

A CLIENT STORY



MEREDITH AUSTIN IS THE VICE PRESIDENT OF SERVICE DELIVERY AND RENEWAL FOR THE GIRL SCOUTS OF KENTUCKIANA.

The staff and parents pleaded with Meredith not to do T-shirts again. Other ideas were a mug, bammies (buffs), hats...she thought about her other options and got opinions from more experienced staff. She kept coming back to the bottle. Meredith contacted Aquavation thinking that the bottles were outside of her budget. She shared her goals and requirements and was pleasantly surprised that not only were the bottles within her price point, but Aquavation was incredibly flexible in their ability to meet her logistics needs. She would require five delivery points and multiple rounds of distribution.

INNOVATOR

Meredith Austin attended the ACA (American Camp Association) National Show in Atlanta last year. She was looking for something “special” for her renewals program. “On my last pass through the hall, literally on my way to the airport, I stopped at the Aquavation booth. The bottle design was what stopped me.” The Council is large, covering the western half of Kentucky. It has has over 1000 troops comprised of 11,000 girls and 5,000 volunteers in urban and rural areas. Both Austin, who was new to her role, and the Council, which was going through significant change, needed a big win to engage girls and their parents during the three-month early renewal process. “At the ACA show, I was looking for incentives to encourage girls to renew early. I was looking for what would be the “must have thing”.”

*"I kept coming
back to the bottle"*

Aquavation sent Meredith and her Executives personalized gifts of the four final designs. "This was before we even got them in girls' hands and we knew we had success! When I saw mine with my name on it - the high quality and the personalization, the awesome photography and beautiful graphics – I knew we had our win."

RESULTS MATTER

“Retaining girls and keeping them engaged is critical. Girl Scouts is not an organization without the girls. If we can’t figure out how to reach girls and be an organization that parents believe is a good use of time for their overbooked kids, we cease to exist. We can’t survive without them.”

The bottles acted as advertising in addition to an incentive. They were rolled out as renewals came in so girls could see others with the bottles and remind parents to renew early. The shipments were grouped by troop and included a list for matching during distribution, simplifying the process for our Council Staff.

During the process, Meredith asked Aquavation to review shipping costs which resulted in a revised packaging process that reduced the overall cost of shipping. The Council ordered over 6,000 bottles (5,600 girls, plus leaders and staff). They early renewed 1,600 more girls than the previous year.

**“RETENTION IN
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NATIONAL AVERAGE
BECAUSE OF SUCH A
LARGE RENEWAL SEASON
IN 2016. 5,600 GIRLS
RENEWED EARLY.**

Meredith summed up her experience: “The team at Aquavation was amazing to work with; I would not have been as successful with early bird if not for the bottles and it was a big win for the Council and me personally. I would highly recommend that anyone work with this team and this product. I am proud to have been the first Girl Scout Council and hope to be the first of many. I would love to use the bottles again. I think they would be great at camps. The personalization options go way deeper than what we did and are an amazing way to engage kids.”