

# Job's Daughters International

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## Long Range Planning Committee

### JDI Stik Pocket Proposal

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The Long Range Planning Committee would like to propose a promotional opportunity that furthers the LRP Committee's goals, and hopefully makes JDI a little money in the process. Brian Owen, is the creator of a new product called Stik Pocket, which we think would be a fantastic product for our members and their supporters to use every day, and promote our brand in the process.

#### Product

What is Stik Pocket? Made of durable vinyl, Stik Pockets wrap and stick to the back of your smart phone or case, securing your items (e.g., credit cards, driver's license, school ID, cash, business cards, membership and rewards cards, bus and subway cards, and hotel card keys.)

Because this product is so new, we have an amazing opportunity to get in on the ground floor with a product that the vast majority of our Daughters can use (I don't know any Jobies that own a cell phone that DO NOT own a smart phone), as well as plenty of the adults.

#### Price

The cost of Stik Pockets vary depending the volume ordered, and the colors included. Because we want our logo to really stand out against both black smart phones and white smart phones, we would like to buy two versions to appeal to as many people as possible (black phones and white phones).

We propose purchasing 1000 in two versions, 750 in black, and 250 in white for a total cost of 672.75 + 45 + 135 +15 =\$867.75, with each unit costing approximately 87¢.

Here is the cost breakdown for four spot colors:

Quantity	Cost	Additional Costs
500	\$575.00	Screen change fee: \$45.00
1000	\$672.75	Color match fee: \$135.00
2,500	\$938.00	Shipping: \$15.00
5,000	\$1,472.00	
10,000	\$1,851.50	

**Screen change fee** means that we can split an order into multiple versions. So if we want to order 1,000 Stik Pockets in the black and white we still get the volume discount, we just have to pay one screen charge fee of \$45. (If we wanted to have three versions, we would pay two screen charge fees.)

**Color match fee** is important to make sure that the colors we use are the correct (established Pantone) colors to match our branding. The fee is \$45 per color matched. We propose using four colors: green (364C), purple (266C), orange (715C), and black. (There is no fee for black.)

**Shipping** is self-explanatory.

## Supreme Sales

At Supreme Session, we would like a table in the Sales room where we can sell the Stik Pockets. We would run a table during specific times where Fundraising bundles will be available for purchase. One of the advantages of the Stik Pockets as a fundraiser is they can be sold anytime anywhere. The members of the Long Range Planning Committee will also keep a batch of them in their bags and sell them as people want them. Cash or credit cards (via a smart phone with an attached Square Reader) will be accepted.

Suggested retail price: \$3.50 for one, \$6 for two. Profit margin of \$2.63 and \$4.26 respectively. Minimum purchase of \$12 to use credit card. Profit from credit card purchase of \$12 is \$8.20 (2.75% credit card fee).

If by Friday of Supreme we still have inventory, we will have a sale, and slash the price to \$2.75 for one or \$5 for two. Our goal is to sell out. The purpose of this Stik Pocket Fundraiser is to determine if there is a demand for this. If so, we will order more Stik Pockets, potentially in more variations (including a Portuguese version, a Past Honored Queen version, etc.). Please see Appendix C for samples.

## Communications

We will submit information to Ashley Underwood for the JDI website in advance of Supreme Session. We will submit a communication to Beki Lane for her to share via her Notable Jobies' Facebook Feed and also on the LRP Facebook page. We will also send an email to Jurisdictions and Bethels under Supreme announcing the promotional opportunity to be available at Supreme.

## Fundraising Bundles

We would like to create fundraising bundles of 30 and 50. Each bundle will include a manila envelope with information about the Stik Pockets and suggested "retail" prices. Unlike most fundraisers, because this is a simple transaction (customer and seller swap cash for Stik Pocket), no order form is needed.

The bundles of 30 will be sold to Bethels/Jurisdictions for \$45 (for a profit of between \$17.73 and \$18.97 to Supreme. If the Bethel/Jurisdiction sells the Stik Pockets for the suggested retail price of \$3.50 for one or \$6 for two, they stand to profit between \$45 and \$60 per bundle.

The bundles of 50 will be sold to Bethels/Jurisdictions for \$70 for a profit of between \$24.69 and \$26.61 to Supreme. If the Bethel/Jurisdiction sells the Stik Pockets for the suggested retail price of \$3.50 for one or \$6 for two, they stand to profit between \$80 and \$105 per bundle.

Bethels/Jurisdictions are under no obligation to sell the Stik Pockets as a fundraiser. It is just one option that they have. A Grand Guardian could buy a bundle and then give one Stik Pocket to each of "her" Honored Queens as a gift. A Bethel could buy a bundle and then reward Daughters at meetings, e.g., the girl who performs her ritual the best at a meeting could earn a Stik Pocket.

The beauty of the Fundraising Bundles is that once we sell the bundles, the buyer is under no obligation to give us additional money after the fact.

### Future Plans for Stik Pocket Fundraiser

Because most people upgrade their smartphones (or replace lost/broken smartphones) somewhere between one and two years, there will be an ongoing demand for the Stik Pocket within Job's Daughters and its supporters.

