

## League of Legendary Creatures Pilot

### What is the League of Legendary Creatures Pilot?

Every year, Girl Scouts in Greater Iowa who participate in the Cookie Program have the ability to individually earn experiences, Cookie Dough program credits, and various rewards (patches and other physical items like t-shirts, etc.). That isn't changing. But for those who opt in to the pilot program, they will \*also\* receive various items instantly throughout the program. The instant items include a custom Girl Scouts lanyard and 5 themed keychains.



In the pilot, Troop Product Managers and/or troop leaders are pre-loaded with lanyards and keychains for the girls in the troop. The items are given to girls at each troop meeting in February and March (during the Cookie Program season) as they reach the designated sales levels.

Below are a few guidelines to help you manage these rewards with your troop if you choose to participate:

### HOW GIRLS EARN REWARDS

Keychains are awarded when a family sells\* enough packages to reach a level. Below are the levels at which each reward is given. Traditional rewards will be shipped later.

Level:	Reward:
Signed <i>Product Program Permission Form</i>	2019 GSGI Custom Lanyard
50 packages	The Rainbow
120 packages	Betty the Yeti
180 packages	Cora the Mermaid
230 packages	Violet the Dragon
270 packages	Luna the Unicorn

\* We identify "selling" as a family ordering cookies from their troop, as many troops do not allow families to return cookies, so they are essentially considered "sold" once they take them. Some troop leaders do not feel comfortable handing out items until money is collected. If you feel this way, this pilot program may not be the best fit for your troop, as it was created to be innovative and different from the normal program. (Waiting until the end of the program to hand out the instant items is replicating what we already have in place with regular program incentives, which is not the purpose of the pilot program. Items are meant to be truly instant to motivate girls and increase excitement!)

To be successful, here's what you need to do:

1. Host a kick-off meeting to get girls excited! GSGI provides kick-off materials for participating groups (keep an eye on The Bridge for more information).
2. Meet with your girls at least every other week during the Cookie Program. This step is critical. The program is meant to increase engagement and the "instant" nature of the items is the magic behind the pilot.
3. Submit a post-pilot evaluation that we'll send at the end of the Cookie Program.

Please consider the following before deciding if you'd like to participate in the 2019 pilot:

<b>Pros</b>	<b>Cons</b>
<ul style="list-style-type: none"><li>• The pilot drives engagement! Based on the smaller 2018 pilot (1,000 GSGI Girl Scouts participated in the Emoji Pilot with similar guidelines), both the participation rates and number of packages sold per girl increased dramatically!</li><li>• It's fun! The girls are excited to try something new and to be recognized at meetings in front of their peers.</li><li>• It's already built into the reward lineup, so you don't need to create anything separately.</li><li>• The first reward (the lanyard) can be earned on the kick-off night by parent/guardians signing and returning their <i>Product Program Permission Form</i>.</li></ul>	<ul style="list-style-type: none"><li>• The troop leader/Troop Product Manager will be responsible for the inventory of the keychains and lanyards for their troops.</li><li>• The program requires about 5 minutes of each troop meeting during the Cookie Program to be dedicated to passing out the keychains for those who have earned them at each level.</li><li>• Girls can more publicly see who has and has not sold cookies at various levels. This can create engagement and teamwork but could create hard feelings for a girl selling at a lower level or not participating.</li></ul>

If you have any questions about the League of Legendary Creatures Pilot, feel free to reach out to us at 800-342-8389 or [info@gsiowa.org](mailto:info@gsiowa.org)!

We can't wait to see the amazing things girls will accomplish during the 2019 Cookie Program.