

# Community Outreach

# Fuel Up with Milk

## School Challenge



### Why milk?

One in six Americans struggle with hunger. YOU can help improve the lives of people in your community. Milk's nutrient package of calcium and eight other essential nutrients help nourish the body and build strong bones. Plan a fundraiser to raise money that will go to your local Michigan food bank to purchase milk.

**\$10 = 12 gallons of milk**

#### STEP 1 Plan your milk fundraising activity.

Use the fundraising guide for ideas and resources.

#### STEP 2 Promote the Fuel Up for Milk Challenge.

Make your goal known to students, teachers, parents and staff! Increase awareness on hunger and nutrition in your school. You can remind students about the challenge during morning announcements or in a school newsletter. For example, if a school of 500 students collects \$1/student or \$500, that school will be able to provide 650 gallons of milk to people in need, totaling 10,400 servings!

#### STEP 3 Host your fundraising activity.

Whether your Fuel Up for Milk School Challenge is 4 days or 14 days, it's important to keep the momentum going. Update students on the drive's progress. Talk about nutrition in the classroom and how the challenge is making a difference. Create a thermometer (could be one that looks like a glass of milk!) to track it visually.

#### STEP 4 Visit <https://donatenow.networkforgood.org/fuelupwithmilk> to submit your donation funds.

Funds will be allocated to purchase milk for agency sites in your community.

#### STEP 5 Celebrate and be recognized!

Share your success on social media with the following hashtags:  
**#milkmeansmore #giveback #milkdrive**

#### STEP 6 Thank your supporters and share your success.

**MILK**  
MEANS MORE

Questions? Contact Cortney Freeland at [cortney@milkmeansmore.org](mailto:cortney@milkmeansmore.org).

# Fundraising Guide

# Easy as 1-2-3

# 1

Gather a team to brainstorm and plan your milk drive.

# 2

Set a fundraising goal.

# 3

Plan your milk drive!

Make it fun! • Be creative. • Use eye-catching materials.

Include facts about hunger for advertising.

Visit [www.milklife.com/give](http://www.milklife.com/give) for shareable information.

## Ideas to raise funds:



Organize a coin drive.



Host a spirit day and collect donations.



Create a challenge with another local school.



Send a donation letter to local organizations to solicit donations.



Set up an eat-and-earn at a local restaurant.



Partner with local businesses by putting collection canisters at their location.



Sell an item for a donation. Visit [bit.ly/milkdriveorderform](http://bit.ly/milkdriveorderform) to order giveaways including stickers, tattoos, pencils and more!

**MILK MEANS MORE**