

## SCHOOL ACTIVATIONS

Here are three activations to help your FUTP 60 team get started on the Fight Hunger Play. Each activation is weighted based on the time and the resources needed. You and your team may start with light and progress to heavy, choose one, or decide to try different activations at different points of the school year. Don't forget to report your Play on your FUTP 60 dashboard!

### MEDIUM LIFT – WHY MILK: PINTS TO GALLONS

Students will fundraise by collecting coins in empty containers to donate to food banks in their community. The money will go towards purchasing milk for local families.

**Purpose:** This “medium lift” activation provides a fundraising opportunity while showcasing how milk is an excellent nutrition source.

#### Facilitator Tips:

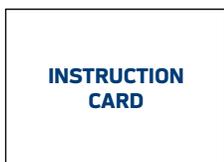
- Have students research and reach out to local food banks
- Discuss logistics for the fundraiser (deadlines, locations, marketing strategy)
- Have students create promotional material for the fundraiser that includes information on the importance of milk for all bodies.

#### What You'll Need:

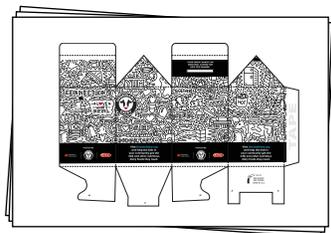
- Bessie Boxes
- Material to promote the coin drive.
- Optional: Other containers to collect coins if you need them

#### What's Included:

- Instruction Card
- 3 Bessie Boxes



x1



x3

## Why Milk: Pints to Gallons Challenge – Instruction Card

**Overview:** Students will use the included “Bessie Boxes” to promote a fundraiser in their school, with the intention of donating the funds to their local food bank. Materials should be created in order to promote the fundraiser!

### Directions:

Help your local food bank get more milk by starting a fundraiser! Food pantries are always in need of milk, but it is rarely donated. As you learned, providing access to nutritious foods like dairy can help stem the effects of food insecurity on a community.

- Start by collecting coins in the provided containers.
- Deliver the coins to your local food pantry.
- You can use other containers to collect even more coins.
- Get creative by promoting your fundraiser with a poster or with help from your school nutrition staff.

### What you’ll need:

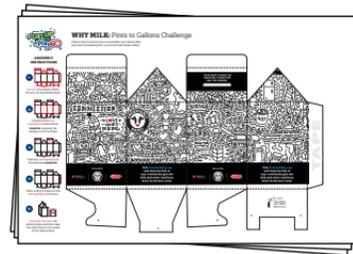
- Bessie Boxes
- Material to promote the coin drive
- Optional: Other containers to collect coins (as needed)

### What’s Included:

- This Instruction Card
- 3 “Bessie Boxes”



x1



x3



**WHY MILK: PINTS TO GALLONS CHALLENGE**  
INSTRUCTION CARD

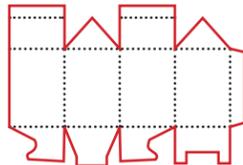


# WHY MILK: Pints to Gallons Challenge

Follow these instructions to assemble your Bessie Box and start fundraising for your local food banks today!

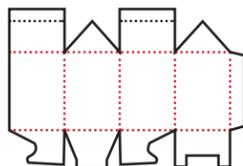
## ASSEMBLY INSTRUCTIONS

1



Cut out your Bessie Bank. Do not cut the dotted lines!

2



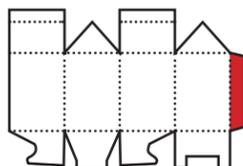
Fold all of the red highlighted dotted lines inwards, keeping the design on the outside!

3



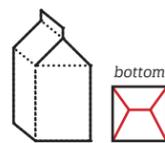
Fold the red highlighted dotted lines outwards.

