

milk it! FORWARD

School Challenge Fundraising Guide

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 food bank or other shelters in your community.

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.

Ideas to raise funds:



Organize a coin drive.



Host a spirit day and collect donations.



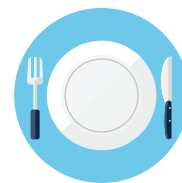
Create a challenge with another local school.



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



Send a donation letter to local organizations to solicit donations.



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