



JROTC Marketing Plan for Paracord Survival Bracelet Kits



- **Inspired by our troops overseas, survival bracelet kits will provide an appropriate amount of military “flavor” to the fundraising program.**
- **Paracord bracelets are a hugely popular fashion accessory and are fun to make!**
- **Made of top-quality 550 paracord, the bracelet is a functional piece of survival gear (just unravel the bracelet and use it as emergency cord).**
- **A variety of cool colors are available that will appeal to everyone.**
- **Each kit comes with everything needed (including instructions) to make a custom-sized bracelet at a fraction of the cost of a finished bracelet.**
- **Pricing has been managed so that people can afford to buy more than one kit (in different colors or as gifts).**
- **This fundraiser can be done more than once during the school year.**
- **The kits are proudly made in America!**
- **NO OTHER STUDENT OR YOUTH ORGANIZATION IN THE COUNTRY SELLS THESE KITS! YOU CAN RAISE SIGNIFICANT FUNDS FOR YOUR UNIT AND HELP YOUR NATIONAL PROGRAMS AT THE SAME TIME.**

MARKETING PLAN OVERVIEW
FOR PARACORD SURVIVAL BRACELET KITS
IMMEDIATE SALES

This Marketing Plan is designed to help you meet your intended fundraising goals. **YOU DO NOT HAVE TO DO ALL OF THE THINGS THAT ARE RECOMMENDED, BUT DOING SO WILL SIGNIFICANTLY IMPROVE YOUR SALES!**

Because you'll be pre-ordering the paracord bracelet kits and selling them as "immediate-sale" items (like Girl Scout cookies), this Marketing Plan offers ideas for reaching the student body, networking friends and family and conducting sales activities in the community.

Successful fundraising is a group effort, so the plan has been developed to involve all of the cadets and to make their tasks as easy as possible. It provides an action plan in a checklist format and critical support materials to achieve your goals

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- Consider creating an Award or Incentive Program for the individual sellers (example: funds raised by an individual go directly to that person's field trip cost, ribbons for participation, free MRE Desserts...etc.)
- Let everyone know how successful the fundraiser has been by posting the fundraising results where everyone can see them. You can use the Fundraising Thermometer from our website.

STEP 4: Set a Timeline

	DATE
<input type="checkbox"/> Fundraiser Start/end dates (2-3 weeks) Look at the calendar to avoid any scheduling conflicts. Try to avoid overlapping with other known school fundraisers and any major holidays and events.	Start _____ End _____
<input type="checkbox"/> Kickoff Meeting	_____
<input type="checkbox"/> Flyers distributed to students/parents	_____
<input type="checkbox"/> Posters printed and placed throughout the school and nearby areas with high student traffic.	_____
<input type="checkbox"/> School and local newspaper releases	_____
<input type="checkbox"/> Placement in local church bulletins	_____
<input type="checkbox"/> Radio releases and School announcements	_____
<input type="checkbox"/> T.V. Releases	_____
<input type="checkbox"/> E-Mail Campaign	_____
<input type="checkbox"/> Set Dates and Times for Sales at Local Stores or Locations <ul style="list-style-type: none"> • Date of First Event • Date of Second Event 	_____ _____
<input type="checkbox"/> Accounting: Daily reports to Instructor	

STEP 5: Conduct a Kick-off Meeting That All Cadets Attend

- Introduce the team
- Announce the fundraising goal (unit and personal goals)
- Review your marketing plan, the schedule and all of the support materials

STEP 6: Get the word out

- Print posters from our website and display them throughout the school.
- Prepare a brief announcement to be included in the school's morning announcements.
- Prepare and submit an ad for the school newspaper or school newsletter.
- Look into having an announcement placed on the school website.
- Consider having an announcement made at any upcoming school events.
- Find local stores who will support you by hanging posters in windows or at (P.O.P) Point of Purchase sites.
- You might want to send out a press release about your sale to your local newspaper or radio station.
- Mobile market! Get everyone to send group text messages to their friends to let them know about the sale.
- Use the social media. Have everyone put posts on Facebook announcing the fundraiser.
- Don't forget email as a way to "touch" friends and family.
- Ask your relatives to take an order form to work and sell kits to their work associates. Be sure that they also collect the payments!
- BE CREATIVE!

STEP 7: Have periodic team meetings

STEP 8: Track the inventory

STEP 9: Maintain a Continuity File

- Assemble a "continuity file" for successive sales ... helpful information to pass on to the next fundraising team (it could be you again!).
- Key Personnel should document their experiences ... what worked, what didn't work, recommendations for next year.
- Keep it simple.
- Include a copy of the Cadet Summary Spreadsheet. This will be useful in establishing realistic fundraising goals for the next Paracord Survival Bracelet Kit Sale.
- Include your schedule and the outline for the kickoff meeting so that the next Director doesn't have to re-invent the wheel.

