

MILK MOOLA and DONUTS to DOUGH



Promoting Milk Moola and Donuts to Dough

More Involvement. More Caps and Price Ovals. More CASH!

Whether it's members, staff, or the community, the key to your organization collecting more caps and bag tops is to promote awareness of your participation in *Milk Moola* and *Donuts to Dough*. Here are a few ideas to raise the level of awareness and excitement and increase your collections.

Contests- Create a challenge between different groups within your organization to see who can collect the most caps, bag tops, or Glazers price ovals. For example, Cub Scouts can pit one den against another, the administrative staff of your organization can take on the rest of your volunteers, and so on. Give the winning group a special incentive such as an ice cream party or a special award such as a fun "traveling trophy" to be displayed. Keep the excitement level going by building a friendly competition.

Moola Match- Utilize local business partnerships by asking area businesses to collect caps on behalf of your organization. Challenge the businesses to match your group's collections. Be sure to recognize the businesses that contribute in your newsletter-further promoting these businesses and their good will.

The Collection Road Show- Promote and provide a *Milk Moola/Donuts to Dough* collection point at all activities outside of your normal location. Fund-raising events, pot-luck suppers, parades, fairs, shows, anywhere your group has a presence are all great opportunities to collect caps, bag tops, and Glazers price ovals while informing the community of your participation in the program.

Cap Drives- Let the communities and areas you serve know that over a period of time, you will be collecting Milk Moola caps, bag tops, and Glazers price ovals. Create a flier to distribute in neighborhoods. Consider distributing an envelope with the fliers and let people know you will return in two weeks to pick up the caps, bag tops, and price ovals- all that is required is that they leave the envelope on their doorstep and a member of your organization will return and take care of the rest. Make sure your flier explains what it is you need (Milk Moola caps and bag tops and Glazers price ovals) and how your organization will benefit from the money raised.

Themed Activities- tie the collection of *Milk Moola/Donuts to Dough* into other related organizational activities for added appeal within the community. For example, Girl Scouts who participate in cookie sales can also promote their collection of caps, bag tops, and price ovals and bill it as the "Milk and Cookie Party." If your group has a booth or activity at a local or county fair featuring livestock competitions or exhibits, connect the "moo-la" theme to your presence-ring cow bells while shouting "taking your Milk Moola caps right here!" Fashion or purchase headband cow horns for members of your group to wear while distributing fliers indicating your group's participation in the program. Have fun and others will remember you!

Goal Setting- It's important to let those participating in and contributing to the program know exactly what your goals are. How much you hope to raise and what you plan on purchasing with the funds show your member, your staff, and the community that you are focused in what you hope to gain and they are more likely to participate when they can envision a tangible result. Be sure to keep everyone informed on your progress. Reminders in your newsletters or a tally board in the office, entry way or on your organization's Web site is a great way to ensure the *Milk Moola/Donuts to Dough* program stays on top of participants minds.