



Incentive Program Guidelines 2021-2022

Q&A's

What is the new Discover Dairy Incentive Program?

This Discover Dairy incentive program is developed to work hand-in-hand with the promotions the county teams already accomplish. While court members and princesses do school promotions, social and print media, PSAs and other presentations, they can receive additional points and money by including lessons and activities from Discover Dairy.

What happened to the old incentive program?

We had an old incentive program that included submitting reviews of the Discover Dairy curriculum. Though this was an effective program, it no longer exists.

How do I earn points?

You can earn points by including Discover Dairy activities and lessons from the nine lessons that are part of the curriculum and include them in your promotions throughout the year. For example, when you do a school promotion, show one of the Discover Dairy videos during your classroom program. Not only will you get credit for the school promotion with PDPPS, but you will also earn points for utilizing Discover Dairy components.

Can I do an activity more than once?

Yes! You can do each activity as many times as you would like throughout the year, earning up to 250 points.

How much is a point worth?

One point is worth \$1. You can cash in up to 250 points each year which equals \$250. Any points earned after 250 points cannot be cashed out but will be recorded throughout the year. These additional points will be tallied at the end to determine which county earned the most points. This county will receive an additional cash incentive.

Who can earn points?

This incentive program allows all county promotion team members to help earn points. For example, committee members can share posts and receive credit for it. Each of these activities need to be recorded in the same incentive report for your county that month.

How do I submit my incentives to receive credit?

Submit your promotion activities on the Dairy Princess Portal through the DD website by the 7th following the submitting month. Example: June's incentive is due July 7th.

What can I cash out my points on?

You will cash out points for money which is a one-point to one-dollar exchange. In January and June, a check will be sent to your committee's treasurer, exchanging your points for money. You will be contacted during these times, letting you know what points you have and confirming a mailing address for the check.

When do I receive my funds when I cash out?

Checks will be sent twice a year, once in January and once in June.

Promotion Points

List of options as of June 1, 2021

School Promotions

Respond to Adopt-A-Cow Pen Pal Request (per class)	10 Pts
Include DD activities, lessons or videos during promotion	5 Pts
Provide packet of DD information to teacher (provided by DEF)	2 Pts
Hand out DD paraphernalia to students (bookmarks, drawstrings, etc)	2 Pts

Social Media *Tag Discover Dairy*

Facebook Live on County Page – Do DD activity during live feed	15 Pts
Recorded Videos – Do DD activity during prerecorded video	10 Pts
Share Discover Dairy's Post	1 Pt

Print Media

Submit an article and be selected as a finalist for the DD e-newsletter**	10 Pts
Submit a photo of a published article written by you about DD	5 Pts
Write a blog about DD and how you use it	5 Pts

Adult Groups

Present to local school board or PTO/teacher group about implementing DD	15 Pts
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References

Teacher references you/county when signing up for Adopt A Cow	2 Pts
Teacher references you/county when registering for Discover Dairy	2 Pts

PSAs

Include DD in a PSA (need video/audio proof)	3 Pts
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Other

Develop a display board using DD concepts AND place at pageant **For Princesses Only**	20 Pts
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Submission Information

Deadline:

The 7th of Every Month.

How to Submit My Discover Dairy Promotions:

Submit your promotion activities and supporting media required like photos of published articles, links to blogs, etc. on the Dairy Princess Portal through the Discover Dairy website.

For a detailed explanation of how to submit Discover Dairy Promotions on the Dairy Princess Portal, refer to the document titled, "[How to Fill Out the Discover Dairy Incentive Form On-Line.](#)"

I just submitted my incentive report and I forgot something:

If your county incentive report was submitted and then you realized there was a mistake, please email Brittany at bsnyder@centerfordairyexcellence.org with the additional information. As long as it is emailed to Brittany by 11:59PM on the 7th, she will still accept it.