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.
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.
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
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
OWNED NUTRITION IN HUNGER DIALOGUE
Elevated the nutrient gap along with the hunger gap, reinforcing the 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.
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!
CHECKOUT PROGRAM:
SELL INCREMENTAL GALLONS AT FULL RETAIL PRICE

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

Program is messaged 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.”
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

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

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

Almost 92,000 Gallons have been donated so far!

800K Impressions to date!
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.
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.

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.

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

*blackbaud 2013 Charitable Giving Report
LEVERAGE REFRESHED HOLIDAY ASSETS FOR YOUR OWN STORE

Event Banner and Poster

Check-Out and Event Signage

Cling 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

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.

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

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<th>Own Key Time Periods</th>
<th>Build On Retailer Existing Programs</th>
<th>Set Foundation for Support &amp; Sustainability</th>
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<td><strong>June Dairy Month</strong></td>
<td><strong>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</strong></td>
<td><strong>Offer Strong messaging and POS tools to Industry</strong></td>
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<td><strong>September- Hunger Action Awareness month</strong></td>
<td><strong>Encourage Retailers to build Milk Donations into year round and seasonal programs</strong></td>
<td><strong>Bring Forth Strong Partnerships</strong></td>
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<td><strong>November/December- Holiday Giving months</strong></td>
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<td><strong>Continue to raise program awareness</strong></td>
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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.
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
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QUESTIONS?