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Project:	Cross Channel Marketing Drives Girl Scout Cookie Program Participation
Vertical Market:	Not-for-Profit
Business Application:	Direct Marketing / Loyalty

Business Objectives

The annual cookie program is a major fundraiser for the Girl Scouts of the Minnesota and Wisconsin River Valleys Council (River Valleys). Encouraging Scout participation is critical to the success of the program. In the past, staff had provided vital information through a monthly email that only reached the parents or troop leaders. River Valleys felt that communicating directly with girls would be important to growing the success of the cookie program. They needed a communication solution that would:

- Improve communication about the cookie program to Scouts and their parents
- Engage three key segments:
 - Newcomers – Girl Scouts in Kindergarten through third grade who may be new to the Girl Scout cookie program
 - Parents of Scouts
 - Older Girl Scouts who may need extra encouragement to continue their efforts in the cookie program

Results

River Valleys worked with Tom Kubinski at Sexton Strategic to develop a multi-channel marketing program that engaged their membership in the cookie program. With the targeted program River Valleys reduced their overall marketing spend while increasing the effectiveness of the campaign.

- The integrated campaign contributed to greater Scout engagement, which in turn supported exceeding the council's cookie program goal
- A reduction in the number of calls to River Valleys showed that girls and families felt informed about the program
- 12% of targeted older Girl Scouts visited their Personalized URL and completed an online survey giving their feedback on the cookie program



Campaign Architecture

First Wave: Welcome Cookie Rookies

This part of the campaign was targeted toward newcomers to the cookie program and consisted of an 11"x17" folded to 5-5/8" x11" mailer. The mailer was customized with 12 variable fields including the girl's name and program level within Girl Scouts (Daisies, Brownies, or Juniors).

The mailer included a static cling car decal stating "Girl Scout Cookies On Board" and four smaller stickers to be worn by the Scout identifying her as a "Girl Scout Cookie Rookie." This piece was intended to create excitement, engage the girl and family, and provide them with valuable tools on the web. This campaign was deemed as a success by the following factors:

- Multiple vehicles in the council's service area (the southern half of Minnesota and western Wisconsin) were seen with the decals. It created great buzz and generated several calls from Girl Scouts who did not receive them to inquire how to order them.
- Many recipients who had not opened their own mailers, requested the stickers after they saw other girls with them.
- The stickers helped build confidence in the girls who participated in their very first door-to-door program by letting the buyer know that this was the girl's first time or that they were new Girl Scouts. The River Valleys marketing team believes that this helped increase orders in this segment.

Cookie Club
Join the new Cookie Club, a great online resource where Girl Scouts can see how exciting and powerful a goal can be. Every time a sale is entered in the online interactive goal tracker, it rises higher and higher toward the Girl Scout's goal.

The site allows girls to manage their cookie sales, e-mail customers to make "promises" to purchase cookies, and create a customer list girls can build for years to come. Leaders start the process by guiding their troops or Juliettes to an exciting personal goal. The leader sets up the troop Cookie Club account at www.girlscoutsrivervalleys.org.

COOKIES CLUB
FOR GIRL-SETTERS ONLY

Inspired by U items available in the Girl Scout Shop.
Girl Scout Shops will carry a wide variety of "Inspired by U" themed items for girls to purchase. Visit the Girl Scout Shop at www.girlscoutsrivervalleys.org.

Sheila, welcome to River Valleys' 2010 Cookie Program Activity!
Check out the information and special gifts inside that will help inspire you to succeed.

Girl Scouts.
Minnesota and Wisconsin
River Valleys
400 River Valley South
Suite 100, MN 55107
612-644-1017
612-644-1017
www.girlscouts.org

To the Girl Scout family at:
<<Address 1>> <<Address 2>>
<<City>> <<State>> <<Zip>>

With your help, your Girl Scout Brownie Sheila will develop leadership skills she will use throughout her life.

Safety: Girls learn that safety comes first when selling Girl Scout cookies. Review all safety guidelines and accompany your girl as she's out in the neighborhood, visiting your workplace, and making cookie deliveries.

