



# PARTNER EVENT FUNDRAISING TOOLKIT



## **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!



# PARTNER EVENT IDEAS

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.



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



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



**SHOP FOR A CAUSE** and donate a percentage of store or ticket sales to The Milk Bank, to make every purchase go even further.



# EXAMPLE: BABY SHOWER

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.



# EXAMPLE: GROUP WALK

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.

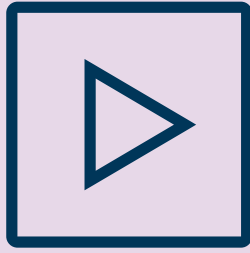
***SELAH's Christian Women's Ministry raised \$1,625 during their walk-a-thon!***

**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](mailto: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](http://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](#)

# RESOURCES

## 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](mailto:engagement@themilkbank.org) or 317-536-1670



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