



The Great American MILK DRIVE

MilkPEP
Milk Processor Education Program



**FEEDING
AMERICA**



**Power Every
Family's
Potential With
Milk's Protein!**

MILK INDUSTRY UNITES TO **ADDRESS HUNGER**

Together, we have created a national campaign that has elevated awareness of the need for milk in America's feeding programs and **provided consumers a simple way to help.**



OUR STORY

1 in 6 Americans face hunger,
including 16 million children.

**MILK IS DESPERATELY NEEDED
IN AMERICA'S FEEDING PROGRAMS
BECAUSE IT'S SELDOM DONATED.**

But you can easily help.

**Join FEEDING AMERICA in
THE GREAT AMERICAN MILK DRIVE,**
the first program to deliver much-needed
gallons of milk — Protein & Vital nutrients —
to the hungry families who need it most.

LOG ONTO WWW.MILKLIFE.COM/GIVE
to learn about the need for more nutritious
foods in America's feeding programs and how
your small donation can make a big impact.

SUPPORTED BY THE STRENGTH OF FEEDING AMERICA



A vast network of
203 food banks
serving **3.2 billion**
meals to **3.7 million**
families every year
in **every county** in
America



WITH A
LOCAL FOCUS





The Great American
MILK DRIVE

milklife.com/give



NATIONAL DAIRY COUNCIL



Elevating Awareness To The Need

COAST-TO-COAST LOCAL EVENTS AND COVERAGE



57
EVENTS



50%
DONATIONS
FROM
RETAIL

20
DAIRY
COUNCILS



30
PROCESSORS



314M
MEDIA
IMPRESSIONS



214K
GALLONS
DONATED –
AND COUNTING



**\$12 Million
Dollar
Investment**



JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

**ONE GALLON
PER PERSON
PER YEAR**

THIS YEAR WE HAVE:

OWNED NUTRITION IN HUNGER DIALOGUE

Elevated the nutrient gap along with the hunger gap, reinforcing importance of more nutritious offerings like milk in national feeding programs.

SHED LIGHT ON MILK SHORTAGE

Exposed barriers that prevent milk from being donated to food banks, validating that milk is one of the most desired – yet scarce – foods needed by families.

REINFORCED MILK'S NUTRIENT CONTRIBUTIONS

Remind America of just how essential milk truly is – packed with 9 vital nutrients, including protein.



THE BOTTOM LINE

(which can drive
YOUR bottom line)

We have a new program that
makes it easy for Americans
**TO BUY INCREMENTAL
GALLONS OF MILK**
for their local Feeding America
food banks ... any time, anywhere.



NATIONAL DAIRY COUNCIL



THREE WAYS TO GIVE

Via Online

Visit milklife.com/give to donate

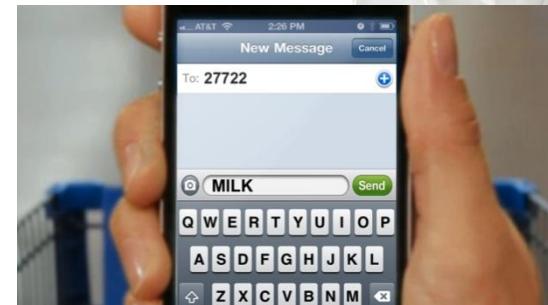
Via Text To Give

Text "MILK" to 27722

Via Local And Retail Events

Customized programs to drive giving in-store

**Donations
Stay Local!**



NATIONAL DAIRY COUNCIL

FEEDING
AMERICA

MilkPEP
Milk Processor Education Program



CHECKOUT PROGRAM: **SELL INCREMENTAL GALLONS AT FULL RETAIL PRICE**

To Start:
A 4-week
execution
calendar
window is
chosen

Program is
messed to
shoppers in
and out of
store (digital,
social, PR, at
the milk case,
at check-out,
front of store)

Shoppers are
asked at
check-out to
donate towards
a gallon of
milk to a family
in need

Donation is
added to the
shoppers'
grocery bills and
funds are
collected to be
converted to
gallons


**At the end of
execution period:**

Make Retail-
Specific coupons
distributed to
food banks for
redemption at
your stores

Direct Donations:
Use funds to
purchase
physical gallons
from your stores
and deliver to
local food banks

"Would you like to
donate a gallon of
milk to a family in
need? Just make a
\$1, \$3 or \$5 donation
today."





Almost 92,000
Gallons have
been donated so
far!

RETAIL EVENTS: **EXAMPLE OF SUCCESS**

A national retail partnership during the month of September –
National Hunger Action Awareness month.

In-store tear pad program
3-week program

Shoppers choose a \$1, \$3
or \$5 tear pad with a scan
code to have their
donation added to their
grocery bill

Marketing support
included front of store
banners, stanchion
signs, in-store table
tents, tear pads at
check-out and
social/digital
representation

800K
Impressions
to date!



