

JROTC Marketing Plan for MRE-Z Bake Sale



- MRE Bake Sale items will provide an appropriate amount of military “flavor” to the fundraising program
- Consumables will facilitate repeat sales and allow units to conduct “bake sales” MANY MORE during the school year
- Authentic MRE packaging will create visual interest...Kids will think they are Cool!
- Unsold food items can be stored for future sales; retort pouches allow the food items to be stored at room temperature for up to 2 years
- NO OTHER STUDENT OR YOUTH ORGANIZATION IN THE COUNTRY SELLS THESE ITEMS! YOU WILL RAISE A LOT OF FUNDING AND HELP YOUR NATIONAL PROGRAMS.
- This is a **proven** success program citing the National Girl Scouts cookie line, as well as thousands of schools who sell Otis Spunkmeyer cookies across the county. **The MRE-Z program was custom designed for JROTC!**

The time and effort required to make this a successful event is the same as conducting any other fund drive, but with a military flare.

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...

MRE-Z Bake Sale Director Duties

(Bake Sale Coordinator)

Selecting the Director is the most critical task of the fundraising event. His/her job will entail weekly updating and contact with the Bake Sale 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 MRE-Z Bake Sale **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 (E-mail at fundraising@collegeoptions.net or call; 888-576-8287). Allow 10 days from time of order for shipping. Store product in temperature controlled area away from high heat or sunlight. Refrigeration is not necessary...a unit supply room is great.
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 MRE-Z Bake Sale	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 MRE Desserts...etc*)

9. **Ideas for “Event Sales”** Few people can walk past a table full of MRE-Z baked goods without stopping. Soldier food is just cool! 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.

Ideas to consider:

- Get permission for **Home Depot** or better, if you have a **Cabelas, REI, Gander Mountain or Bass Pro Shop, to sell at the front doors...** They are all big military supports and you will see thousands.
- **Elections:** Town, state, or national elections offer a steady pool of potential customers. Set up a bake sale 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 bake 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 bake 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 MRE-Z BAKE SALE:

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

Have a Theme: Yours is built in, just pick one: “Soldier Tested”, “Battle Field Tested”, “Eat Like a Hero”...pick one, 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 bake 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)
1. _____ Print “ORDER FORMS” from www.collegeoptions.net
2. _____ 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 “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 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 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 i.d.e.a.s. 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 mor information, please contact:

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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 bake 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 bake 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 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.

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 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.

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** _____

1. _____ Coordinate with the supply room to reserve space large enough for 2 pallets of MRE Bake Goods (about the size of a large refrigerator)

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

- **For the sale you will need table cloths, bunting, Flags, a money box with various forms of change, baskets, napkins, a 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-** We like to keep everything under \$3.00. Suggested Pricing and Food information follows:

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.

MRE-Z BAKED GOODS INFORMATION

Minimum order is 3 cases of any product, you may mix or match. Typically schools are ordering for cases to ensure a wide selection. *NO UP FRONT COST****

Item	Quantity per case	Unit Price	Cost per case	Total Cases Order	Total price by item
Cinnamon Bun	100	\$1.45	\$145		
First Strike Energy Bar	140	\$1.15	\$161		
Fudge Brownie	120	\$1.00	\$120		
Lemon Poppy Seed Pound Cake	100	\$1.10	\$110		
Vanilla Pound Cake	100	\$1.10	\$110		
M&M Cookie	140	\$.80	\$112		
Filled French Toast	100	\$1.45	\$145		
				Sub Total Price:	

Product Pictures and Descriptions Follow



Cinnamon Bun (IW)

Your Price: \$1.45 each, You Sell for: \$2.50 Profit of 75%

Nutrition Facts

Serving Size 1 buns (3.5 oz.) (99g)

Servings per Container 1

Amount per Serving

Calories 290 **Calories from Fat** 20

% Daily Value

Total Fat	2.5 g	4%	
Saturated Fat	0.5 g	3%	
Trans Fat	0.5 g		
Cholesterol	0 mg	0%	
Sodium	115 mg	5%	
Total Carbohydrate	67 g	22%	
Dietary Fiber	3 g	12%	
Sugars	41 g		
Protein	2 g		
Vitamin A	0%	Vitamin C	4%
Calcium	6%	Thiamin	20%
Riboflavin	10%	Iron	4%



Yeast raised dough containing cinnamon flakes, and filled with cinnamon filling.

INGREDIENTS: Cinnamon Filling (High Fructose Corn Syrup, Water, Dextrose, Cinnamon, Corn Syrup, Glycerin, Modified Corn Starch, Tapioca Starch, Natural & Artificial Thiamine Mononitrate, Riboflavin, Folic Acid), Water, Shortening (Partially Hydrogenated Soybean Oils), Glycerine, Cinnamon Flakes (Sugar, Palm Oil, Palm Kernel Oil, Citric Acid, Sodium Sulfate, Xanthan Gum, Guar Gum, Sorbic Acid, Natural & Artificial Flavor, Natural & Artificial Color).

