



MARKETING PLAN

The Complete Guide to College Financing and Admissions/Zero Hour "Threat" 2-Disc Software Sales Fundraising Program

College Options Foundation now offers the ONLY Educational Fundraising Program in America for College Bound Students.

College Options Foundation another way to support fundraising for JROTC The Complete Guide to College Financing and Admissions/Zero Hour "Threat" 2-Disc Software Sales Fundraising Program. This program will enable us to provide programs, scholarship money, Academic Bowls and advanced educational opportunities to students.

The revolutionary software program, The Complete Guide to College Financing and Admissions, and the Interactive action game designed to increase standardized test scores, Zero Hour "Threat" is now available for groups to sell in a 2-Disc Set.

The Concept is Simple; groups sell the \$30 award winning College Success Software to families with college bound students. College Options guarantees to save parents thousands of dollars in college costs and increase SAT scores by at least 100 points. Groups keep 50% of sales, \$15.00. Schools and counselors love it because it is not candy or car washes and it helps the community and raises a lot of money at the same time. There are no up front costs and groups are not asked to pay until after they sell.

Your Fundraising Success Formula

Once your group decides to get moving on this exciting fundraiser we will provide you with an inventory of the revolutionary two-disc set to sell and flyers to market your program. Follow these simple steps and build a *great fundraiser* potentially netting your group *thousands with little work!*

Program Chair: Assign group members for each of the following tasks/duties for the year to support this fundraiser and establish Chain-of-Command Directive and Accountability.

Inventory Coordinator

Name of Group Member _____

1. *Provide College Options Foundation with:* Your Full Name and Address, including P.O.C, for example:

South Lyon HS
1234 W. East Street
South Lyon, MI 43211-1033
Program Coordinator Name: Joe Smith
Phone: 770-487-3751
Email: joesmith@yahoo.com

Approximate HS student body population of Juniors and Seniors? _____

Approximate population of your town/city? _____

Approximate # of CD-Rom sets that you would like for your group to receive?
(The College Options Staff may more easily gauge this number)

Send all information to kstepp@collegeoptionsfoundation.net or call 1-888-576-8287

2. _____ Order desired # of CD-Rom sets (The College Options Staff may more easily gauge this number) that you would like for your group to receive by calling College Options Foundation at: **1-888-576-8287** or emailing the request to: **kstepp@collegeoptions.net**. You can also order supplies by going to our website: **www.collegeoptionsfoundation.net**.

COLLEGE NIGHT/Program Coordinators (two members)

Name of Group Member: _____

Name of Group Member:

General duties: Take time to organize a College Night that brings in local church groups, your school, home school and local HS. Use this venue to reach local parents and students. Inform Program Chair of promotional activities and progress, plus ensure completion of following tasks assigned by work position:

1. Use Terry Wilfong's expertise as guest speaker and renowned expert on College Admissions and financing to draw parents, students and local educators.
2. Coordinate with administration from local High Schools to extend invitation to Junior and Senior Parents and students to the College Night Event. Encourage Administration to send out letters/flyers to parents announcing the event and make weekly or periodic announcements provided to parents and students (email, special announcement letters, weekly/monthly newsletters etc...) (*Coordinate with Public Affairs Coordinator*)
3. Coordinate with area home school and church groups to extend invitation to the College Night event. Encourage Administration to send out letters/flyers to parents announcing the event and make weekly or periodic announcements provided to parents and students (email, special announcement letters, weekly/monthly newsletters etc...) (*Coordinate with Public Affairs Coordinator*)
4. Contact local newspapers and Public Access TV and ask to run the following short ad to promote your event. (*Coordinate with Public Affairs Coordinator*)
5. Require those that wish to attend to contact the program coordinator or specified person to reserve a space. Once a preliminary count is obtained, relay this information to the supply coordinator, who will place the order for CD's to have for sale at the actual event.

High School Coordinator

Name of Group Member: _____

1. _____ Coordinate with Administration to assist in this fundraiser for student travel, scholarships and advanced education (use the color flyer) we provide to answer questions.
2. _____ Encourage Principal to send Parent Letters home with Junior and Senior Students and make weekly or periodic announcements (email, special announcement letters, weekly/monthly newsletters etc...) highlighting the fundraiser and Disc set availability.
(Coordinate with Public Affairs Coordinator)
3. _____ Position/Distribute flyers throughout the school (counselors office, computer labs, libraries and admin offices, etc.)
4. _____ Restock Disc Sets as need arises (items can be sent directly to customers that request high volume orders if provided contact information).

Local High School Coordinator

Name of Group Member: _____

1. _____ Coordinate with Administration to assist in this fundraiser for student travel, scholarships and advanced education (use the color flyer) we provide to answer questions.
2. _____ Encourage Principals to send Parent Letters home with Junior and Senior Students and make weekly or periodic announcements (email, special announcement letters, weekly/monthly newsletters etc...) highlighting the fundraiser and Disc set availability.
(Coordinate with Public Affairs Coordinator)
3. _____ Position/Distribute flyers throughout the school (counselors office, computer labs, libraries and admin offices, etc.)
4. _____ Restock CD's as need arises (items can be sent directly to customers that request high volume orders if provided contact information).

Public Affairs Coordinator

Name of Cadet: _____

1. _____ Take 10 min's and Coordinate with Office Staff to Make Announcements about fundraiser, you should aim for placement in:
 - a. Weekly or periodic announcements provided to parents and students (email, special announcement letters, weekly/monthly news letters etc...)
 - b. Place flyers in any and all correspondence going to prospective parents (grade reports, information reports, etc...)
2. _____ Position flyers provided by College Options Foundation in Key locations around campus/HS.
3. _____ Contact local newspapers and Public Access TV and ask to run the following short ad to help your fundraiser:

**SUPPORT THE ONLY EDUCATIONAL FUNDRAISING OPPORTUNITY IN AMERICA
AVAILABLE TO COLLEGE BOUND STUDENTS**

South Lyon High School now offers the opportunity to purchase the revolutionary software program, The Complete Guide to College Financing and Admissions, and the Interactive action game designed to increase standardized test scores, Zero Hour "Threat" game in a 2-Disc Set...a \$100 VALUE...Now available for just \$30.

All proceeds support South Lyon HS' JROTC program and will be used for Scholarships, Educational Funding and Trips to the D.C. area.

Please contact: Fundraising Coordinator, Cadet Joe Smith, South Lyon HS, 1234 W. East Street, South Lyon, MI 43211-1033, Phone: 770-487-3751, Email: joesmith@yahoo.com