STEP 10: Give Feedback to College Options Foundation

- We invite you to share with us your experiences and lessons learned. Your input is invaluable to College Options Foundation and will be used to refine and improve the Marketing Plan and support materials that we provide to you in the future. Please email your feedback to fundraiser@collegeoptions.net.

TIPS AND IDEAS FOR “SHOW-N-SELL”

Without a doubt, all of you have seen Girl Scouts and Boy Scouts selling their products in front of neighborhood stores. There’s a good reason for that and the reason is increased SALES.

You’re going to want to select high traffic storefronts that have pre-teen (accompanied by an adult) and teenaged patrons. Mall entrances, Wal-Mart, Target, and K-Mart are good examples. Grocery stores and home improvement stores are not, unless you’re also selling the MRE food items at the same time.

- Ask the store Manager for permission several weeks in advance
- Explain that the Cadets are trained and will be professional (wear your uniforms)
- Assign no more than 3-4 Cadets to work at one table
- If a store has more than one set of doors, consider setting up a table at each

Community and school events are also opportunities to Show-n-Sell. Some ideas to consider include:

- **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.

FLYERS, POSTERS AND ORDER FORMS

TEAM MEMBERS: _____ **and** _____

- 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)
- Print “**ORDER FORMS**” from www.collegeoptions.net
- Print the “**TRACKING Thermometer**”; update it throughout the sale. See: www.collegeoptions.net

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 “eat like a hero” with our MRE-Z Bake Sale

(insert your city here) – (insert name) High School announces the MRE-Z Bake Sale and fundraising 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 an incredible selection of MRE (Meals Ready-to-Eat) DESSERTS that are "battle-tested" by our brave men and women serving in the armed forces. These are actual MRE's and hundreds have told us what we already knew; they are truly delicious!

We also have available our unique Paracord Survivor Bracelet kits in several hot colors. These kits use actual parachute cord that is not only fashionable but can save your life. And the College Options Foundation SAT and ACT Score Builder software was designed by IDEAS at Disney/MGM Studios and utilizes wicked gaming technology to boost critical test scores. Every pre-college student needs this.

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:

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CHECKLIST FOR NEWSPAPER/TV and Radio RELEASES

TEAM MEMBERS: _____ and _____

- Contact newspapers.... school and local area
- Send copies of each ad, once it's been run in the paper, to the continuity file
- Run ads in your Church newspaper/bulletin, and contact other local churches
- to run the ads in their newspaper/bulletins
- Shoot for a personal interview on **Local TV stations** to present your Bake 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.
- Deliver and print promotional article or ad in SCHOOL newspaper.

*** 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 and 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.**

E-MAIL CAMPAIGN

TEAM MEMBERS: _____ **and** _____

Email everyone you know!

You've got your traditional advertising covered with printed flyers and newspaper listings. Don't forget to spread the word by emailing your bake 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 bake sale date nears.

Create email templates that everyone can use.

Don't forget Social Media

And you'll definitely want to take advantage of Social Media with a Facebook page and Twitter campaign. Not only can you reach tons of people, but the process is free. Be creative and you will be noticed. We here at the Foundation will be happy to help.

FACILITIES AND EQUIPMENT

TEAM MEMBERS: _____ **and** _____

- Coordinate with the supply room to reserve space large enough for 2 pallets of MRE Bake Goods (about the size of a large refrigerator)
- For Show-n-Sell sales, the following equipment is needed:

- Display tables (2 each, 3' x 5')
- Folding chairs (2)
- Table cloths (2)
- Money box and petty cash (various forms of change)
- Bunting
- Flags
- Posters

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.

- Review this checklist and become familiar with the marketing plan.
- Coordinate with the Instructor on the handling and maintenance of records and cash receipts.
- Set-up ledger for keeping track of the number orders, payments received...etc.

ORDERING AND PRICING INFORMATION

- **NO UPFRONT COSTS**
- **MINIMUM ORDER 100 KITS (MIX OF COLORS; NO MINIMUM PER COLOR)**
- **COST TO YOU, \$2.00 PER KIT**
- **RECOMMENDED SELLING PRICE \$4.00, 100% PROFIT PER KIT!**
- **YOU DETERMINE YOUR OWN SELLING PRICE!**
- **EACH KIT INCLUDES EVERYTHING NEEDED TO MAKE ONE SURVIVAL BRACELET: 10ft. of 550 paracord, one 3/8" side-release black buckle, easy-to-follow instructions**

FUN-TO-WEAR COLORS FOR EVERYONE:



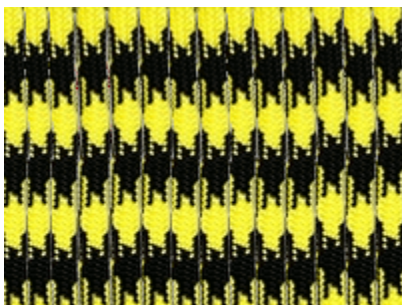
DIGITAL



BLUE CAMO



Royal Mountain



Stryper



Sneaky Pink Camo



BLACK



Rose Pink



ROYAL BLUE



IMPERIAL RED



Kelly Green