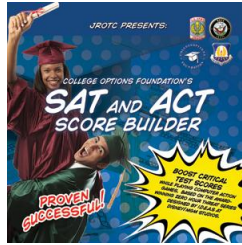


JROTC Marketing Plan for SAT/ACT Score Builder



- **Order price: \$8.00 each. Suggested sale price: \$16.00 each (normally sells to individuals for \$120.00)**
- Ordering quantity generally equals about 20% of total student body population. For example: 1000 students in high school would equal an order of 200 DVDs.
- SAT/ACT Score Builder Software provides measurable results for skills building in math and science, while playing adrenaline-pumping action games on your computer. Every pre-college student will need this award winning and proven effective series that contains bonus content to find the money you need and the skills to achieve your goals. This is a College Options Foundation exclusive custom designed for JROTC
- Hundreds of success testimonials will facilitate repeat sales and allow units to promote the critically useful nature of this program many more times during the school year
- Program contains 8 unique programs on one DVD ROM. From getting the money you need and peer-to-peer e-books of fellow students showing you how to solve math and English problems, to succeeding as a college athlete and everything in between, it's all on one disc for an incredible price!
- **VERY FEW STUDENT OR YOUTH ORGANIZATION IN THE COUNTRY SELLS THESE KITS! YOU WILL RAISE A LOT OF FUNDING AND HELP YOUR NATIONAL PROGRAMS.**
- This is a **proven** success program.

The time and effort required to make this a successful event is the same as conducting any other fund drive, but with a niche market in every pre-college student in the United States.

We developed this Marketing Plan to make the selling process easy. From sample text for press releases and order forms, to critical marketing techniques and points of contact, you'll find this reference invaluable.

Thousands of hours of research have proven this **Marketing Plan** to be of great benefit and you will succeed if you follow our recommendations, but you do not have to follow our plan. Your group's efforts, enthusiasm and ability to get the word out will allow you to do well. Using our plan will help you exponentially. Read on...

SAT/ACT Score Builder Software

Director Duties (Sales Coordinator)

Selecting the Director is the most critical task of the fundraising event. His/her job will entail weekly updating and contact with the fundraising team members, Instructor (SAI's/AI's) as well as keeping everyone on target with the Marketing Plan. This position would be best served by a proven Operations individual, such as an organizer or planner on the senior staff.

Early selection of the Director will facilitate the overall process, and allow familiarity with the Duties Overview and establish early contact with College Options Foundation. The director should use the attached checklist to monitor and guide the functions of the Marketing Plan.

DIRECTOR'S CHECKLIST

1. _____ Review the complete **SAT/ACT Score Builder Software Marketing Plan** and become familiar with each phase.
2. _____ Make copies of the **Marketing Plan** for each team member.
3. _____ Make initial contact with College Options Foundation staff for directions and coordination (jperry@collegeoptions.net and 888-576-8287 to order **SAT/ACT Score Builder Software**. Please allow one week for shipping.
4. _____ Select Event or Sales Kick Off Date: _____

Select Team Members:

**You need to select a team member for each of the following tasks. A number of these tasks can be accomplished by one person.*

5. _____ Select and Conduct Team Meetings with all players: *Select team members and assignments:

Director of SAT/ACT Score Builder Software Member Name: _____

Flyers and Mail-out Preparation Member Name: _____

Press (Newspaper, Radio, TV) Member Name: _____

Local Events and Area Sales Member Name: _____

Facilities, Equipment and Accountability Member Name: _____

Accountant Member Name: _____

6. _____ Start a **continuity file** of actions completed for successive sales. This would be presented to the next Director.

7. _____ Initial team meeting: **Date** _____ **Time:** _____, **Location:** _____

Update team meeting #1: **Date** _____ **Time:** _____, **Location:** _____

Update team meeting #2: **Date** _____ **Time:** _____, **Location:** _____

B. _____ Set tentative coordination dates with each team member and their respective task to be completed:

Suspense Date: _____ Flyer distributed to students/parents
_____ Posters printed and placed throughout the school and nearby areas with high student traffic.

Suspense Date: _____ School and local newspaper releases
_____ Placement in local church bulletins.

Suspense Date: _____ Radio releases and School announcements

Suspense Date: _____ T.V. Releases

Suspense Date: _____ E-Mail Campaign

Suspense Date: _____ Set Dates and Times for Sales at Local Stores or Locations.

