LAUNCH INTO GIRL SCOUTS
W/ DAISY DROP BOX

Background

Challenge: Recruiting new Daisy leaders

Feedback: MY 2019 Voices Count Survey - Troop Leaders want simple solutions; not a part-time job

Solution: Subscription – Daisy Drop Box

• Trendy
• Fun and innovative way to deliver support to our first year Daisy leaders
DAISY DROP BOX PILOT

• Pilot timeframe MY 2019–2020
• New Daisy leaders: 228
• Girls served with Daisy Drop Box: 2331
• Each month’s box provided programming for two meetings/month; including meeting facilitation guidance and supplies for 10 girls
• Survey driven and Feedback Focused
  • Troop Leaders – Monthly survey completed to continue receiving Daisy Drop Box
  • Focus Groups – three sessions
    • How to improve Daisy Drop Box experience for Leaders and Daisy girls
DAISY DROP BOX PILOT

• Results
  • Volunteer led Daisy troops increased by 6.6% over MY 2018-2019
  • Survey results tell us first year Daisy Drop Box Troop Leaders felt more confident to lead their troops
  • Daisy Drop Box manager position created by GSEM – Pam Johnson
  • Daisy Drop Box will continue for MY 2020-2021 to support new Daisy Troop Leaders and 2nd year Daisy Troop Leaders
DAISY DROP BOX
SUBSCRIPTION

• Each TO will receive one starter Daisy Drop Box per school served to recruit new Daisy leaders

  • During recruitment night – identify and register the leader; Issue starter box to new troop leader; indicate this on sign-in sheet

• Forming the troop:

  • Two registered, unrelated and background checked adults

  • Five girls
TO VOLUNTEER SUPPORT - DAISY DROP BOX

• Help the troop leader form her troop
  • Schedule a parent meeting
  • Identify a Troop Cookie Manager
  • Review troop roster for Leader and Co-leader; five girls

• Help the troop leader with her first troop meeting
  • Daisy Drop Box – Starter box
  • Survey reminder for next month’s box

• Help the troop leader connect with Neighborhood volunteers
“Coming from a brand-new leader who was not in Girl Scouts as a kid, the Daisy Drop Box was the only thing that convinced me to jump into this role. And it did not disappoint! Thank you!”

“I think this definitely takes the pressure off the leader. It can be very challenging and overwhelming for a new leader to be responsible for planning activities and events. It’s nice to know how exactly to run a troop meeting during this first year.”

“The box is awesome! I felt confident conducting the meeting because of it. It was also great to receive the supplies for the meeting.”