CONTAINS: Wheat

Case Coding System: Date of pack. Example: August 29, 2011 = code date 1241

First digit (1) represents 2011 year. Next three numbers represent the day (241) of that year

Storage Requirements:

Store in a dry cool area

Shelf Life:

3 years

First Strike Chocolate Energy Bar (IW)

Your Price: \$1.15 each, You Sell for: \$2.00 Profit of 76%

Nutrition Facts

Serving Size 1 Cookie (2 oz.) (60 g)

Servings per Container 1

Amount per Serving

Calories 280 **Calories from Fat** 120

% Daily Value

Total Fat	14 g	21%	
Saturated Fat	4.5 g	22%	
Trans Fat	3.5 g		
Cholesterol	10 mg	4%	
Sodium	220 mg	9%	
Total Carbohydrate	37 g	12%	
Dietary Fiber	1 g	3%	
Sugars	18 g		
Protein	3 g		
Vitamin A	0%	Vitamin C	0%
Calcium	2%	Iron	8%



INGREDIENTS: Enriched bleached wheat flour (bleached flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), partially hydrogenated soybean and cottonseed oils, milk chocolate baking bits [milk chocolate (sugar, chocolate, cocoa butter, skin milk, milkfat, lactose, soy lecithin, salt, artificial flavor), sugar, less than 2%: cornstarch, corn syrup, coloring (yellow 5 lake, red 40 lake, blue 1 lake, yellow 6 lake, blue 2 lake, blue 1, blue 2, red 40, yellow 5, yellow 6), dextrin], sugar, brown sugar, egg, water, contains 2% or less: leavening (sodium acid pyrophosphate, sodium bicarbonate, monocalcium phosphate), natural flavor.

COOKIES WITH
PAN COATED
CHOCOLATE DISCS

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Storage Requirements:

Store in a dry cool area

Shelf Life:

3 years

Fudge Brownie (IW)

Your Price: \$1.00 each, You Sell for: \$2.00 Profit of 101%

Nutrition Facts

Serving Size 1 Bar (3 oz.) (85g)

Servings per Container 1

Amount per Serving

Calories 320 **Calories from Fat** 150

% Daily Value

Total Fat 17 g **26%**

Saturated Fat 6 g **28%**

Trans Fat 4 g

Cholesterol 40 mg **13%**

Sodium 115 mg **5%**

Total Carbohydrate 43 g **14%**

Dietary Fiber 2 g **10%**

Sugars 28 g

Protein 4 g

Vitamin A 0% Vitamin C 0%

Calcium 2% Iron 15%



INGREDIENTS: Chocolate coating, [sugar, partially hydrogenated vegetable oils (palm kernel, coconut, palm), nonfat dry milk, cocoa, sorbitan monostearate, polysorbate 60, soy lecithin, salt, vanillin], milk protein isolate, crisp rice (rice flour, malt extract, rice bran, calcium carbonate), high fructose corn syrup, fructose, maltodextrin, honey toasted oats (rolled oats, sugar, honey, canola oil, propyl gallate), partially hydrogenated soybean and cottonseed oils, cocoa, dextrose, contains 2% or less of: oat fiber, glycerol, liquid malt, natural and artificial flavor, Vitamin D3, zinc oxide.

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Storage Requirements:

Store in a dry cool area

Shelf Life:

3 years

Lemon Poppy Seed Pound Cake (IW)

Your Price: \$1.10 each, You Sell for: \$2.00 Profit of 90%

Nutrition Facts

Serving Size 1 cake (2.5 oz.) (71g)

Servings per Container 1

Amount per Serving

Calories 300 **Calories from Fat** 130

% Daily Value

Total Fat 14 g **4%**

Saturated Fat 3 g **3%**

Trans Fat 2 g

Cholesterol 30 mg **0%**

Sodium 250 mg **5%**

Total Carbohydrate 40 g **22%**

Dietary Fiber 0 g **12%**

Sugars 22 g

Protein 3 g

Vitamin A 0% Vitamin C 2%

Calcium 6% Thiamin 8%

Riboflavin 6% Iron 8%

Niacin 6% Folic Acid 6%



INGREDIENTS:

Enriched Wheat Flour Bleached (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Sugar, Partially Hydrogenated Vegetable Oil (Soybean and Cottonseed Oils), Nonfat Milk, High Fructose Corn Syrup, Lemon Peel, Whole Eggs, Poppy Seeds, Corn Syrup, Egg Whites, Food Starch-Modified, Dextrose, Glycerine, Soy Lecithin, Salt, Water, Leavening (Monocalcium Phosphate, Baking Soda), Lemon Juice Concentrate, Natural & Artificial Flavors, Wheat Starch, Propylene Glycol Mono & Diesters, Mono & Diglycerides, Sodium Propionate, Potassium Sorbate, Sodium Benzoate, Guar Gum, Xanthan Gum, Citric Acid, Yellow 5, Corn Oil, Beta Carotene, Corn Starch.

