

Update on Sponsor Guides on CD-ROM

As of November 2009, the Sponsor Guides were available in both print and CD-ROM format. Since that time we are excited to report that 38 to 50 percent of total sales of each Sponsor Guide has been the CD-ROMs. It seems that many of our leaders were very ready to make this transition, especially those leading Friends and Girls Only.

As of May 2010, the Rainbows Year 3 and Stars print Sponsor Guides are no longer available. Only the CD-ROM format is available for those two clubs. As we move toward all the Sponsor Guides being available on CD-ROM only, we want to share again our rationale for making this change:

- The cost to reprint the Sponsor Guides would have substantially raised the retail price. By going to CD-ROM we were able to lower the retail price (even on Friends and GO when the price of the four 3-unit packs was added to the price of the original print guide).
- Pages can't be lost. An original is also available as backup.
- Future revisions will not impact the cost of the replication as much as if the entire Guide was to be reprinted.
- Leaders don't have to print out the entire guide. They can read through the Introductory Pages and use the Resource Sections as just that — a resource for reference. As units or other pages are printed, they can be filed for future use.
- Ease of care and carrying. The print SGs were large, bulky, and difficult to carry to and from clubs (at least this is the feedback we received). The CDs fit in most purses or can be downloaded onto a laptop and made accessible that way.
- We responded to repeated requests for the Sponsor Guides to be available in some sort of electronic format.