Every dollar donated will help provide milk to families in your local community. Based on consumer donations, Feeding America and the dairy industry will deliver enough milk to up to 50,000 vulnerable at-risk populations for one half gallon or more of milk based on local needs. Feeding America logo. Donations to local food banks.



RETAIL EVENTS: **EXAMPLE OF REGIONAL SUCCESS**

A June Dairy Month retail activation in support of the Great American Milk Drive in partnership with the retailer, local DMI group and local processors and farmers.

**In-store check-out
program in 113 stores
in west regional
markets.**

**Processor and Farmer
consumer donation
match overlays.**

**Program kicked off on
June 4th with an in-ad
feature, local mid-day TV
feature and PR event.**

**Full 360 support in
and out of store.**

**\$37,632 donated
plus two industry
matches!**

RETAIL EVENTS: EXAMPLE OF LOCAL SUCCESS

A retail partnership in the Midwest region set up via a processor sales team through the month of June in support of the Great American Milk Drive.

In-store tear pad program in two banners of a regional retailer.

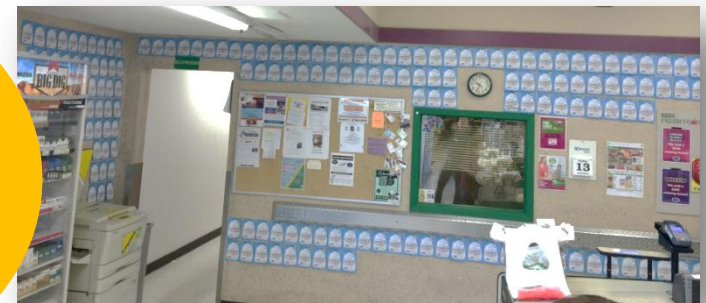
Shoppers choose a \$1, \$3 or \$5 tear pad with a scan code to have their donation added to their grocery bill.

Marketing support included front of store banners, in-store table tents, tear pads at check-out and social/digital representation.

Shoppers recognized for their generosity by displaying their donation tear pad.



\$5,000
of donations
collected by just
8 stores in 7
days! Program
total over
\$12,000.



RETAIL EVENTS: EXAMPLE OF PARTNER SUCCESS

\$30,000 Total!
Donation goal
hit at all 3
participating
retail partners!

At Shelf Card alerts shoppers that with a qualifying CPG brand purchase a donation will be made to The Great American Milk Drive.

Consumer purchases three CPG brand products from retailer partner with their loyalty card.

For each transaction, CPG brand donates one gallon of milk to The Great American Milk Drive up to \$10k per retailer.



Make a **difference** in your **community** with *Kellogg's*

Kellogg's® will donate one gallon of milk to the local **Feeding America®** member food bank of Harris Teeter's choice for every three Kellogg cereals that are purchased through 9/23/14.



Harris Teeter
Neighborhood Food & Pharmacy

FEEDING AMERICA

All (3) boxes of cereal must be purchased in the same transaction with VIC card. Offer valid through 9/23/14. Maximum value of donation is \$10,000.





ON-SITE DONATION COLLECTION: **SELL INCREMENTAL GALLONS AT FULL RETAIL PRICE**

1-3 day events with local retailers and food pantries to collect on-site, immediate donations of milk gallons.

Feature a refrigerated truck at your retail location (truck access could come from retailer, a local processor, or a Feeding America food bank)

Shoppers are encouraged to purchase an extra gallon of milk to deliver directly to the refrigerated truck.

Gallons are purchased and donated immediately to Feeding America Food Pantry.

Processor and/or Retailer has option to immediately match consumer donations.





RETAIL EVENTS: **EXAMPLE OF SUCCESS**

A one day retail activation at three retail stores in support of the Great American Milk Drive in partnership with the retailer and local processor.

Marketing support included banners at dairy case and around store, a press release before event, and local newspaper article before activation

Customized briefing sheet for employees to learn about GAMD and how it relates to the community

Tent outside the flagship store that gave customers free samples of milk

The match donation was communicated in the press release and at the store over the PA system

1,702 gallons were donated from 3 stores in one day! There was also an industry match.



