M.I.L.K. Money
You can make a change for students experiencing homelessness in Northshore.

WHAT IS M.I.L.K. MONEY.................................................................2
DONATION DRIVE INSTRUCTIONS ........................................3-4
TIP AND TRICKS FOR SUCCESS........................................... 5
SAMPLE SOCIAL MEDIA POSTS AND EMAIL..........................5-6
M.I.L.K. MONEY GRAPHICS AND POSTERS.............................7-9

THANK YOU TO OUR SPONSORS

www.NorthshoreSchoolsFoundation.org/milkmoney
Thank you for hosting a M.I.L.K. Money Bottle at your workspace or home to benefit Northshore School District students.

Your donations make it possible for district students struggling with homelessness to receive basic support in the form of clothes, books, fees and school related costs.

Let’s get started

What is M.I.L.K. Money

Championed by three Northshore moms, M.I.L.K (Making an Impact on Learning & Kids) Money raises awareness and supports nearly 200 vulnerable students who don’t have a home to call their own and struggle to keep up in school.

Thanks to this program our support, Joseph had a sleeping bag and a flashlight for Camp Cedar Springs; Angela was able to interview for her first part time job in new business attire, and Helana was able to take the last extra credit to graduate. All made possible by you. Since 2010, M.I.L.K. has provide students with nearly than $50,000 to fund school supplies, school pictures, test fees and graduation fees.

This year we have set a lofty goal of providing $100 of services to every student who is qualifies for McKinney Vento Services*. Our 2017 Campaign Goal is to raise $20,000 help us by sponsoring a bottle or making a donation today.

*The McKinney-Vento Act is federal legislation that has been in effect since 1987 to support children and youth experiencing homelessness. The McKinney-Vento Act defines “homeless children and youth” as individuals who lack a fixed, regular and adequate nighttime residence. The intent of the McKinney-Vento Act is to ensure that homeless children and youth enroll and succeed in school.

The school district receives no funding assistance to provide these programs and relies heavily on Foundation funding to meet the needs of students. Find out more at www.Northshoreschoolsfoundation.org/milkmoney

www.Northshoreschoolsfoundation.org/milkmoney
DONATION DRIVE INSTRUCTIONS

1. Prepare your Bottle
   • Download a copy of the M.I.L.K. Money Label and attach it to any bottle or collection container you want

2. Make it Easy to Donate
   • Have the M.I.L.K. bottle in a central location for people to drop off their change. Place clearly marked containers in highly visible and trafficked areas for your donors to drop off their coins.
   • Ask donors to make checks payable to Northshore Schools Foundation. The Foundation will acknowledge through the mail all gifts for cash, checks, and online donations.
   • Promote the online link where people can give all year long https://24887.thankyou4caring.org/pages/Milkmoney

3. Get the Word Out
   • Most people want to help: they just need to be asked. You can send emails, use postcards or flyers, or post to Facebook, Twitter, and other social media. Let people know at meetings and group gatherings. Host bottle in your office or home and ask guests to donate spare change they might have.
   • Take your drive online and make it easy for people to give by visiting: http://www.northshoreschoolsfoundation.org/milkmoney/
   • Email your friends, family, co-workers and neighbors. Let them know nearly 200 students in the Northshore School District are experiencing homelessness, and with their help, those students will receive the support they need to be successful academically and socially and to allow them to graduate with the same level of success as their peers. Encourage everyone to support this drive with spare coin, a bottle at their business or direction donation to the Foundation.
   • Use social media-it’s a powerful tool to raise awareness; promote your M.I.L.K. Money donation drive, and engage with your community. Like us on Facebook and follow us on twitter. This makes it easy for people to share information about your donation drive.
   • Take M.I.L.K. Money posters to work and post in lunchrooms, high-traffic areas.
• Announce your M.I.L.K. Money drive in a newsletter or at a school, church, team or club meeting.

• Remember the Northshore Schools Foundation is here to help make your drive a success. Invite a member to speak about the impact the M.I.L.K. Money drive has on the students in our community and the positive impact you can make in the lives of these students and their families.

