



2024-2025 PDPPS Incentive Guidelines

Each year, Pennsylvania Dairy Princess and Promotion Services, Inc. conducts an Incentive Program for counties and their royalty teams. ***This program is designed to encourage, guide and reward local teams, led by their dairy royalty, in conducting promotions which grow consumer knowledge and increase the consumption and sale of milk and dairy products.***

This program has two levels for completing and properly filing the report. Each receives a monetary reward when accomplished:

<u>Category</u>	<u>1st Level (\$300)</u>	<u>2nd Level (\$600)</u>
<u>School & Youth</u>	<u>20</u>	<u>35</u>
<u>Media/ Social Media</u>	<u>24</u>	<u>36</u>
<u>Booth/Store Promotions</u>	<u>10</u>	<u>20</u>
<u>Adults/Groups</u>	<u>9</u>	<u>18</u>
<u>Special Events</u>	<u>10</u>	<u>20</u>
<u>State Events</u>	<u>2</u>	<u>4</u>

Credits will be assigned to each category. The Incentive year for all counties will be: June 1st through May 31st of the following year. **To qualify for the incentive program, (Princess's, Alternates and Junior promoters) each individual MUST attend Seminar, Mini Seminar or the Fall Training meeting.** For activities of the county committee members to count for credit in the incentive program, an adult committee representative must attend the Spring Meeting and the Fall Training Meeting. Attendance by the same person is not required at both meetings. Each promotion must feature at least one **Key Promotional Message**. They include:

- Animal Care
- Environment
- Food Safety
- Health and Wellness
- Community

The key message topics are to provide consistent messaging with consumers across the state and are aligned with regional and national dairy promotion efforts.

Submission of Monthly Reports:

Incentive directions and forms can be found on the PDPPS website in the **Members Only** section.

Webpage: www.padairy.org **Password:** fuelupwithdairy

Email: Incentive@padairy.org

To be qualified for “**Promoter of the Month**” - Reports MUST be submitted by the 7th of the month following the promotions.

Every county is requested to submit twelve (12) monthly reports on the website form to the Incentive Recorder.

Monthly reports are to include on the appropriate page:

- Name of the county
- Month to be recorded
- Name of the county princess/team
- Alternates, Jr. Representatives and/or county committee representative(s) involved in promotion for the month
- Name of organization or group from your presentation
- Number of people impacted
- Description of the promotion (speech, presentation, skit, appearance, etc.)
- Key message topic
- There is a place to record the totals for the month at the end of each category.
- The date received will be inserted by the Incentive Recorder.

Word documents and Excel format are both available on Members Only page and both will be accepted for reporting incentives.

Incentive reports must be submitted via email to incentive@padairy.org.

Awards Process:

Recognition of the counties completing the requirements for each level will be recognized in the **State Competition Book** with award checks mailed to the county treasurer or designated county officer following the state competition. Each county is responsible for the distribution/handling of the earned incentive money. **PLEASE NOTE:** If a county has ANY outstanding invoices, including late fees, they will be deducted from the Incentive check.

Promoter of the Month:

In cooperation with the American Dairy Association North East (ADANE) we will be recognizing a “PROMOTER OF THE MONTH” and a runner-up. **To qualify as “Promoter of the Month” or runner-up, the forms must be submitted/postmarked by the 7th of the following month.**

The award each month will be:

\$50.00 for Promoter of the Month

\$25.00 for Runner-up

Checks will be sent directly from **PDPPS to** the county treasurer. In addition, the Promoters of the Month will be recognized in the following year’s State Competition Booklet.

Incentive Status Reports:

Twice a year the PDPPS incentive recorder will calculate the current standings for each county and send a report to the county committee. **There will be a two week window of opportunity for review and questions**

about that report and the number of promotions included. At the completion of the two weeks, if no response is received, the county standings will be official. Please communicate any questions or concerns with the incentive recorder.

Bonus Credits:

PDPPS Inc. may award credits throughout the year for participation in additional events.

- **EXAMPLE: Fill-A-Glass with Hope** ---Money raised by a county promotion team for this program will be given credits to be applied to a category of the counties choice.
- Two (2) credits will be awarded for each \$500 raised, up to eight (8) credits (\$2000.00) or above.
- Donations must be submitted to a Feeding PA participating food pantry or program.
- Must include a photo of the princess or county person presenting the check
- Report of the amount given
- Name of the organization receiving the funds.

