MARKET YOUR MILK DEPOT!

Here are some tips and best practices for marketing your Milk Depot.

START POSTING ON SOCIAL MEDIA

Consider connecting with the employee who handles your org's social media to start getting promotions of your Milk Depot into the social calendar.

We recommend posting on Instagram and Facebook at least once a month, more if you're able!

You can see sample posts on the following pages, but some ideas include:

- Photos of donors at your Milk Depot
- Videos of milk donations being shipped out
- Images of brochures, stickers, or other fun swag donors can receive at drop-off

For all images and videos, be sure to have the milk donor sign the milk depot release form and never show donor name or number in visuals.
Donors should be referred to by first name only.

Release Form Here

SHARE MATERIALS

Milk donors will love dropping off donations at your Milk Depot, but only if they know it exists! To help raise awareness, consider:

- Posting flyers/signs throughout your facility as allowed
- Placing flyers/brochures in businesses where mothers may congregate
- Offering to send materials to local mom-centric events--TMB can help with this!
- Sharing flyers/brochures with your affiliated healthcare providers

See all brochures on the next page.

FOLLOW THE MILK BANK

One of the easiest ways to promote your Milk Depot is by sharing posts from The Milk Bank's Instagram or Facebook. Follow us on both platforms @themilkbank to ensure you see our posts. You can share to your org's story or page, or both! Simply add a note about where to find your Milk Depot when sharing the post.

GET MARKETING SUPPLIES

Order any of the supplies below by using our Depot Supplies Form
https://www.themilkbank.org/depot-supplies-form/

STANDARD MILK BANK BROCHURES
ENGLISH OR SPANISH

BEREAVEMENT MILK BANK BROCHURES
ENGLISH OR SPANISH

WELCOME TO PARENTHOOD,
INCLUDES FREE MILK STORAGE MAGNET
ENGLISH

Order Here

The Milk Bank
HUMAN MILK SAVES LIVES

themilkbank.org

engagement@themilkbank.org

@themilkbank

SOCIAL MEDIA TIPS FOR PROMOTING YOUR MILK DEPOT

Use these social posts to drive awareness of your Milk Depot. Questions? Connect with us at engagement@themilkbank.org

TIPS

- When sharing our social posts, include a message specifically about your Milk Depot.
- Always tag us @themilkbank so we may comment & interact online!
- Try to share photos or videos as much as possible--they spur better engagement!

KEY HASHTAGS

#DonorMilk

#Breastmilk

#EveryOunceCounts

#HumanMilkSavesLives

SAMPLE MESSAGING

Milk Depot Awareness

_____ is an official Milk Depot location for @themilkbank! Approved milk donors can drop off their donations during the hours of _____.

Interested in becoming a lifesaving milk donor? Visit themilkbank.org/donate-milk to learn more about how to start your milk donor journey.

Milk Donor Thank You (share alongside photo)

Thank you __(first name)__ for your donation of breastmilk at our Milk Depot. We're so grateful for your dedication to saving infant lives!

Do you have extra breastmilk? Your extra liquid gold can help the most fragile infants thrive. @themilkbank makes it easy to become a milk donor! Learn more at themilkbank.org/donate-milk.

Milk Magnet Post (if you have our Welcome to Parenthood brochure)

Hey mommas! Would a breastmilk storage guide magnet come in handy at your house? Stop by our Milk Depot at _____ to grab one for free!

@themilkbank is happy to gift you one to go on your fridge at home or work. You'll never have to Google the answer again!

SAMPLE MESSAGING CONTINUED

*Note: If copying/pasting the content below, you will need to reenter our tag for our account to populate.

Facebook

_____ is now a milk donation site for approved milk donors from @TheMilkBank! For babies born too small, too sick, or too soon, human milk is lifesaving medicine. _____ is proud to support The Milk Bank's work and make milk donation more convenient & accessible.

Not a donor yet? Get pre-screened online at themilkbank.org/donate-milk or call The Milk Bank at 317-536-1670.

Instagram

_____ is now a milk donation site for approved milk donors from @TheMilkBank! For babies born too small, too sick, or too soon, human milk is lifesaving medicine. _____ is proud to support The Milk Bank's lifesaving work and make #milkdonation more convenient & accessible.

Get pre-screened online at themilkbank.org/donate-milk

Have questions? Call The Milk Bank 317-536-1670 to talk to one of their friendly donor coordinators!

#Breastmilk #EveryOunceCounts #HumanMilkSavesLives #DonorMilk

General

Wondering if there is a place near you to donate breast milk? _____ is an approved Milk Depot site with @themilkbank for your liquid gold!

Check out www.themilkbank.org/donate-milk to find out how you can be a hero for babies and become a milk donor today!

Need help? Have content ideas?
Connect with us at engagement@themilkbank.org