

JLAB 2019 JROTC UNIT BEST PRACTICE

<u>Date:</u> 23 May 2019	<u>School:</u> Sam Rayburn H.S.	<u>School Address:</u> 2121 Cherrybrook Lane, Pasadena TX 77502
<u>JROTC Unit Name:</u> Texan Battalion	<u>Unit Telephone Number:</u> 713-740-0330	<u>Unit Email Address:</u> lpgonzalez@pasadenaisd.org
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JROTC Unit Best Practice (one per form only):

Fundraising

Discussion (The who, what, when, where and how of the Best Practice, e.g., components of the function, organization (staff responsibilities, command and control), resources needed (money, people, supplies, transportation, and equipment) timeline from planning to completion, etc.):

Sam Rayburn High School JROTC has 250 cadets enrolled in the program and raises over \$25,000 solely with four annual Car Wash events. Each car wash produces an average of \$6,500.00 with a simple two-phase formula. The first phase is the pre-car wash sale. Each cadet is charged with selling a minimum of two tickets each for \$5.00 each to family, friends, and teachers. This phase normally produces approximately \$4,000.00 because many students will exceed the two ticket minimum. Cadets are motivated to sell more tickets for two reasons: 1. The top fundraising cadet for each company receives a fundraising medal for their uniform. 2. All the money raised is tracked by student and the amount is credited towards their military ball ticket costs for themselves and their guest. For example, military ball tickets cost \$30.00 per person. If a cadet raises \$60.00 between all four car washes, he/she earns two tickets to the military ball. The second phase is the car wash day itself. Here the customers can redeem their tickets for a car wash. However, less than half of the tickets sold are ever redeemed and the car wash day attracts many new customers. Cadets are also strategically located on every corner leading to the car wash site. Moreover, the corners usually generate about \$600.00 in donations throughout the day. In addition, the booster club is selling food and drinks throughout the day and this normally generates another \$500.00 to \$800.00 in profit. The actual car wash will generate approximately \$1,200.00. So the presales (\$4,000.00) + corner donations (\$600.00) + concession sales (\$800.00) + the car wash sales (\$1,100.00) totals \$6,500.00 four times a year. The out of pocket expenses to host each of these fundraising events is \$100.00 for car wash soap and car wash presale tickets. However, this nominal cost is covered by alumni the majority of the time. The raised money pays for the battalions military ball for 400 people, raider/drill trips, summer camp costs, annual awards ceremony, and an annual Six Flags trip for 250 cadets. This is all done without selling one box of candy.

We all do some things better than others. Likewise, some JROTC units are better at some things than other JROTC units. We call those Best Practices. We think that the “best” best practices come from the best units. If your unit’s day-to-day performance is a reflection of your accomplishments on JLAB Level I and Level II, and we think that it is, then we believe your unit to be among the best. We want you to tell us about your best practice(s). Complete and submit this form on one or more of your unit’s best practices. Use a separate form for each Best Practice. Be detailed in your report so that the other 3,400+ JROTC units in the country with whom we will share it can read and execute it without questions! This report form is designed to expand as you type. It should accommodate your report without attachments. Should that not be the case, submit your report(s) in a format that works for you. Please name your file with your school name.

Below is a non-all-inclusive list of possible unit best practices.

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| <ul style="list-style-type: none"> • Academic Team • Drill Team • Orienteering Team • Raider Challenge Team • Rifle Team • Color Guard • Marksmanship Training • Awards Ceremony • Awards support from outside organizations • Cadet retention in JROTC | <ul style="list-style-type: none"> • Fundraising • Leadership Team • JCLC • Service Learning/Community Service • Military Ball • Cadet Commander and Staff Organization and Functions • Cadet Scholarships • Technology support of unit from school and community • Educational and Orientation Trips • Cadet Challenge |
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THIS IS NOT A GRADED ASSIGNMENT BUT IT IS REQUIRED FOR YOUR TEAM TO COMPETE IN THE CHAMPIONSHIPS.