



AMERICAN DAIRY
ASSOCIATION NORTH
EAST

Community Dairy Donation Event Planning Tips

Thank you for your interest in supporting your local community with a dairy donation event! Below are tips created by American Dairy Association North East based on our experiences and advice from other successful giveaway programs.

Overall recommendations

- Work with an established food pantry or similar charity to plan your event.
 - Check out [Feeding America](#) to find locations in your area
- Determine if you'll need to have liability waivers for volunteers or if they will be covered through your charity.
- Download our handout, featuring dairy storage tips and smoothie recipes, to share.

Product

- Ask local retailers or processors for product donations
 - Plan how to store and return empty milk crates
- Establish a "Go Fund Me" online fundraising account
- Ask community organizations to contribute money or product
- Be sure to include all donors in your "Thank-you" signage and follow-up
- Clearly identify giveaway "limits" in promotion materials.
 - Are you giving away per family? Per carload?
 - Consider including "while supplies last" or similar language to materials
- Cold days are an advantage to ensure the milk temperature stays cold, however you must prepare as outdoor temperatures start to rise
- Identify storage and refrigeration for the product that will keep the milk at least 35 degrees
- Avoid extended time periods with direct sunlight on the product

Pre-and-post event publicity

- Invite local media.
- Assign a few volunteers to take pictures. Be sure to get permission from participants to use their image! It may be easiest to photograph only volunteers and not capture photos of participant faces.
 - Send a few photos (with captions) to your local media outlets after the event.
Tag @AmericanDairy in your social media posts and use the #UndeniablyDairy hashtag so we can see your good work.
- Consider submitting a letter-to-the-editor after your event, with a wrap-up of your event and thanking volunteers and donors.

Safety

- Be sure all volunteers have appropriate protective wear. Each volunteer should have the following:
 - Face mask
 - No-sew mask instructions found [here](#)
 - At least one pair of gloves
 - Access to hand sanitizer
- Determine traffic flow and direction for drive-through milk distribution.
- Be sure not to interfere with mainstream traffic.
- If you anticipate a large turnout, reach out to your local police department to notify them of the event.

Signage:

- To ensure safety and that all participants are clearly directed, create clear signage.
- Include signage with arrows and indicate that vehicle must either pop their trunks or roll down their windows to avoid participants from getting out of their cars.



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