Customer Service: Girl Scout Brownies practice their customer service skills with door-to-door order taking. Help your girl learn the cookie varieties, explain her goals, and practice her cookie chat prior to Cookie Go Day.

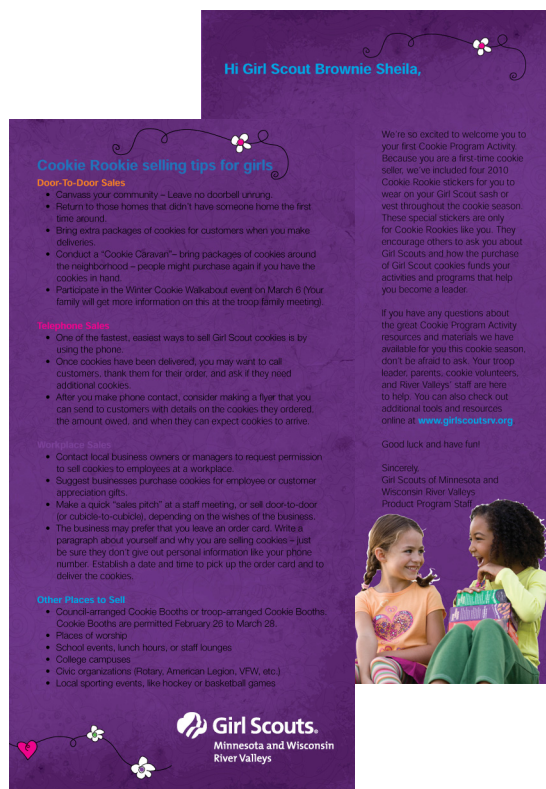
Cookie Math: As a Girl Scout Brownie, your girl will explore the basics of cookie math and making change. Practice calculating the cost of packages sold, and counting money collected at delivery.

Be an active part of your girl's Cookie Program Activity. Join the program by attending the troop family meeting and learn about the opportunities that await your girl through the Cookie Program Activity. Feel free to check out the cookie web pages at www.girlscoutsrivervalleys.org.

Girl Scouts.
Minnesota and Wisconsin
River Valleys
www.girlscoutsrivervalleys.org

Cookie Rookies mailer





Cookie Rookie tips

Second Wave: “Thank U Berry Munch for Supporting Your Girl”

Segmented static postcards were sent to the parents of returning Girl Scout Daisies, Brownies, and Juniors. This run consisted of 11”x 6” postcards produced traditionally with inkjet overprint. These included information specific to the program level and got the girls excited about participating again.

Third Wave: Girl Scout C.E.O.

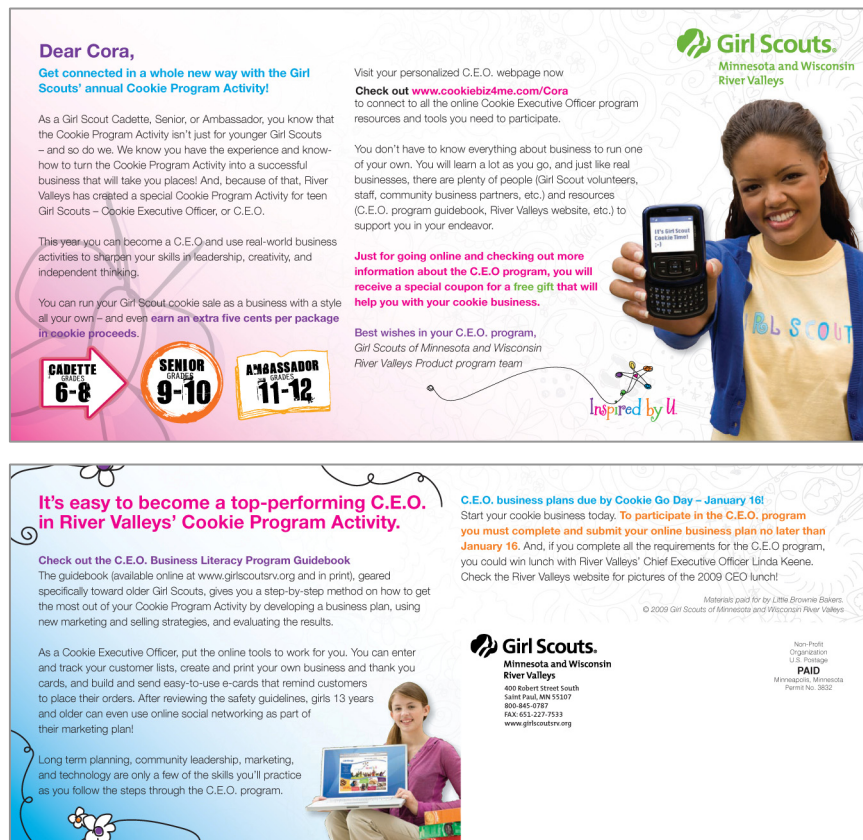
This part of the campaign targeted 10,400 returning junior and senior high school age girls (Girl Scout Cadettes, Seniors, and Ambassadors). The goal of this communication was to increase retention and engagement within this seasoned group.

