

Activity 3

MILK STRONG: COMMUNITY STRONG



One in six Americans struggles with hunger. By participating in **The Great American Milk Drive School Fundraising Challenge**, you can help improve the lives of people in your community! Use your campaign to help others and possibly win cash for supplies for your classroom!

How it Works

Drive local awareness of the milk gap at food banks through your school campaign. Clearly communicate these two easy ways people can donate:

- When you purchase milk at a participating supermarket.
- By donating online at <https://milklife.com/give/donate>.

Donations to **The Great American 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. Visit milklife.com/give for more information.

Tips for Success

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 Ways to Help

- Keep a coin collection box for the family's spare change to donate to your local food bank to help purchase nutritionally important fresh fruits, vegetables, and whole grains, or to donate milk for **The Great American Milk Drive**.
- Volunteer at a local food bank. To find a food bank near you, visit feedingamerica.org/find-your-local-foodbank.
- Write a letter to the editor of the local newspaper about the issue of hunger in your community.



Parents! Support your child's class efforts to make a difference by participating in **The Great American Milk Drive!** Learn more by visiting milklife.com/give and feedingamerica.org/take-action/volunteer/.

Kids and dairy farmers make a difference! Students in the ADADC-sponsored *Fuel Up to Play 60* program, an in-school nutrition and physical activity program, raised \$500 in donations to **The Great American Milk Drive**. That's roughly 125 gallons of fresh, nutritious milk for community food banks in your region!