INCENTIVE CATEGORIES:

SCHOOL AND YOUTH:

~1st Level~ 20

~2nd Level~ 35

- *Please see the last page of the Incentive Form for guidance*
- Any organization from a daycare to college age is a part of this category
- All presentations, book readings, speeches, activities, etc. must be a minimum of fifteen to twenty minutes in length to count as a promotion
- Activities where groups (or the promoter) are (is) rotated, every time a new audience is being instructed a minimum of 15 to 20 minutes can be counted for one (1) promotion. *Example: a school where presentations are given to 5 different classes for 15-20 or more minutes each, will be considered 5 promotions.*
- Each shift at the PA Farm Show will earn double credits. Indicate number of shifts worked and the total will be calculated by the incentive recorder. Each Promoter at the Farm Show is counted for those credits.

MEDIA/PRINT/PSA'S:

~1st Level~ 24

~2nd Level~ 36

- *Please see the last page of the Incentive Form for guidance*
- The media category has two parts and includes printed or broadcast media which must share a positive and /or educational key message regarding the dairy industry and/or dairy products.
- Written, printed media refers to published articles by the promotion team, recipes accompanied by a key message, social media posts sharing a key message or image and/or the monthly updating of a website. Social media and blogs must include the #PADairyPrincess to be counted as a promotion.
- The entirety of the article must be included in the incentive report with the dairy message highlighted for ease of review.
- All newspaper articles should be sent in as an attachment with the name of the paper and the date attached as it is presented to the public viewing audience.
- Recipes that appear on the same date in the same paper with a dairy message, are considered one (1) article.

- Credit for articles and website updates regarding the selection and coronation of county royalty shall be limited to one credit per event.
- PSA's (Public service Announcements), radio spots and TV appearances should be counted by the number of actual interviews or taping made not by the number of times played.
- Every time an opportunity to share via a microphone at an event or function with a key dairy message presented is a promotion.
- Use the Radio, TV and PSA form to verify the message presented by having it signed by a radio/TV representative; submit it with monthly incentive report. If the verification form is not accessible, be creative- use a business card, show catalog title page, index card, etc. The form can be found in Incentives Guidelines, PDPPS Inc. handbook, and website. If a radio station shares all of their PSA's with their sister stations, you will receive 1 credit per sister station, not per recording. List the sister station call letters on the form.
- Dairy Public Service Announcements (PSA)'s delivered over loud speaker at events such as schools, fairs, etc. may be counted as one (1) credit for each occurrence.
- County websites may be linked to the state program website, to establish this link contact the PDPPS office. One update per month in the content area of the county website will receive one credit. A copy of the updated webpage must be included with the incentive report.
- Social Media Posts from Facebook, Instagram, Twitter, and/or TikTok will be accepted as: video form, written form, shared, and recipes. All posts must be from your County Promotion page.
 - Video form must be 30 seconds or more to be counted as one credit.
 - Written form must be 75 words or more to be counted as one credit.
 - Shared posts and recipes (with a personal key message on why you are sharing it) will be counted **as one credit.**
 - Recipes must include 2 real dairy products.
 - These posts must be included in the incentive report as attachments to be reviewed.
 - The posts must include hashtag #PADairyPrincess.
- **A maximum of 3 posts will be accepted per month for a total of 36 per year. You can utilize social media as you like, but PDPPS will only accept 3 credits per month.**
- Blogs must be a minimum of 500 words and the hashtag #PADairyPrincess One (1) credit will be given for each blog. Copies of the blog must be submitted.

BOOTH/STORE PROMOTIONS: ~1st Level~ 10

~2nd Level~ 20

- Please see the last page of the Incentive Form for guidance
- This category includes ALL booth type promotions.
- Attending an activity, walking around the crowd and handing out samples or promotional handouts without engaging in conversations that include key messaging is **NOT** a booth promotion.
- An event with small groups that come to a "station" for five to ten minutes per group can be counted as one (1) promotion for every 4 hours of activity. Each group is **NOT** considered a promotion in this type of setting. **NOTE:** Each day (4 hours) of promotion should be counted as one appearance even though both the princess and the alternate attend at the same time. The only exception to this rule is at a PDPPS, Inc. sponsored event-i.e. Farm Show, Ag Progress Days, etc.-a credit will be given for each person attending.

