Digital Cookie 2.0 will provide a more robust, hands-on, and entertaining learning experience, including an enhanced cookie website with fun quizzes, games, videos, and other activities that offer girls opportunities to learn budgeting and resource allocation using a “spend, save, and give” model.
- Upgrades to the girl-facing website include:
 - Quizzes, games, videos, and other activities
 - A goal-setting calculator to help girls tabulate the number of boxes they need to sell to reach their goal, and new ways to organize orders and earn badges
 - The ability to further customize pages during setup
 - Improved cookie sales data capturing sales by cookie type, delivery method, and week-by-week trends
 - The new “Learning to Run a Business” webpage that includes step-by-step guides and important insights into the critical parts of the sale for girls, from personalizing their own Digital Cookie sites to managing their customer database
 - Step-by-step walk-through videos
- Designed with input from girls, these fun new enhancements use the “science of play” to expand girls’ understanding of the business cycle. Girls will be introduced to important new skills about running an e-commerce business, including digital marketing, online money management, revenue projection, and digital customer acquisition and management, all in a safe, hands-on environment.

WE’RE GIRL SCOUTS OF THE USA

We’re 2.7 million strong—1.9 million girls and 800,000 adults who believe girls can change the world. It began over 100 years ago with one woman, Girl Scouts’ founder Juliette Gordon “Daisy” Low, who believed in the power of every girl. She organized the first Girl Scout troop on March 12, 1912, in Savannah, Georgia, and every year since, we’ve made her vision a reality, helping girls discover their strengths, passions, and talents. Today we continue the Girl Scout mission of 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 for girls from coast to coast and across the globe, Girl Scouts offers every girl a chance to do something amazing. To volunteer, reconnect, donate, or join, visit www.girlscouts.org.