4. Delivery of your Donations
• Once your drive is completed, please contact us at the Foundation by email milkmoney@nsdfoundation.org or phone 425-408-7680 to arrange pick up
• You can always bring your donation to Banner Bank Woodinville or Bothell. (If you drop off your bottle make sure you leave your contact information)

5. Congratulate Yourself on Your Success
• Celebrate your accomplishment
• Don’t forget to thank your donors!
• Post pictures of your donations to Facebook or share your success in your group’s newsletter. If you are sharing publicly, let us know; we want to recognize your great contribution!

Thank you for investing in the lives of these kids, their schools, and community. Your donation makes it possible for disadvantaged students and families to feel the relief of having school supplies, books, clothes, and fees provided for their children.
**TIPS AND TRICKS FOR SUCCESS**

1. Try a virtual drive - Include a link to our M.I.L.K. Money donation page and include it in all posts, flyers, posters, etc.
2. As your church group or book club or scouts etc...to host a bottle for a month

**SAMPLE SOCIAL MEDIA POSTS**

**Sample Facebook Posts**

Looking for a worthwhile cause to support? The Northshore Schools Foundation **M.I.L.K. Money** collects spare change to help homeless students in the district. Will you help?

OR

**M.I.L.K. Money** involves dozens of companies and organizations and hundreds of people supporting disadvantaged students in our district. Your donation will help buy clothes, school supplies, books, and fees. Your help is needed too.

OR

My family is supporting Northshore Schools Foundation’s **M.I.L.K. Money** uses the donation of spare change at local businesses to support students. Will you join us?

**Sample Tweets**

Looking for a worthwhile cause to support? @NSFoundation1 helps #NSDkids #school supplies #milkmoney

Nearly 200 students in the Northshore School District are experiencing homelessness. You can help. NorthshoreSchoolsFoundation1 helps #NSDkids #school supplies #M.I.L.K.money

**SAMPLE EMAIL**

To: Co-workers, friends and family  
Subject: M.I.L.K. Money

Hi Friends,

Whether you have kids in public schools or not, we all benefit from successful public schools. When schools are successful, property

www.NorthshoreSchoolsFoundation.org/milkmoney
values are higher & communities thrive. Northshore Schools Foundation is an organization that is helping to improve the lives of their students and families.

I am raising both funds and awareness for M.I.L.K. Money, a community campaign to help homeless students in the Northshore School District through the Northshore Schools Foundation. Funds from this program support disadvantaged students with basic needs.

When students have the support of excellent teachers, engaged and supportive families and a dedicated community, they are empowered to reach their full potential. Your donation helps fund programs and services that remove barriers to learning by clothes, supplies, books, fees and other related school costs. The Northshore Schools Foundation is supporting these efforts and your gift today will make a difference that will last a lifetime.

Here’s how you can help:
• Donate you extra change into my M.I.L.K. Bottle (located at ____ And dates Available)
• Donate your change at participating businesses in a Milk Money Bottle
• Host a milk money bottle at your home or business
• Spread the word (like us on Facebook or Twitter)
• Make an online donation at https://24887.thankyou4caring.org/pages/Milkmoney

Thank you for supporting students!
Your friendship and support means a lot to me!
Sincerely,

YOU!

www.NorthshoreSchoolsFoundation.org/milkmoney
POSTERS & Graphics

Make some change.

Nothing seems normal when you aren’t sure if you have a bed to sleep in. More than 200 Northshore students struggle every day to learn and thrive while dealing with homelessness.

Northshore Schools Foundation is working to raise $100 per student to provide things those students need to be successful academically and socially and to allow them to graduate with the same level of success as their peers.

Start a change campaign in your home or visit a bottle locally.

nsdfoundation.org

www.NorthshoreSchoolsFoundation.org/milkmoney
M.I.L.K. MONEY

Get involved today at NorthshoreSchoolsFoundation.org

www.NorthshoreSchoolsFoundation.org/milkmoney
Your change makes a difference for homeless students in Northshore.

MAY IS M.I.L.K. MONEY MONTH

Every time you donate, you are Making an Impact on Learning for Kids (M.I.L.K.).

In May, local businesses unite to support the nearly 200 children experiencing homelessness in the Northshore School District, this year.

Your donation of spare change buys school clothes, schools supplies and books as well as yearbooks, school pictures, graduation fees and as other school related costs for our most vulnerable students.

Get involved today at NorthshoreSchoolsFoundation.org

www.NorthshoreSchoolsFoundation.org/milkmoney