



# Getting Started

## 1. Determine parent interest

- Send a brief survey to parents to gauge their interest in participating in the School Milk Program.  
See the [School Milk Program Survey](#) sample survey on the School Milk website.

## 2. Ensure the school has a fridge for dedicated milk storage

We recommend using an “All-fridge” which does not have a freezer compartment – this will give you more space to store your milk.

## 3. Inquire about milk delivery

A list of [milk delivery services](#) available in Winnipeg and rural Manitoba is available on the School Milk Program website in the Coordinator’s Corner.  
Contact one of the services to determine cost of milk and delivery to your school.

## 4. Decide on a payment plan for students

3 options:

- Pay as you go/pay per day (daily cash system),
- Milk tickets/pre-sell milk card where parents pre-pay for milk (see description of [pre-payment systems](#) and [milk ticket and card templates](#) on the School Milk Program website)
- Monthly milk pre-pay plan using weekly schedule (see how to use the [monthly milk pre-payment system](#) and [monthly milk pre-payment order form](#) on the School Milk Program website)

## 5. Communicate to parents

Send a letter home telling parents about your school’s milk program and payment plan. (See Elementary School Milk Program: [Information sheet](#) or [Letter to parents](#) on the School Milk Program website)

## 6. Collect payment (If doing a pre-pay system)

With the letter home to parents, include a monthly pre-payment order form or milk ticket order form and have students return the form and payment to the school. (see [monthly pre-payment order form](#) or [milk ticket order form](#) on the School Milk Program website)

## 7. Set up a milk delivery schedule

Organize quantity (based on step 5) and frequency of milk delivery.



## 8. Register for the School Milk Program

- Determine who will be the school's Milk Coordinator. The Milk Coordinator responsibilities include organizing milk delivery and payment for milk, facilitating the program, & acting as the main contact. The Milk Coordinator can be any school staff member or parent volunteer.
- Register on-line at [www.dairyfarmersmb.ca/school-milk/program-registration/](http://www.dairyfarmersmb.ca/school-milk/program-registration/)
- Once you have registered for the program you will receive a program kit with milk rewards and a program manual.

## 9. Organize milk distribution

- Many schools get students involved by having them help distribute milk. Here's how:
  - If you are using a central milk distribution point, try having more than one line, designating each line to specific grade levels to make it efficient for students.
  - Alternatively, if students eat in their classrooms, designate one student from each class to collect the milk and deliver it to their classroom.
- If using a pay as you go cash system, milk can be sold from a canteen, cafeteria, or lunch program supervisor with student assistance.

## 10. Decide how and when to have milk draws

### How

- Please distribute rewards only to students who participate in the program. All students can participate! Each time a student purchases milk at school, brings it to school from home, or consumes milk at home during lunch hour, he or she can fill out a milk ballot.
- Alternatively, coordinators may decide to keep a list of all students who participate in the program and draw winners from this list of names.

### When

- Draws can be held during the lunch program, at assemblies, or winners may be announced over the PA system.
- We suggest distributing milk rewards equally each month. This can be done on a weekly or monthly basis.
- We recommend the frequency of draws be based on the number of students participating in your School Milk Program. For example, schools with 100-250+ students participating in the program can draw weekly, and schools with 100 students or less can draw once or twice a month.

## 11. Run the program

The Elementary School Milk Program starts the first week of October and ends the last week of May. If your school would like to offer milk outside this time frame, feel free to do so!

Need help? Contact us at [schoolmilk@milk.mb.ca](mailto:schoolmilk@milk.mb.ca)

