



## OVERVIEW

Cookies For Good (CFG), and its sister program Catering For Good, are programs Cabot designed to generate an on-going income stream for local not-for-profit organizations, especially those that work to solve the challenges of homelessness and hunger.

## CONCEPT

Local not-for-profit organizations that want to set up their model of CFG can partner with a local, for profit, retail prepared food company that has one or more of the following characteristics:

- Currently includes several varieties of cookies as part of its offerings, or
- Has the resources or capacity to bake cookies
- Currently has catering or prepared meals as part of its business model

The local food retailer modestly increases the sale price on their cookies (and/or catering) and the margin difference is matched and then paid directly to the not-for-profit partner on a monthly basis. Margin increases are generated by increasing the retail price, securing donated ingredients, or both. In return, the food retailer and not-for-profit feature and promote the relationship to expand awareness among consumers, who want their purchases to make a difference locally while at the same time increase sales volume, and attract more suppliers willing to donate ingredients, other supplies and even equipment.

## SELECTION OF A FOR-PROFIT PARTNER

The ideal retail partner for the not-for-profit has as many of these characteristics as possible:

- At least a five year history of success preparing and retailing food
- A reputation for preparing quality foods from quality ingredients
- A reputation for social responsibility
- A commitment and/or willingness to support programs designed to prevent homelessness and/or hunger (or your particular focus as a not-for-profit)
- Willingness to enter into a long-term relationship
- Long-term relationships with suppliers/ingredient producers and/or local farms
- A menu that includes several varieties of fresh baked cookies
- Retail location(s) that are in well trafficked areas

Cabot will dedicate a maximum of 40,000 pounds of butter annually to stimulate development of more CFG-like programs. Each group applying will be considered on a first-come, first-served basis, with a maximum of 500 pounds per organization to help you launch your program. The only caveat is that we must have current delivery capacity in your area or negotiate shipping arrangements. Additional product donations from Cabot may also be available such as cheddar or Greek-style yogurt, depending on your recipe requirements.

**YOU CAN VISIT OUR PILOT PROGRAM WEBSITES AT:**

[cookiesforgood.org](http://cookiesforgood.org) | [cateringforgood.org](http://cateringforgood.org)

## MARKETING EXPERIENCE

Every market is different; what worked for the pilot program in Vermont may or may not work in your area. Please rely on your experience and that of your partner(s) to create a marketing plan that works best for you.

The marketing tactics that worked best for the Vermont pilot program are (in order of efficiency and effectiveness):

- Campaign style street signs – inexpensive and effective generating impulse sales
- Public relations/media relations – free coverage by news and alternative media
- Email and/or newsletters – from partners, local organizations like Chambers of Commerce, local government; inclusion in local calendars of events
- Public radio sponsorship – reaches a like-minded audience
- Social media postings – a robust SM program can be very effective
- Website (not-for-profit and for-profit partner sites)
- Holiday mailings – distributed at least three weeks prior to Thanksgiving
- Print advertising (Holiday Season)

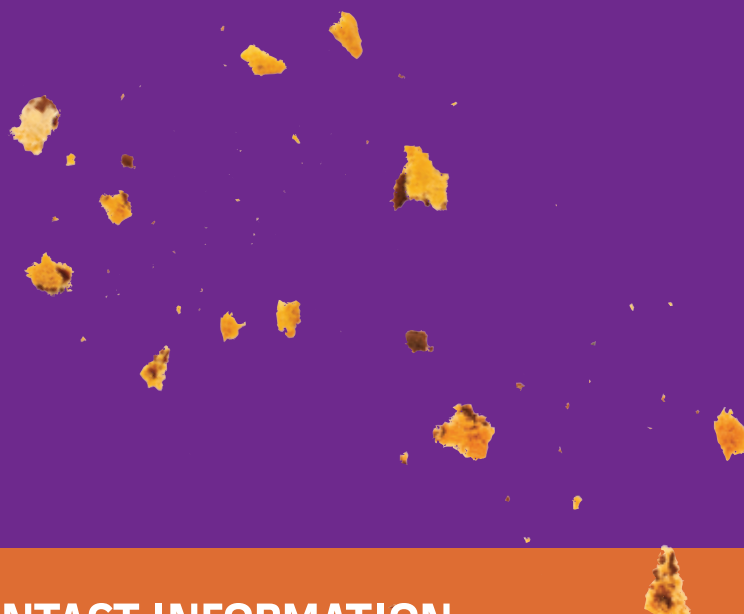
During start up it is essential that both partners market the program heavily to their current networks of customers, donors, volunteers and other constituents.

## MARKETING MATERIALS

Cabot will make the following materials available at no charge:

- Cookies For Good and Catering For Good logos
- Poster template for the retail store(s)
- Print ad template
- 20-word sponsorship message template for not-for-profit radio
- Campaign style signage template for use street side at retail store(s) and/or not-for-profit locations
- Website template to support e-store sales
- Holiday mailer template
- Brochure template

All materials can be customized by your organization with logos and contact information for your not-for-profit, your for-profit partner, and any suppliers that donate ingredients.



## CONTACT INFORMATION

For more information or to be considered for a product donation, please contact us at [info@cabotcheese.coop](mailto:info@cabotcheese.coop).