An 11”x 6” piece was mailed to Scouts encouraging them to visit a Personalized URL. At the site girls could gain valuable information on Girl Scouts’ older girl program, Cookie Executive Officer or C.E.O., which encourages girls to think about the cookie program in a business plan style.

Girls were also asked to complete a survey providing feedback on the cookie program and suggestions for improvement. Girls were asked:

- Their favorite part of the cookie program
- Why they think older girls participate in the cookie program
- What types of materials, resources, and programs they would like to see for older Girl Scouts
- How they gather information and how they would specifically like to receive information from River Valleys

River Valleys could use this program to tailor future communications and programs to meet the needs of their older Girl Scouts.



Girl Scout C.E.O. mailer

Reasons for Success

A critical success factor with this campaign was the ability to speak directly to the girls with relevant information. The campaign was successful in driving people to the web where they could gather the right information in a timely and easy-to-understand manner. In the C.E.O. mailing in particular, the marketing team found great value in the ability to see real time response rates and survey results via their campaign dashboard. For the other audiences, the greatest benefit was engaging younger girls and families and getting them the best resources possible by empowering them to seek information on the web.

Best practices learned from this solution are:

- **Communicate directly with your audience.** Relying on others to pass on your message, even if they are parents or other adults, can be tricky when you are trying to reach children or teenagers. By sending mailers directly to Scouts, River Valleys reached their intended target.
- **Make it relevant.** Providing age-level appropriate information to the Scouts and their families helped to engage them in the cookie program. The segmentation also allowed River Valleys to tailor their messages to the interests of each group.



Client	<p>Girl Scouts of Minnesota and Wisconsin River Valleys www.GirlScoutsRV.org</p> <p>Girl Scouts of Minnesota and Wisconsin River Valleys serves nearly 45,000 girls in K-12th grade in 49 counties in southern Minnesota and western Wisconsin. With the support of almost 18,000 volunteers, River Valleys helps girls discover new abilities, connect with friends, and take action to improve their communities.</p>
Service Provider	<p>Sexton Strategic www.SextonStrategic.com</p> <p>Sexton Strategic provides synchronized, integrated, and measurable solutions for marketing initiatives and communications logistics. They work primarily with non-profits, medtech, and financial institutions to implement a holistic marketing program from the enterprise level.</p>
Hardware	<p>First mailer: Xerox DocuColor 7000 with Creo RIP Second mailer: Heidelberg Offset and Scitex Inkjet Third mailer: Xerox DocuColor 7000 with Creo RIP</p>
Software	First and third mailer: XMPie
PPML	First and third mailers produced using PPML print language
Finishing	Fugitive Glue Shut
Target Audience	Girls Scouts and their parents
Distribution	<p>First mailer: 10,400 pieces Second mailer: 23,100 postcards Third mailer: 10,400 postcards</p>
Date	January 2010