_____ Date of First Event
_____ Date of Second Event

Suspense Date: _____ Accounting: Daily reports to Instructor.

8. SET SALES GOALS FOR UNIT AND INDIVIDUALS:

Set Individual Unit Member Goals: _____

Set Unit Sales Goals (track with **Fundraising Thermometer** from COF Site): _____

Consider setting “Awards or Incentives” for individuals (*example: funds raised by an individual go directly to that persons field trip cost, ribbons for participation, free SAT/ACT Score Builder Software ...etc*)

9. **Ideas for “Event Sales”** Plan to position your sales table where many people will see it. A good way to ensure a stream of customers is to hold your sale in conjunction with another event. Perhaps College Night or a Jobs Fair.

Ideas to consider:

- **Elections:** Town, state, or national elections offer a steady pool of potential customers. Set up a sales table outside a polling precinct. Decorate with bunting and American flags. ***Be sure to get permission from your town or city clerk to hold your sale at the polling place.***
- **Community events:** A community festival, arts fair, parade or similar event will give you exposure to customers of all ages. A rental fee may be required to set up a table, but school groups may qualify for a discount. Negotiate for a high-traffic spot. If the venue is outdoors, find out the policy for rain cancellation.
- **School events:** Check the school schedule for events that will be attractive to families, such as back-to-school night, a band concert or sporting event. ***Get permission from the principal to hold your sale in conjunction with school activities.***
- **PTA events:** What about your parent group’s own fall festival? It might seem complicated to schedule two events on top of one another, but if each event has its own chairperson and volunteers, it could be a simpler approach—you won’t need to deal with as many outside organizers and sponsors.

KEYS TO A SUCCESSFUL SAT/ACT Score Builder Software SALE:

Planning is Everything: We have you covered, continue on.

Have a Theme: Yours is built in, just pick one: “Proven Successful for boosting critical test scores”, “Raise critical test scores while saving the planet,” pick one and make it your own. If you're raising money for a specific cause such as a group trip or event...let people know!

Get the School and Local Newspapers to Write a Story (we have included an article for you):

Instead of just placing an ad in the newspaper, draw even more attention to your sale by getting the newspaper to write a feature story. If your sale is attempting to raise money for a worthy cause, notify the paper of a human-interest story that relates to your cause.

Use Radio and Television:

Radio and television stations make public service announcements on behalf of nonprofit organizations and other worthy causes at no charge. Contact your local stations to see if they will provide you free airtime.

FLYERS, POSTERS AND ORDER FORMS

TEAM MEMBERS: _____ and _____

1. _____ Review/**Print flyer and Posters** at www.collegeoptions.net
 - Verify/fill in correct information
 - Post around the school (save some for your selling tables and events)
2. _____ Print “**ORDER FORMS**” from www.collegeoptions.net
3. _____ Print “**TRACKING Thermometer,**” maintain and update. See: www.collegeoptions.net
4. _____ Print and find local stores who will support you by hanging posters in windows or at (P.O.P) Point of Purchase sites.

SAMPLE NEWSPAPER/TV and Radio RELEASE

FOR IMMEDIATE RELEASE: Insert Date Here

CONTACT:

(insert contact person)

(insert name of high school)

(insert phone number)
(insert email address)
(insert web address, if available)

(insert name) High School helps you boost SAT and ACT scores while saving the planet with the SAT/ACT Score Builder Software fundraiser.

(insert your city here) – (insert name) High School announces the SAT/ACT Score Builder Software Sale and fund drive to benefit our JROTC Unit. In conjunction with the College Options Foundation, our immediate goal is to support programs on a local and national level enhancing higher education opportunities for all high school students.

We are selling a proven successful DVDROM package (the SAT/ACT Score Builder Software) that has helped thousands of pre-college students boost critical test scores, while playing an adrenaline-pumping computer game designed by i.d.e.a.s. at Disney/MGM Studios.

We also have available our mouth-watering MRE-Z (Meals Ready to Eat) DESSERTS in assorted flavors that are truly “Battlefield Tested” and delicious. Eaten by our men and women serving in the armed forces, you’ll want to try them all so you too can eat like a hero. And the Paracord Survival Bracelet Kit shows you how to make radical “Survival Bracelets” from actual parachute cord material. This is one hot item in assorted colors.

