

Activity 3

MILK STRONG: COMMUNITY STRONG



One in six Americans struggle with hunger. By participating in **The Great Michigan Milk Drive**, you can help improve the lives of people in your community!

How it Works

Create a school campaign to raise funds to be donated for the purchase of milk for those in need in your community. Drive local awareness of the milk gap at food banks through your school campaign.

Donations to **The Great Michigan Milk Drive** go to local food banks based on the donor's zip code and are distributed in the form of milk coupons to those in need at agencies and distribution centers in your region that feed the hungry and food insecure. To make a donation, visit milklife.com/give/donate.

Tips for a Successful Campaign

1. **Attention, Please!** Plan fun campaign ideas and activities that grab attention and motivate the entire school community.
2. **Ready, Set, Goal!** Set a goal for the drive. How many donations of a gallon of milk do you want to achieve?
3. **Timing is Everything.** Create a timeline and keep momentum going as you work toward the campaign goal.
4. **Divide and Conquer.** Choose the area you want to focus on. Then form a team with classmates and get organized!

Other Ideas? List them here!

Campaign Planner

Strategy: Organize the campaign with clear goals and keep it on track.

Creative: Provide campaign's artistic flair with cool, attention-grabbing audiovisuals.

Education: Furnish facts about hunger for campaign advertising.

Activities: Spin campaign fun with ideas to motivate participation.

More Information

Email info@milkmearsmore.org for more information and additional ideas from other schools about planning and successfully executing a milk drive at your school.



Fundraising Ideas

1. Partner with local businesses to collect donations from the community.
2. Have a school coin challenge. Each class or grade gets their own bucket. The class with the most coins at the end of the fundraiser is the winner.
3. Host a spirit day at school and collect donations to dress up, such as hat day or pajama day.
4. Plan your own creative fundraiser!

Michigan dairy farmers are pleased to be part of the hunger relief support network in your community. Your generous donations of milk produced at dairy farms throughout the region help support **The Great Michigan Milk Drive**. Michigan dairy farmers are proud to help you make a difference for those in need.

