



Dear Badgerland Girl Scout Families,

Girl Scouts has always been about building girls of courage, confidence, and character, creating a strong foundation for them to make a positive difference in the world.

We understand that rising costs are challenging for families today, and decisions affecting dues are never easy. Recently, in a decision made by volunteer delegates from across the country, the National Council approved adjustments to annual dues for both girl and adult members. This was a nationwide decision aimed at strengthening the resources and support available to every Girl Scout.

The new dues structure will phase in over the next few years. For Membership Year 2026, national dues will increase to \$45 for girl members and \$30 for adult members, with girl dues set to be \$65 by Membership Year 2027. Our Badgerland Council will continue to charge a \$10 Council Service Fee to support local financial aid, anticipating a greater need for assistance given the national adjustment.

Starting October 1, 2025, the total membership cost for a Badgerland Girl Scout will be:

Girl Members: \$55 (\$45 national dues, 100% to Girl Scouts of the USA + \$10 Badgerland Council Service Fee, supporting local financial aid)

Adult Members: \$30

It's important to note that these increases will not take effect until the next membership year. Families renewing or joining Girl Scouts now will still have the current structure in place.

We recognize that even small increases can add up, and we are committed to making sure every dollar counts. The new pricing structure breaks down to under \$5 per month and I know firsthand the incredible value those dollars bring to your Girl Scout. While those common, everyday Girl Scouting experiences — like earning a badge, leading an activity, or participating in a service project — may feel routine, their impact build over time. And these moments accumulate, shaping girls into capable leaders. Over time, they grow into resilient young women ready to take on the world with confidence and purpose.

Courage.

Confidence.

Character.

Madison
4801 S. Biltmore Lane
Madison, WI 53718

La Crosse Area
2850 Midwest Road, Suite 104
Onalaska, WI 54650

Janesville
3000 Milton Ave, Suite 113
Janesville, WI 53545

Phone:
1-800-236-2710

Email:
info@gsbadgerland.org

Website:
gsbadgerland.org

Sashay! Girl Scout Shop:
shopgsbadgerland.org

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@gsbadgerland

Our research shows that now more than ever, the world needs girls who are empowered to make a difference—in their families, their communities, their country, and beyond. Raising those competent and fulfilled girls in today's world takes more than a village—it takes a Movement.

Girl Scouting is that Movement. We have what parents and caregivers want for their girls, and we have what girls need. These investments will help us serve our current girls and support our current volunteers and reach more girls and engage more volunteers, I invite you to join me at one of our upcoming Listening Sessions, where we can discuss these changes and share ideas. coming up in the next several weeks. Together, we are investing in girls' futures.

Yours in Girl Scouting,

A handwritten signature in blue ink that reads "Lisa Smith". The signature is fluid and cursive, with the first name "Lisa" and last name "Smith" clearly distinguishable.

Lisa Smith
CEO, Girl Scouts of Wisconsin-Badgerland