

2026 Membership Year Dues Increase Background and FAQ

57TH NCS SPECIAL SESSION

- What did GSNMT do to notify/inform volunteers about the 57th NCS Special Session?
 - Information was shared via social media, the council website, and email.
- Who were our council delegates and how were they chosen?
 - National delegates from Girl Scouts of New Mexico Trails are Karen Bergren, Joanna Fair, and Raven Sillence, as well as alternate delegates Callie (O'Buckley) Kent and Tammany Peters. Delegates were selected in the summer of 2022 via an application process and approved by the Board of Directors at a Board Meeting. These delegates were formally approved by the council Service Unit delegates at the November 2022 Annual Meeting in preparation for the 2023 National Council Session.
 - Delegates serve a 3-year term (through MY25), so these same delegates represented the council at the 57th National Council Session Special Session in October 2024.
- When is the next session?
 - The next National Council Session is the 58th National Council Session to be held in Washington D.C. in July 2026.

GSUSA MEMBERSHIP DUES

- What are the GSUSA membership dues for next membership year (not including Council Service Fees)?
 - National delegates voted to increase GSUSA membership dues as follows for the 2026 membership year (beginning April 1st, 2025 with Spring Renewal):
 - Girl membership dues will increase from \$25 per girl to \$45 per girl
 - Adult membership dues will increase from \$25 per adult to \$30 per adult
 - National delegates voted to increase GSUSA membership dues as follows for the 2027 membership year (beginning April 1st, 2026 with Spring Renewal):
 - Girl membership dues will increase from \$45 per girl to \$65 per girl
 - Adult membership dues will remain the same at \$30 per adult

COUNCIL SERVICE FEES

- Will council fees be increased, decreased, or stay the same? Will council fees also increase? Will there be Council fees on top of GSUSA dues? How much?
 - The GSNMT Board of Directors reviewed the current Council Service Fee of \$15 (for girl memberships) at the January 2025 board meeting, and they approved to maintain the same Council Service Fee amount of \$15 for the 2026 membership year. Currently, this Council Service Fee generates approximately \$47,000 in annual revenue for the council's operating budget.

COOKIE-RELATED

- Will troop and SU product program proceeds increase if the council service fee is also increased?
 - Troop and SU product program proceeds remain the same – no changes were made for the current 2025 Cookie Program. This may be reviewed during our FY26 budget process which begins in summer 2025.
- Are cookie prices going up?
 - The current price per box of \$5.50 (and \$6 for specialty cookies) remains the same for the 2025 Cookie Program.

GSUSA OPERATIONS

- Where does all the money go?
 - Growing and sustaining the Movement requires consistent and prudent investment—and our Girl Scouts expect and deserve to be invested in. Membership dues have not increased since 2018. During this period, GSUSA has seen unprecedented impact on our communities and membership, including COVID, a significant decline in membership, and national inflation. At its current rate, GSUSA membership dues have not kept pace with the rising inflation costs across the United States nor with those of our peer youth-serving organization. As all organizations do, GSUSA must regularly review its financial and membership models. To continue to maintain its core programming and make the necessary investments to provide an unparalleled experience for its current and future members and volunteers, we routinely need to reevaluate how we fund our mission.
- What is the reason for the increase?
 - Increased membership dues will support the current girls and volunteers we serve and provide GSUSA with the opportunity to reach the 24 million school-aged girls we do not yet serve—the girls in our communities who we know would

- benefit from being part of Girl Scouts. With increased funding through philanthropy and membership dues, GSUSA would have the opportunity to accelerate important initiatives that will improve the current Girl Scout experience, the Girl Scout brand, and our programming and engagement models.
- When do the increases take effect?
 - GSUSA membership dues increase takes effect with the 2026 membership year, which begins on April 1, 2025 with Spring Renewal/Early Bird registration.
 - Is GSUSA making any other changes to solve their financial issues?
 - GSUSA has a strong balance sheet and a healthy level of reserves. However, the reality is that—in concert with our board—GSUSA has and continues to utilize reserves in a responsible manner to ensure that our service portfolio is properly maintained and, where needed, improved. This approach lacks sustainability, and GSUSA must drive changes to enable longer-term Movement financial health. To carry out the work that our volunteers, council leadership, and GSUSA know is critical not just for our current Girl Scouts but also for the future of our Movement, GSUSA needs to invest in initiatives that advance our strategic objectives and core capabilities. Reexamining GSUSA's financial models and membership pricing is a responsible fiduciary decision. All organizations review their pricing structure on a regular basis as we are doing now. GSUSA knows the right thing for our Movement is to make these important decisions for and with our councils, including investing in these crucial initiatives together through national philanthropy and membership dues.
 - Is GSUSA giving any money back to councils?
 - GSUSA will provide financial support to councils based on a percentage of annual girl membership dues with:
 - 25% of total annual girl membership dues when annual girl membership dues are \$65 to \$74 (in MY27).
 - This support from GSUSA to councils will be for five years and may be used by councils to carry out our Movement strategy, support today's members, recruit new girls, and provide membership dues assistance to their members.
 - In addition, with the approval of annual girl membership dues of \$65 or more, the National Board will create a membership dues scholarship support fund of \$5M. Councils may apply for these funds if their incremental membership dues financial assistance need is more than the financial support provided by GSUSA.

OPPORTUNITY FUND

- Will the Opportunity Fund go away?
 - The council's Opportunity Fund will not go away and will continue to be budgeted for in its annual operating budget.
- The new Opportunity Fund policy in place asks troops to cover up to the first \$10, will this new policy stay in effect with membership fees going up?
 - This is actually a procedure, not a policy. It will be reviewed annually to determine its impact on individuals and troops.

OTHER QUESTIONS

- Will Medicare (or other insurance companies) cover the cost of dues?
 - This is an option that the council will review, as well as connect with other councils who may use Medicare as a funding partner for membership dues payments.
- How are troops expected to renew troop members and cover costs of other troop activities?
 - As in the past, troops are encouraged to create a troop budget of revenue and expenses for the membership year. The steps and how to's of this process is reviewed in Volunteer Essentials training which is required of all troop leadership every two years. This training is available via the gsLearn online training platform and may be reviewed at anytime by volunteers via the training platform.

QUESTIONS BIRTHED FROM THIS ARTICLE: [Girl Scout fees could soon triple in price. Members say the eye-popping number is out of reach for many families | CNN Business](#)

- Why is the GS head office located at Saks Fifth Avenue?
 - While at a first glance it may appear that the GSUSA office location is very costly, this is actually a misperception. Because GSUSA owns its floors with no debt, its costs are less than one might expect and only represent roughly 2% of the GSUSA annual budget. GSUSA has completed extensive analysis and relocating to other locations would be significantly higher than this.
- Why did the CEO make \$785,000 in 2023/\$400K+?
 - Girl Scouts of New Mexico Trails cannot speak to the salary of the GSUSA CEO.