ACTIVATION RESOURCES



The Great American
MILK DRIVE

PLAN ACTIVITY DURING THE KEY HOLIDAY DRIVE PERIOD



WHY THE HOLIDAYS ARE A KEY DRIVE PERIOD:

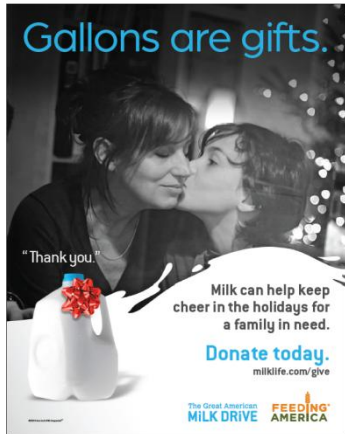
- ✓ Social giving peaks during this time
 - ✓ More than 1/3 of overall charitable giving happens in the last 3 months of the year*
- ✓ The holidays are a peak sales period for milk and a key timeframe to support in your store

WE WILL BE SUPPORTING NATIONALLY:

- ✓ NewsAmerica Shelf Sign Placement in 12,000+ stores in the month of December
- ✓ National Advertising, Social Media and PR Support throughout

LEVERAGE REFRESHED HOLIDAY ASSETS FOR YOUR OWN STORE

Event Banner and Poster



Check-Out and Event Signage



Clings and Wobblers



Donation Tear Pads



E-Blast & Banner Ad



GIVE SHOPPERS A WAY TO SHARE THEIR DONATION

Give your shoppers an I donated on your behalf holiday card insert when they make a donation in-store to share.

Shoppers make a donation in-store to the Great American Milk Drive



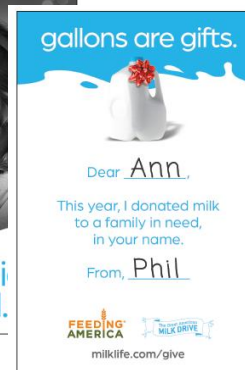
For every donation made, the shoppers receive a holiday insert card that they can take home to personalize



Shoppers write in a recipients name on the card insert showing they made a donation on their behalf



Shoppers can add the insert to the holiday card they are already sending to share the donation and drive awareness of the program



CREATE A FULLY SUPPORTED **GREAT AMERICAN MILK DRIVE** IN YOUR STORE – **How Donations Are Processed**

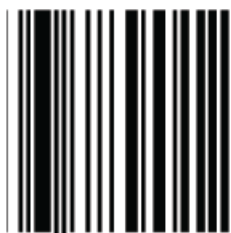


Gallons
are gifts.

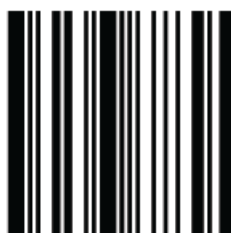
Families who rely on food banks receive less than one gallon of milk per person—per year.

1. Ask your shopper if they would like to donate to The Great American Milk Drive.
2. Shopper can select a \$1, \$5, or \$10 donation.
3. Scan selected donation barcode to add donation to shopper's bill.
4. Thank the shopper for donating.

\$1



\$5



\$10



Custom cashier card for donations



Custom tear pads for donations

CREATE A FULLY SUPPORTED **GREAT AMERICAN MILK DRIVE** IN YOUR STORE

Marketing Support Available for Download and Customization

Web Banners and Donation Bug – Available Now



Clings and Wobblers



Employee Stickers



CREATE A FULLY SUPPORTED **GREAT AMERICAN MILK DRIVE** IN YOUR STORE

Marketing Support Available for Download and Customization

Reusable Shopping Bags



Event Banner and Poster



Check-Out and Event Signage





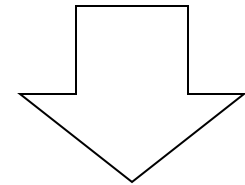
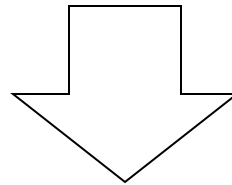
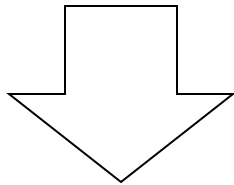
LOOKING AHEAD
TO 2015

2015 STRATEGIC FRAMEWORK

**Own Key Time
Periods**

**Build On Retailer
Existing Programs**

**Set Foundation for
Support &
Sustainability**



June Dairy Month

**September- Hunger Action
Awareness month**

**November/December- Holiday
Giving months**

**Milk is one of the most
requested items by food
banks, but it's one of the least
donated. Retailers already
donate, however, milk is not
always included**

**Encourage Retailers to build
Milk Donations into year round
and seasonal programs**

**Offer Strong messaging and
POS tools to Industry**

**Bring Forth Strong
Partnerships**

**Continue to raise program
awareness**



Sell Incremental Gallons in 2015!

Build Your Own *Great American Milk Drive Program*

- › Engage your Retailers in the cause (MilkPEP can assist in your sell-in)
- › Order generic & custom materials
- › Leverage partnerships to generate additional donations
- › Activate the large local network of Feeding America Food Banks

**For more information on
The Great American Milk Drive
Melissa Malcolm
Mmalcolm@milkpep.org**



QUESTIONS?