- If attending a promotion with a poster or display, it must be accompanied by a person from the promotion team for four hour segments to be considered a promotion. If the display is **NOT** accompanied by anyone from the team, credit is not given.
- Any promotion that is active for four (4) (exception can be granted) hours can be counted as one (1) promotion.
- Each day that an activity is done can be counted. The more information shared in the incentive report the easier it is to be tallied accurately.

Example: A stand selling milkshakes is open at 10 am and closes at 10 pm---12 hours= three (3) credits in the booth category. Each person is not counted as a promotion but the hours open determines the credits given.

ADULTS/GROUPS:

~1st Level~ 9

~2nd Level~ 18

- Please see the last page of the Incentive Form for guidance

SPECIAL EVENTS:

~1st Level~ 10

~2ndLevel~ 20

- Please see the last page of the Incentive Form for guidance
- "FUN" activities are in this category.
- If unsure in reporting, request for direction and assistance will be given.

STATE EVENTS:

~1st Level~ 2

~2nd Level~ 4

- Please see the last page of the Incentive Form for guidance
- This category is any event required or hosted by PDPPS, Inc. including Seminar, State Competition, Mini Seminar, Fall Training Meeting, Spring Kickoff, PDPPS sponsored webinar trainings with quizzes and will count for one (1) credit per event.
- All county **princesses** are REQUIRED to reach 1st level in the State Events category.

SUMMARY~~ ALL PRINCESS MUST ATTEND DAIRY PRINCESS TRAINING SEMINAR, STATE COMPETITION AND SUBMIT A MONTHLY INCENTIVE REPORT

SCHOOL, YOUTH, ORGANIZATION	MEDIA/SOCIAL MEDIA	BOOTH PROMOTIONS
Any organization dealing with kids of all ages	All promotions in print (must contain a dairy fact)	Fairs (even if product is being sold)
School	Newspapers	Malls
Preschool	School Papers	Grocery Stores
Daycare	Church Bulletins	Fundraisers
Libraries	Company Bulletins	Equipment Dealers
4-H Clubs	Extension Newsletters	Milkshakes at the Capital
Farm Show	County website - update	Ag Progress Days T-shirt & Milk
Boy Scouts	Twitter/Instagram -need 10 for 1 credit	Hershey Park
Youth Group, etc.	Facebook/Live	All-American- Ice Cream, T-shirt, Cheese
Ag Progress Days Learning Center	TikTok recipes on with two dairy products	
	Blogs are accepted	
	*Snapchat is not accepted	
<i>One credit for each presentation given that is at least 15 to 20 minutes</i>	<i>Need copies of all articles attached to the name of the paper. Must include copies of all posts</i>	<i>One credit for every four hours, exceptions can be granted</i>

ADULT AUDIENCE	SPECIAL EVENTS	STATE EVENTS
Farm Bureau	Races (Marathons)	*Princess Seminar
Breed Club	Parades	*State Competition
Banquets	Passing out ribbons	Mini Seminar
Kiwanis	Ball Games	Fall Meeting
Red Hat Society	Fall Festivals	Spring Meeting
Senior City Homes etc.	Octoberfest	PDPPS sponsored Webinars
Dairy	All-American- Ribbon Distribution	
Non-Dairy	New Baby Presentation	
	Visits with Santa	
		*REQUIRED

Refer to the Incentive Guideline Document or Incentive section in handbook

All promotions must emphasis a key message! Please note it will be added to the 2024-25 incentive form.

PSA/Radio/TV Appearance Form

This form must be completed for each PSA/Radio or TV appearance or recording and submitted along with the monthly report.

County: _____ Date: _____

Name & Role of Participants: _____
le: Emily Teal, Princess; Summer Smith, Maid

Type of Promotion: _____
le: PSA, Interview, Talk Show,

Actual Radio/ TV Station Visited: _____

Radio/ TV Station Address: _____

Estimated Listening Audience: _____

Number of Recorded Promotions: _____
How many different PSA or interviews were actually recorded?

Will the PSA, interview, Talk Show, etc. be shared with any other sister station? Yes No

If Yes, what other stations will it be shared with: _____

Dairy Promoter Signature: _____ Date: _____

Radio/TV Station Signature: _____ Date: _____

List the Title of Each PSA/Radio Spot:	Key Topic
_____	_____
_____	_____
_____	_____
_____	_____