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First digit (1) represents 2011 year. Next three numbers represent the day (241) of that year

Storage Requirements:

Store in a dry cool area

Shelf Life:

3 years

Vanilla Pound Cake (IW)

Your Price: \$1.10 each, You Sell for: \$2.00 Profit of 90%

Nutrition Facts

Serving Size 1 Bar (2.5 oz.) (71g)

Servings per Container 1

Amount per Serving

Calories 310 **Calories from Fat** 140

% Daily Value

Total Fat	16 g	25%	
Saturated Fat	4 g	20%	
Trans Fat	3 g		
Cholesterol	30 mg	10%	
Sodium	270 mg	11%	
Total Carbohydrate	38 g	13%	
Dietary Fiber	0 g	0%	
Sugars	20 g		
Protein	3 g		
Vitamin A	0%	Vitamin C	0%
Calcium	6%	Iron	8%



Ingredients

Enriched Wheat Flour Bleached (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Sugar, Partially Hydrogenated Vegetable Oil (Soybean and Cottonseed Oils), Nonfat Milk, Whole Eggs, Egg Whites, Dextrose, Corn Syrup Solids, Soy Lecithin, Salt, Artificial Flavors, Leavening (Monocalcium Phosphate, Baking Soda), Water, Wheat Starch, Food Starch-Modified, Propylene Glycol Mono & Diesters, Mono & Diglycerides, Sodium Propionate, Potassium Sorbate, Sodium Benzoate, Guar Gum, Xanthan Gum, Corn Oil, Citric Acid, Beta Carotene, Corn Starch, Tragacanth Gum

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Storage Requirements:

Store in a dry cool area

Shelf Life:

3 years

M&M Cookies (IW)

Your Price: \$.80 each, You Sell for: \$1.50 Profit of 90%

Nutrition Facts

Serving Size 1 Cookie (2 oz.) (60 g)

Servings per Container 1

Amount per Serving

Calories 280 **Calories from Fat** 120

% Daily Value

Total Fat	14 g	21%	
Saturated Fat	4.5 g	22%	
Trans Fat	3.5 g		
Cholesterol	10 mg	4%	
Sodium	220 mg	9%	
Total Carbohydrate	37 g	12%	
Dietary Fiber	1 g	3%	
Sugars	18 g		
Protein	3 g		
Vitamin A	0%	Vitamin C	0%
Calcium	2%	Iron	8%



INGREDIENTS: Enriched bleached wheat flour (bleached flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), partially hydrogenated soybean and cottonseed oils, milk chocolate baking bits [milk chocolate (sugar, chocolate, cocoa butter, skin milk, milkfat, lactose, soy lecithin, salt, artificial flavor), sugar, less than 2%: cornstarch, corn syrup, coloring (yellow 5 lake, red 40 lake, blue 1 lake, yellow 6 lake, blue 2 lake, blue 1, blue 2, red 40, yellow 5, yellow 6), dextrin], sugar, brown sugar, egg, water, contains 2% or less: leavening (sodium acid pyrophosphate, sodium bicarbonate, monocalcium phosphate), natural flavor.

**COOKIES WITH
PAN COATED
CHOCOLATE DISCS**

Case Coding System: Date of pack. Example: August 29, 2011 = code date 1241

First digit (1) represents 2011 year. Next three numbers represent the day (241) of that year

Storage Requirements:

Store in a dry cool area

Shelf Life:

3 years

Filled French Toast (IW)

Your Price: \$1.45 each, You Sell for: \$2.50 Profit of 75%

Nutrition Facts

Serving Size 1 buns (3.5 oz.) (99g)

Servings per Container 1

Amount per Serving

Calories 290 **Calories from Fat** 80

% Daily Value

Total Fat	9g		12%
Saturated Fat	3g		8%
Trans Fat	1.5g		
Cholesterol	0mg		0%
Sodium	360mg		3%
Total Carbohydrate	50g		12%
Dietary Fiber	2g		12%
Sugars	19g		
Protein	8g		
Vitamin A	0%	Vitamin C	4%
Calcium	6%	Thiamin	20%
Riboflavin	10%		



French Toast flavored bread with maple and cinnamon flakes and filled with maple syrup.

INGREDIENTS:

Flour, Corn Syrup, Hydrogenated Vegetable Shortening, Glycerol, Sugar, Dextrose, Imitation Maple Syrup, Yeast, Salt, Tapioca Starch, Corn Starch, Sucrose Ester, Artificial and Natural Flavor, Gum Arabic, Calcium Sulfate, Xanthan Gum, Cinnamon, Cocoa, Lecithin, Sorbic Acid, FD&C Yellow #5, Locust Bean Gum.

CONTAINS: Wheat, Soy, and manufactured in a facility that uses Tree Nuts

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First digit (1) represents 2011 year. Next three numbers represent the day (241) of that year.

Storage Requirements:

Store in a dry cool area

Shelf Life:

3 years