

# 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.

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*Take your caps to work day-*Ask parents to collect Milk Moola caps and bag tops and Glazers price ovals for their children at work. A daily stop to pick up Glazers donuts, milk, or orange juice can sure add up when it comes to cap and price oval counts. And unlike asking parents to “sell” for their children’s school fund-raiser, Milk Moola/Donuts to Dough is a passive, help-if-you-can program that requires very little effort from busy working parents. No pressure, no obligation, just a great way to increase the number of caps, bag tops, and price ovals your school can collect.

*The Moola patrol-*Reward outstanding accomplishments by placing deserving students in a select group that has extended cap-collecting duties. Members of the Moola Patrol can be assigned to visit classrooms daily to pick up collected cap, bag tops, and Glazers price ovals. A group can also be selected to staff a collection box at parent drop-off and pick-up areas-making it easy for parents to donate their collections. If classroom or grade level contests are in place, one member of the Moola Patrol can read the totals and leaders during the morning announcements. Inclusion in the Moola Patrol should be an honor and a goal students strive for bettering not only their character and behavioral development, but also serving to raise the awareness level of your fund-raising efforts.

*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 parents, students, 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 school newsletters or a tally board in the office or on your school’s Web site is a great way to ensure the *Milk Moola/Donuts to Dough* program stays on top of participants minds.