4

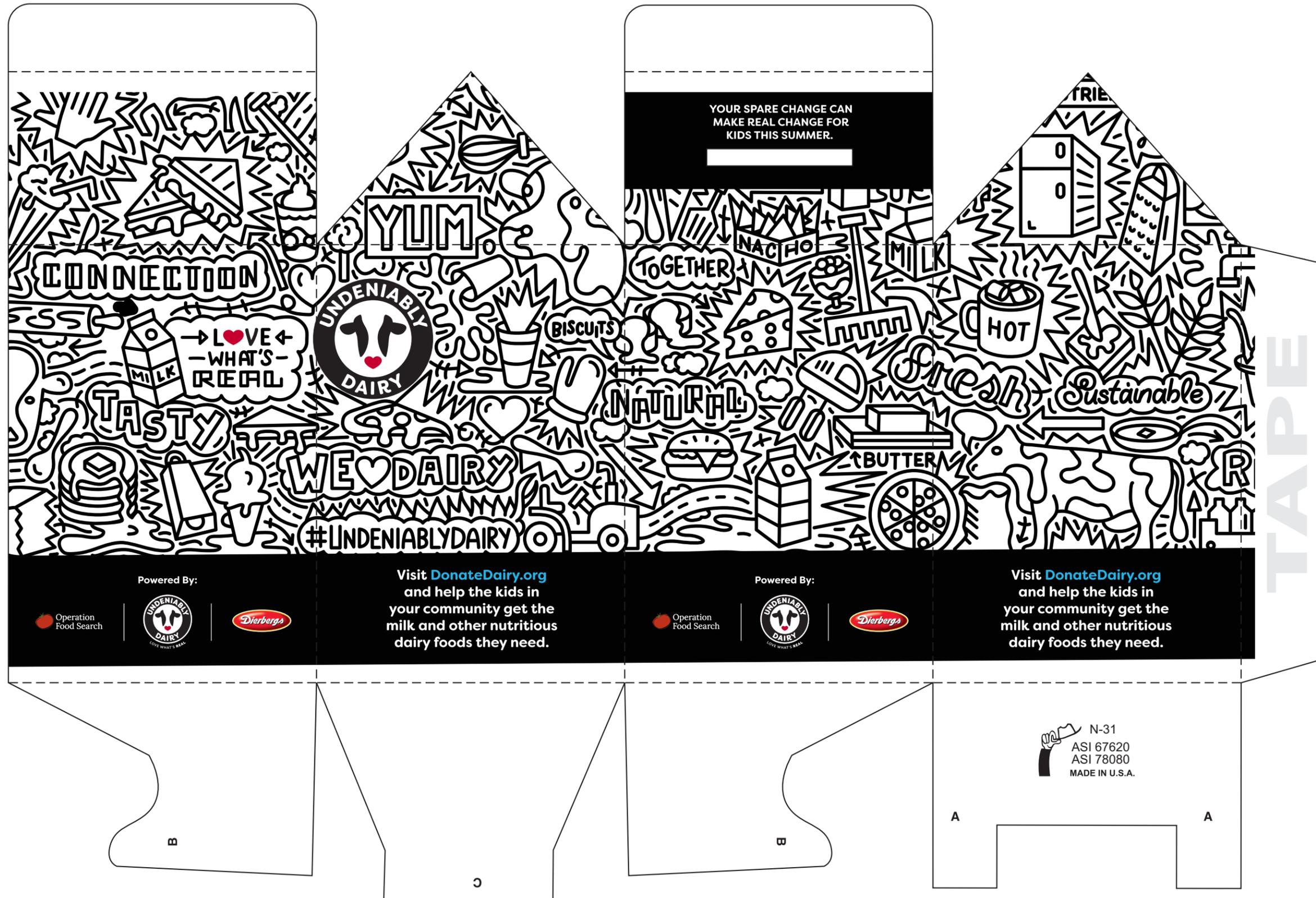


Place a strip of tape on the red highlighted section.

5



Fold and interlock the bottom tabs and then tape the right flap to the inside of the Bessie Box!



TAPE

N-31  
ASI 67620  
ASI 78080  
MADE IN U.S.A.

