



Marketing Toolkit

Thank you for supporting The Milk Bank and Lifeline of Love. Below are three easy ways you can help spread the word about this new campaign:



Text to Give

Make an immediate impact by sending quick texts (you could email too).

Hey! Did you know that 1 in 10 babies are born prematurely? Many of those babies require safe donor milk to not only survive, but thrive. Will you join me in providing fragile infants a lifeline by donating to The Milk Bank's Lifeline of Love campaign? You can text LifelineofLove to 50155 to make a gift quickly and easily. Thanks for considering!

Hi! I'm trying to raise \$XXX for The Milk Bank's Lifeline of Love campaign. Will you help me keep safe donor milk flowing for families and ensure mothers never stand alone at a moment of need? You can text LifelineofLove to 50155 to make a gift quickly and easily. Thanks for considering!

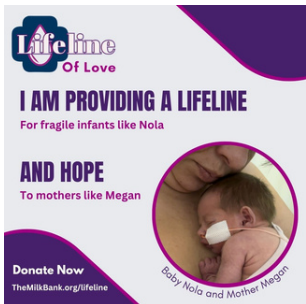
As a supporter of The Milk Bank, I'm excited to share their Lifeline of Love campaign with you. I'm helping them raise \$40,000 to ensure safe donor milk is available for fragile infants during their greatest moments of need. Can I count on you to help us make that goal? You can text LifelineofLove to 50155 to make a gift quickly and easily. Thanks for considering!



Get Social

Spread the word! Copy, paste, and post or create your own! Don't forget to tag @themilkbank, friends, add a photo, or share why it matters to you—your voice makes this powerful.

Download image here: [providing a lifeline](#)



Donor milk saves the lives of fragile babies every day. That's why I'm proud to support The Milk Bank's Lifeline of Love campaign. Join me in making sure no baby goes without this critical care by donating at TheMilkBank.org/lifeline

Every day, new lifelines are needed to ensure babies like Nola come home healthy. Will you please make a gift to @themilkbank today to ensure no family stands alone in their time of need?



Engage with our campaign on social media

Please continue to engage with our campaign! Every conversation, introduction, share, like, comment, and repost matters!

When sharing, you could also use language like: *I'd love to share more about The Milk Bank with you and why it is a cause close to my heart.*

This cause is personal to me. I've seen how donor milk changes lives, and I'd love for you to be part of that with me.