YOU ARE A LIFESAVER.

For fragile babies, human milk is lifesaving medicine.

The Milk Bank dispenses carefully screened and pasteurized donor milk to hospitals & NICUs throughout the region. We're grateful to have community partners like you, on our team!
Thank you so much for your interest in supporting The Milk Bank by hosting a fundraising event. Even if you don’t know where to begin, we are here to help. Use this toolkit as a guide to plan and organize your event.

Event fundraiser options are endless, from concerts to barbeques, garage sales, car washes or happy hours. We encourage you to be creative and personalize your fundraiser to what works best for you.

**CELEBRATE** with The Milk Bank at your next birthday or baby shower. Accept donations in lieu of gifts or make a donation in honor of your guests for a favor they won’t forget.

**GET ACTIVE** and organize a walk, run or cycle! Whatever the activity - ask family and friends to sponsor your laps or miles.

**AT WORK** host an employee happy hour or casual dress Friday. Ask your employer if they match donations! Payroll deductions make giving convenient.

**SHOP FOR A CAUSE** and donate a percentage of store or ticket sales to The Milk Bank, to make every purchase go even further.
As Cindy and Mike prepared for the arrival of their first baby, a friend hosted a baby shower. In lieu of favors, they made a donation in honor of their guests for The Milk Bank! The invitations listed Cindy and Mike’s donation to The Milk Bank.

The Milk Bank helped the host by providing signage and table décor at the gathering to tell guests about the gift made in their name.

A donation of $200 was made in honor of the baby shower guests.

'WE WANTED TO HONOR THE NEW BABY BY HELPING ALL BABIES - THAT MEANT A LOT TO CINDY & TO OUR GUESTS.'

Pat Halfman, host

As the guests of honor, Cindy and Mike received a swag bag from The Milk Bank, including t-shirts, a onesie for their little one, and an insulated tote.
SELAH Christian Women’s Ministry organized a month-long walk to raise awareness for The Milk Bank. After selecting The Milk Bank as their philanthropy partner, they shared the mission of The Milk Bank with friends, family and coworkers and requested donations.

While walking together (virtually!) & improving their heart health, they raised donations for our medical relief fund. Tre’ Medical Relief Fund provides medical relief to outpatient families because we believe the ability to pay should never dictate health outcomes.

**SELAH's Christian Women's Ministry raised $1,625 during their walk-a-thon!**

**DURING 2020, TRE'S MEDICAL RELIEF FUND PROVIDED 22,926 OUNCES OF PRO-BONO DONOR MILK!**

The Milk Bank created custom graphics for walkers to share on social media, spoke to walkers during the event & arranged for a tour following the fundraiser.
GETTING STARTED

DEVELOP A PLAN
Brainstorm the type of event you would like to host, chose a date, time and location, and how you will be collecting donations. You are invited to use our peer fundraising platform.

SET A GOAL
Set a goal for your fundraiser. Every donation makes an impact to help deliver donor milk to infants. You can also choose to collection donations from our wishlist.
- It costs $4.50 to safely screen, process and pasteurize an ounce of milk - one ounce provides up to three feedings for a NICU baby!
- A "bridge" of donor milk (40 oz) costs $180, and can cover the gap in milk supply between hospital and home.
- $700 covers the cost to establish a drop off or pick up location for milk donations.

LET US KNOW
Contact us and let us know about your fundraising event. We will provide you with marketing materials, templates, fact sheets about our programs and other helpful tools. Contact us at engagement@themilkbank.org

PROMOTE YOUR FUNDRAISER
Promote your event within your community. You can use email invites, social media, local newspaper or event online community calendars.

MAKE YOUR DONATION
Donations can made online at TheMilkBank.org or sent by mail to:
The Milk Bank • 5060 E. 62nd Street, Suite 128 • Indianapolis, IN 46220

Please be sure to include your contact information and details about the event. We would love to contact you to say thank you and share your event online and in our newsletter. We will send an acknowledgement letter regarding your donation. Our Tax ID is: 20-1662573

SAY THANK YOU
Thank your participants, businesses and donors who helped make the event possible. Social media is a great tool to share your event and express thanks. Be sure to tag The Milk Bank @themilkbank in any social media posts as well.
THE MILK BANK CAN HELP

BEFORE YOUR FUNDRAISER
We can provide marketing materials as well as informational materials about our program. If you are hosting a baby shower, we have a swag bag to send to the parents-to-be! We can help promote your fundraiser on our social media channels, newsletter and website as space allows.

DURING YOUR FUNDRAISER
When requested, and available or appropriate, a representative of The Milk Bank can be present at your fundraising event (in-person or virtually) to answer questions, say a few words and accept donations.

AFTER YOUR FUNDRAISER
We can showcase your event on our social media channels and possibly feature your story on our blog.

TAG US ON SOCIAL MEDIA

@TheMilkBank  @TheMilkBank  @TheMilkBank  @TheMilkBank  @TheMilkBank
INVITATION LANGUAGE
Thank you for choosing to support The Milk Bank in honor of ________'s upcoming baby shower! While we gather to celebrate a life, you are helping save lives by ensuring that the gift of human milk is available to babies in need. https://www.themilkbank.org/donate-money

ADDITIONAL RESOURCES
Use our Partner Toolkit webpage, you'll find links for additional resources, like our logo, fundraising platform and digital images:

- Fundraising Platform: We use GiveButter for peer-to-peer fundraising. You can create a fundraising page and tell your story. Select "Fundraise" to create your page.
- Please refer to us as "The Milk Bank" and use one of the quality versions of our logo found on our Partner Toolkit Page.
- Contact us to request customized resources.

If you have any questions please contact engagement@themilkbank.org or 317-536-1670

Thanks for considering using your time & talents to improve the health of fragile infants!