

# 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 students, staff, parents, or the community, the key to collecting more caps, bag tops, and price ovals 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.

**Classroom Contests-** Create a challenge between classrooms or grade levels to see who can collect the most caps, bag tops, and price ovals. Give the winning class a special incentive such as an ice cream party or a free activity hour. Mention the leading classrooms during morning announcements to keep the excitement level going and build a friendly competition.

**Moola Match-** Utilize local business partnerships by asking these 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 take-home 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 extra-curricular activities. School carnivals, book fairs, craft bazaars, bake sales, art shows, athletic events, and music concerts are all great opportunities to collect caps, bag tops, and price ovals while informing the community of your participation in the program.

**Curriculum Lesson Plans-** Encourage the faculty to incorporate elements of the *Milk Moola/Donuts to Dough* program into activities and learning exercises.

*Art classes-* Create posters or drawings depicting the Milk Moola cow. Explore using different mediums such as sponge stamping to create the cow's spots or *felt appliques to create cow artwork with texture and feel.*

*Math lessons-* Incorporate collection counts to demonstrate theories in averages, estimating, greater than/less than, and basic addition and subtraction principals.

*Life sciences-* Discuss the how's and why's of milk production and learn how milk is produced and processed. Tie it all together with a field trip to a dairy.

*Physical education and health classes-* discuss the importance of dairy and fruit-juice products in healthy eating habits.