



Sunshine for Charlotte

GOLDING MIDDLE SCHOOL

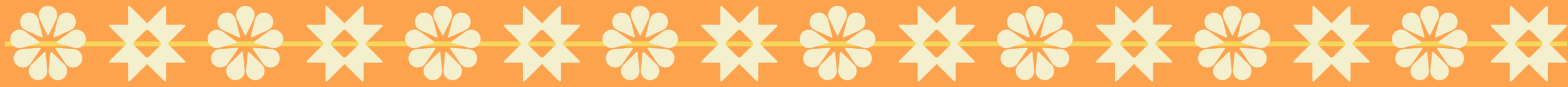
CLASS OF 2030

AGRICULTURE, FOOD & NATURAL RESOURCES

MRS. STROBECK



Sunshine for Charlotte



“Sunshine for Charlotte” is an ice cream flavor inspired by the bright spirit of our classmate and friend who is currently undergoing treatment for Acute Myeloid Leukemia (AML).

With “Sunshine for Charlotte” we celebrate her sweetness and honor her strength.

Sunshine for Charlotte is a perfect balance of sweet cream and orange featuring fresh local honey and bursts of sunny sweetened orange zest.



Meet Charlotte

Charlotte is a 7th grade student at Golding Middle School who was recently diagnosed with Acute Myeloid Leukemia. She is undergoing treatment at the Melodies Center for Childhood Cancer and Blood Disorders at Albany Medical Center. We created this flavor to celebrate her strength and share a little sunshine with her—and everyone who tastes it.

At first, Charlotte may seem quiet and reserved, but once you get to know her, you'll find she's full of humor and one of the most loyal friends you could ask for. Charlotte is a high honor roll achieving student, a fiercely competitive gymnast, a dedicated member of her Girl Scout troop, and a valued member of the CRCs modified volleyball team.

At home, Charlotte is surrounded by her loving family and furry best friends - her dog Peppi and her three cats, Gingy, Tazzy, and Spicy. Charlotte loves flipping on her trampoline, playing the clarinet and watching her favorite show, Outer Banks or listening to her favorite singer, Taylor Swift.

Charlotte's bravery and bright spirit have inspired everyone around her!

Sunshine for Charlotte Marketing Plan

Social Media Challenge

🎉🍦 **#ScoopsofHopeChallenge** 🍦🎉
#SunshineForCharlotte

Hey everyone! We're excited to kick off the #ScoopsofHopeChallenge! Here's how it works: Grab a scoop of our custom flavor "Sunshine for Charlotte" or your favorite orange sherbet! Share a video of yourself taking a bite. As you savor the sweetness and bursts of citrus, take a moment to reflect and then send a message of hope to the world.

Whether it's a word of encouragement, a wish for the future, or a piece of advice, sending your positive vibes out to the world can make a difference!

Tag three friends to take the challenge and keep the hope flowing. We hope you'll join us in spreading sunshine --- one scoop at a time!

#ScoopsOfHope #SunshineForCharlotte



Sunshine for Charlotte Marketing Plan



SUNY Cobleskill Dairy Processing Facility

Utilizing the Dairy Processing Center at SUNY Cobleskill, we will work with a local farmer who is an established DPC user to manufacture a small custom 15 gallon batch of “Sunshine for Charlotte.”

Local Ice Cream Stand

One of our local ice cream stands has agreed to serve “Sunshine for Charlotte” as a special flavor promotion with a portion of the proceeds going to the Ronald McDonald House of Albany.

Charitable Event

The Marathon for a Better Life is a local charity located in Schoharie County that offers direct financial support to families and individuals battling cancer. Each year the signature fundraising event is an all day walkathon where teams raise funds to support the cause.

On the day of the Marathon we will sell scoops of “Sunshine for Charlotte” with all proceeds from that day going directly to the Marathon for a Better Life.

Flavor Development Partnerships



Target Market



Families with Young School Age Children

Why: Because of the connection to Charlotte's story, we think local families will want to show their support for Charlotte and her journey by purchasing "Sunshine for Charlotte."

Key Traits of this Market Segment

Values: Compassionate, community oriented

Buying Motivation: Motivated by connecting with community and to set a good example for their own children.

Where to Reach Them: Social Media, School Flyers, Community events.

Teens & Young Adults

Why: Teens & young adults are deeply connected to their schools and their peers. They are most likely to re-share and participate in social media challenges.

Key Traits of this Market Segment

Values: Socially conscious, active online

Buying Motivation: Motivated by personal connections and peer support.

Where to Reach Them: Instagram, TikTok, Snapchat
School clubs, sports teams, peer groups, Influencer partnerships

Sunshine for Charlotte Slogan