At (name of school), we wanted a fundraiser like no other. And this is it. Please help support JROTC with your generous purchase of these quality products.

For more information, please contact:

(Email address, phone number, room number)

####

(IMPORTANT)

The four *pound signs* above signify the end of the press release and must be included at the bottom of your document. It’s best to put what you can on one page only to ensure it is read completely.

CHECKLIST FOR NEWSPAPER/TV and Radio RELEASES

TEAM MEMBERS: _____ **and** _____

1. _____ Contact newspapers... school and local area.
2. _____ Send copies of each ad once run in the paper to the continuity file.
3. _____ Run ads in your Church newspaper/bulletin, and contact other local churches to run the ads in their news paper/bulletins.

*** Get the Newspaper to Write a Story**

Instead of just placing an ad in the newspaper, draw even more attention to your sale by getting the newspaper to write a feature story. As your sale is raising money for a worthy cause, notify the paper of your human-interest story.

***Radio and television stations make free public service announcements on behalf of nonprofit organizations and other worthy causes and many have mid-day live segments about community interest topics. Contact all your local stations and ask for their assistance. Begin by sending a press release about your sale, follow-up immediately to confirm their receipt of the press release. Then stay in touch with the media contact until they give you feedback. If one person tells you no, try an alternative contact just in case. You have one shot at this so make the most of it.**

4. _____ Shoot for a personal interview on **Local TV stations** to present your sale (this is much more common than you think, give it a try, you will be surprised). You are looking for stations to release “Around Town” or “Public Service” Ads/interviews.

5. _____ Deliver and print promotional article or ad in SCHOOL newspaper.

E-MAIL CAMPAIGN

TEAM MEMBERS: _____ and _____

Email everyone you know!

You’ve got your traditional advertising covered with your printed flyers and your newspaper listing. Spread the word by emailing your SAT/ACT Score Builder Software sale’s details to all your friends well ahead of time and ask them to forward your email to all of their friends. Send a reminder email or text message as the sale date nears.

FACILITIES AND EQUIPMENT

TEAM MEMBERS: _____ and _____

1. _____ Coordinate with the supply room to reserve enough space for the SAT/ACT Score Builder Software. Boxes are small and compact. Storage should not be an issue, but do not leave in direct sunlight or in a non-climate controlled environment.

2. _____ For EVENTS: Display tables (2 each, 3’x 5’), two folding chairs....plus;

- **For the sale you will need-table clothes, bunting, flags, a money till with various forms of change, baskets, napkins, trash can, and a poster with price list or prices on each basket for each item. You will need at least 3-4 volunteers to run the actual sale.**

- **Pricing: Suggested Retail Price SRP: \$16.00**

ACCOUNTING

TEAM MEMBERS: _____ and _____

The accounting member's duties are to control the petty cash fund, receive and deposit.

The accountant should be knowledgeable of the overall program.

1. _____ Review this checklist and become familiar with the marketing plan.
2. _____ Coordinate with the instructor on the handling and maintenance of records and cash receipts.
3. _____ Set-up ledger for keeping track of the number orders, pay, stock...etc.

Actual Testimonials (Use these liberally in your sales efforts)

"I have been researching all the information out there for so many months, finally "all-in-one" package. The programs helped me reorganize my plan regarding SATs, college visits, etc. Bill, HS Junior, Novi, MI

"I typically get bored while studying from a book and the games made studying not only interesting but fun. I'm going to recommend this DVD to all my friends. Katie, HS Sophomore, Atlanta, GA

"The SAT/ACT test prep game, "Zero Hour Threat," is a great tool to practice for the actual tests. The game was entertaining and fun, I would definitely recommend this DVD to my friends and anyone needing help to prepare for the tests. Don, HS Senior, Indianapolis, ID"

The game (Zero Hour Threat) allows one to raise ACT/SAT scores while still having fun at the same time. The action can really get one interested in playing the game and significantly raised my test scores. Michael, HS Junior, Savannah, GA

Benefits support your Schools JROTC programs in College Educational programs and Academic and Leadership Bowls.

Remember, we're always here to help. If you need special assistance, all it takes is an email or phone call:

jperry@collegeoptions.net or 888-576-8287