



Going Pink for Profit: A How-To Guide

This step-by-step list is your guide for going pink in 2010. As always, feel free to reach out the Council with additional questions.

GETTING STARTED: If you're going Pink this year, make sure that you've already completed the following first steps

- Contacted the Mushroom Council at (408) 432-7210 or info@mushroomcouncil.org to confirm participation.
- Determined number of tills/labels you will commit to, and coordinated payment through the Mushroom Council.
 - In order to reach a minimum donation requirement of \$50,000, we estimate that the industry will donate no more than 0.0025 cents (quarter-penny) per 8 or 10-ounce pink package of mushrooms to City of Hope.
 - The Council will manage all logistics and coordinate payments to City of Hope. Every dime collected per till will be passed on to COH for mushroom-specific breast cancer research.
- Contacted your supplier about purchasing pink tills (last year, they were available for the same price as blue tills).
 - Dolco and Fabri-Kal created pink tills last year; the Council recommends PMS 217C as the color of the tills.
 - The Council will attempt to negotiate a package buy for tills this year for those who wish to participate as a group. If you choose to take this route, please communicate your group participation with the Council.
- Alerted your designer/printer of your labeling needs.

2-3 MONTHS IN ADVANCE

- Discuss pink with your retailer customers.
- Use the sales tools provided to help sell in the promotion and explain the value to your retail customers; to download materials, visit www.mushroomcouncil.org/Retail.
 - Talk about the return on investment they will see by supporting this initiative and what they can do:
 - Stock** pink mushroom products at retail locations
 - Offer** participating mushroom growers premium shelf space
 - Promote** the program via in-store and promotional outlets (point of sale displays, cooking demonstrations, ad circulars, etc.)
 - Create** a companion and/or matching cause-related marketing program to support the Mushroom Council's efforts
- Send your label mock-ups to the Council for review/approval by City of Hope.
- Finalize your labels/tills.

1 MONTH IN ADVANCE

- Discuss options to display POS materials in-store to promote the program with your retailer customers.
- Begin local media outreach.
 - Reference media and social marketing tip sheet provided by the Council.
 - Distribute the template press release to your local newspapers provided by the Council (to be provided in July).

LAUNCH TIME: SEPTEMBER/OCTOBER

- Start any social media campaigns.
- Continue to pitch local media and share any coverage with the Council.
- Continue discussions with your retailer on the demand for pink tills and keeping them stocked.
- Contact the Council with interesting stories/testimonials from retailers.

FOLLOW UP

- Share success stories, testimonials and key learnings with the Council to demonstrate ROI on this program for future years.