Currently, we are considering this first run at Supreme Session to be a pilot program. If this concept is proven, we would like to create additional designs to sell. Possible designs include a Portuguese version of our logo to tap into the ever-growing Brazilian Job's Daughter family, a Past Honored Queen version, Job's Daughter Parent version, among others. Please see Appendix C for additional potential designs. We are open to suggestions.

### Potential Concerns

*What is Stik Pocket? I've never heard of it before.*

Not surprising. Brian Owen invented the Stik Pocket less than a year ago, secured a patent, and officially launched Stik Pocket in May of 2013. For more information, visit [stikpocket.com](http://stikpocket.com).

Mr Owen is on a short list of potential entrepreneurs being considered for Season 4 of ABC's top-ranked show, *Shark Tank*, which averages 8 million viewers each week. With this opportunity, we might even get our brand, as one of his sample fundraising products on *Shark Tank* in front of those 8 million viewers.

In addition, because this product is so new, we have the potential to sell this product to even more people, since they will see our product and want to buy it because it solves such a simple problem that most people have.

*Will the Stik Pocket fit on my phone?*

The Stik Pocket is flexible in its size and will fit on any smart phone from an iPhone to a Samsung Galaxy S4 to a Motorola Droid 4 to anything in between.

In addition, Stik Pockets can fit on other items, such as binders, tablets, laptops, and anywhere you might need to keep (credit/business) cards (or something card-size) handy.

*Will the Stik Pocket contribute to the demagnetization of my credit cards?*

Stik Pocket is a vinyl sticker, so it will not demagnetize your credit card(s). While all electronics (such as cell phones) have a magnetic field in them, it is so small that keeping a phone next to a credit card carries zero risk of demagnetizing your credit card. It takes a significant magnet to demagnetize a credit card.

*What is Square?*

Square Reader is a simple credit card reader that plugs into any iOS or Android device. There is no charge for a Square Reader, simply a flat 2.75% per transaction fee. For more information, please visit [squareup.com](http://squareup.com).

*What about Doc Morgan?*

As we are not using a trademarked logo, we are not required to give Doc Morgan the right of first refusal. In addition, Brian Owen has the patent for the Stik Pocket, which means we are getting the best possible price.

*Proceeds*

Long Range Planning will compile all of the proceeds and then turn them over to the Executive Office within 30 days of the close of Supreme Session. We expect to turn a profit of somewhere between \$493.75 (selling all Stik Pockets via Square in 50 piece bundles) and \$2632.25 (selling all Stik Pockets at Supreme via cash, one at a time). We expect the profits will be somewhere in between.

*Website*

We have decided that for promotional purposes, it makes sense to use [joinjobsdaughters.org](http://joinjobsdaughters.org) as it is targeted toward people who are unfamiliar with Job's Daughters, rather than [jobsdaughtersinternational.org](http://jobsdaughtersinternational.org), which is targeted toward people who are already active with JDI. We are confirming with the webmaster of the site that we can track hits and contacts made to the site to see if there is any additional traffic based on the sale of this item.

*Timeline*

Brian Owen requires 12 business days plus shipping to complete the order. July 4 and 5 are considered holidays by his manufacturer, which means that we must submit our order **no later than June 28 (this Friday)** to ensure we get the product in hand in time for Supreme.

*So what does this product look like?*

Please see Appendix A for the two versions each of the black and white versions we would like to sell.

We would appreciate any feedback you have.

Respectfully submitted,

Kamala H. Vander Kolk, PHQ, PBG, RP  
Long Range Planning Committee

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## Appendix A

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Black Stik Pocket and White Stik Pocket Versions



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### Appendix B

#### Cost Breakdown

Quantity	One color	Two colors	Three colors	Four colors	Cost per SP (four colors, two versions)	Total Cost
125	\$290.00	\$380.00	\$450.00	\$545.00	\$6.28	\$785.00
500	\$375.00	\$465.00	\$488.75	\$575.00	\$1.63	\$815.00
1000	\$430.00	\$545.00	\$575.00	\$672.75	\$0.91	\$912.75
1500			\$685.00	804.875	\$0.70	\$1,044.88
2500			\$795.00	\$938.00	\$0.47	\$1,178.00
5000			\$1,265.00	\$1,472.00		
10000			\$1,630.00	\$1,851.50		
Additional fees						
Screen change fee	\$45.00	\$45.00				
Color match fee	\$135.00	\$135.00				
Shipping	\$15.00					
		Profit				
1000 4-color two versions	\$912.75					
Suggested retail price	\$3.50	\$2.63				
Suggested two for price	\$6.00	\$4.26				
Minimum purchase for Square	\$12.00	\$8.20				
Square percentage	2.75%					
Fundraising Bundles			Supreme Profit (Cash)	Supreme Profit (Square)	Bethel profit (1 at a time)	Bethel profit (2 at a time)
30	\$1.50	\$45.00	\$18.97	\$17.73	\$60.00	\$45.00
50	\$1.40	\$70.00	\$26.61	\$24.69	\$105.00	\$80.00
Minimum Supreme stands to profit		\$493.75				
Maximum Supreme stands to profit		\$2,632.25				

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## Appendix C

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Additional Designs Considered





