

## Woodland Brigade

Instant rewards are back this Cookie Season!

### How it works:

1. Host a kickoff meeting to get girls excited! Check out your *2020 Cookie Program Kit* for an overview of how to hold a Troop Kickoff Meeting.
2. At your kickoff, girls can receive their first Instant Reward, the lanyard and name tag, just for filling out the *Product Program Permission Form*.



**Important!** You'll want to collect the lanyards back at the end of the kickoff, and at the end of each meeting through the program. At the end of the season, girls can take their lanyard and all their earned keychains home!

3. Meet with your girls at least every other week during the Cookie Program. At each meeting, hand out the lanyards and reward each girl with any keychain(s) she's earned.

Keychains are awarded when a girl sells enough packages to reach a level. The council recommendation is to define "selling" as when a family orders cookies from the troop.

*For Juliette Girl Scouts: Juliettes, or girls participating individually, will receive their items as they earn them, shipped directly from Girl Scouts of Greater Iowa.*

### Why it works:

The magic formula for this program combines instant gratification, peer recognition at troop meetings, and fun items for girls! Girls who participate in instant rewards are proven to be more successful in the Cookie Program! The program is also designed to be simple for leaders to execute – it just takes a few minutes at each meeting to celebrate the girls' success!

Level:	Reward:
Signed Product Program Permission Form	2020 GS GI custom lanyard and name tag
36+ packages	Bailey the Bear
75+ packages	Willow the Owl
115+ packages	Rosie the Raccoon
160+ packages	Bitsy the Bunny Rabbit
220+ packages	Dee Dee the Bee
280+ packages	Sophie the Squirrel

## **FAQS**

### ***I don't have enough of the items for all the girls in my troop.***

All troops will receive a shipment in January with enough of the first four items (lanyard/name tag, bear, owl, and raccoon) for all registered girls in the troop.

For the other animals, each troop will receive a percentage based on how many girls are likely to reach those levels. For instance, about 30% of all girls typically sell 280+ packages, so we sent each troop enough squirrels for more than 30% of your troop.

If you need more of any item, you can ask other troops in your area if they have extras, or you can contact us for more at [info@gsiowa.org](mailto:info@gsiowa.org).

### ***What do I do with leftover rewards?***

If you have extra items at any level, feel free to distribute to other leaders in your area that need them. You can also return items to any GSGI Leadership Center at the end of the program, at your convenience.

### ***When do other rewards items arrive?***

The other rewards items girls earn during the program are shipped directly to girls in May.

### ***How do we celebrate girls earning the prizes when not everyone will earn every level?***

We know every girl selling will not earn every keychain, just as every girl won't earn each item on the rewards panel. There are different factors that impact every girl selling – from how involved her family gets in the program, to her level of time and interest in the Cookie Program, to her personal goals and amount of hustle. Instant rewards are not designed to make anyone feel bad! The program is designed, and proven, to motivate girls and increase excitement. As a leader, you can celebrate every girl's unique achievements, small or large, and also encourage the girls to celebrate their peers! Not every girl is going to be MVP or valedictorian, but all girls can rally around one another! Girls supporting girls grow up to be strong women supporting strong women, building better communities, and changing the world.