

How to Get Involved in the Great American Milk Drive

Milk can help fuel active and successful school days, but only if students have access to it. Through The Great American Milk Drive, the nation's milk companies and dairy farmers have partnered with Feeding America to help put highly desired gallons of nutrient-rich milk on the tables of students and their families who need it most.

Below are ways your school can take part in this important cause and encourage students to give back to their local communities:

- 1. Host a school-wide holiday milk drive.** Embrace the holiday spirit by holding a school-wide fundraiser for The Great American Milk Drive. Kick off the milk drive with an all-school assembly to generate excitement among students and faculty. Consider decorating for this event with The Great American Milk Drive balloons, available for order [here](#). Collect donations in an empty milk jug in the school office. After the drive, enlist the help of a faculty member to use the money collected to make a donation [online](#) (cash donations are not accepted).
- 2. Organize a school-wide penny war.** In a friendly competition between classrooms, students would work to collect as many pennies as possible in their designated milk jug during the "war." The classroom with the highest total once the coins are counted would receive a special prize. Individual classroom teachers can coordinate the donation, taking the money collected to make a donation [online](#) (cash donations are not accepted).
- 3. Order The Great American Milk Drive banners and posters to hang in school.** Raise awareness for the cause among students and faculty and set a positive precedent for altruistic behavior by decorating school classrooms, cafeterias and hallways with The Great American Milk Drive banners and posters available for order on MilkDelivers.org. Browse the selection to find the materials that best fit your school's needs.
- 4. Order The Great American Milk Drive bracelets and stickers.** Give students a tangible reminder about The Great American Milk Drive by distributing branded bracelets and stickers to the entire classroom – or as a reward to students for a job well-done. Click [here](#) to order for your students.
- 5. Download The Great American Milk Drive trivia for students.** Educate students about hunger and the need for nutrient-rich milk in the nation's food banks through the official The Great American Milk Drive trivia (download [here](#)).
- 6. Post about The Great American Milk Drive on school and district social media channels.** To ensure that nourishing gallons of milk are being delivered to the families in your school's community, post about The Great American Milk Drive on your Facebook and Twitter pages. Click [here](#) for post ideas.

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