

# New England Dairy Grant Application Guidance and Tips

Thank you for your interest in one of our dairy promotion grant programs. We have moved to a general [online application](#) for school dairy grants and no longer have individual program specific applications. Please carefully review our grant program guidance before you prepare and submit an application.

## GENERAL TIPS

### Programs & Application

- Funding is limited. Grants are competitive and awarded based on the strength of the plan and it's potential for impact.
- Schools may only apply for one program at a time.
- Proposals should increase access to school meals, promote dairy sales, and include feasible marketing/promotion and student engagement plans. Learn how others have successfully implemented grant programs on our [Success Stories](#) page.
- Incomplete applications, those with vague answers, and do not address program specific requirements described below will not be considered for funding.
- If awarded, schools/districts will need to provide information about their granted programs. Failure to submit the required items by established deadlines will put future New England Dairy funding at risk. Required data/information includes:
  - Signed LOA
  - Baseline, initial, and final data
  - Three to five photos of the active program. (Students can be omitted from photos if privacy rules are applicable.)
  - A completed final narrative report
- Equipment from our previous equipment package grants can be purchased through Hubert. Please contact Trevor Bentley at Hubert to get equipment/shipping price estimates for your grant program application and mention you are applying for a New England Dairy grant.

*Trevor Bentley, Education Account Executive*  
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### Marketing & Promotion Plan

- Each grant program will include printed marketing resources. More details about these resources as well as digital options are described below.
- Applicants must identify at least one marketing activity to support their program. Options include: announcements, holding a lucky tray/bag/cup contest, conducting taste tests or identifying their own activity.
- Additional marketing activities and promotion ideas can be found on our [Education & Promotion](#) webpage or program specific pages linked below.
- For marketing signs associated with our previous grant packages, please reach out to [Imagine Your Space](#)

# New England Dairy Grant Application Guidance and Tips

## Breakfast Expansion

- **Purpose:** Supports programs wanting to expand school breakfast service outside of the cafeteria.
- **Allowable Costs:** Carts, kiosks, portable milk coolers, additional signs & marketing, food for taste tests only, and other items needed to serve breakfast.
- **Marketing Resources:** One printed [custom Grab & Go Breakfast poster](#) per school and [giveaway incentive for students](#).
- **Note:** Applications must include a description of how you will keep milk cold when served in an alternate location in your program plan description.
- Find inspiration and additional marketing activity ideas on our [School Breakfast webpage](#).

## Bulk Milk

- **Purpose:** Supports programs wanting to serve milk from a bulk dispenser.
- **Allowable Costs:** Bulk milk dispenser, signs & marketing, food for taste tests only, and other items needed to serve bulk milk.
- **Marketing Resources:** One printed [custom Bulk Milk poster](#) per school, one roll of [I Love Milk stickers](#), and [giveaway incentive for students](#).
- **Note:** Applications must include the processor/distributor who will supply your bulk milk along with the variety of milk you will offer in your program plan description.
- Find inspirations and additional marketing activity ideas on our [Bulk Milk webpage](#).

## Customization Station

- **Purpose:** Supports programs wanting to implement a “build-your-own” style station featuring dairy foods.
- **Allowable Costs:** Hotel pans, serving utensils, food for taste tests only, and other items needed to create a food bar.
- **Marketing Resources:** One printed [Customization Station Marketing Kit](#) per school (while supplies last), one roll of [I Love Cheese stickers](#), and [giveaway incentive for students](#).
- **Notes:**
  - Preference will be given to applications who offer dairy foods more frequently.
  - Applications must include the dairy-based bars you will offer and how frequently they will be on the menu in your program plan description.
- Find inspiration and additional marketing activity ideas on our [Customization Station webpage](#).

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## Expanding Milk Options

- **Purpose:** Supports programs wanting to expand milk options available to students with meals, including whole and/or 2% milk.
- **Allowable Costs:** Milk refrigeration unit, signs & marketing, milk for taste tests only, and other items needed to add new milk options.
- **Marketing Resources:** One printed [Whole and/or 2% Milk poster](#) per school, one roll of [I Love Milk stickers](#), and [giveaway incentive for students](#).
- **Note:** Applications must include the milk you plan to offer in your program plan description.
- Find inspiration and additional marketing activity ideas on our [School Milk webpage](#).
- For a quote on the cow-spot milk coolers we previously provided through the Chill Out with Cold Milk program, please contact Alex or Amanda at Cooler Management 1 (847) 847-7100 or email at:

Alex Hettrick [alex@coolmgt.com](mailto:alex@coolmgt.com) Amanda Bergevain [amanda@coolmgt.com](mailto:amanda@coolmgt.com)

## Hot Chocolate Milk

- **Purpose:** Supports programs wanting to offer milk as warm beverage as part of one or more meal programs.
- **Allowable Costs:** Insulated beverage dispensers, signs & marketing, milk for taste tests only, and other items needed to add the hot chocolate milk program
- **Marketing Resources** (included with grant award): One printed [Hot Chocolate Milk Marketing Kit](#) per school (while supplies last), one roll of [I Love Milk stickers](#), and [giveaway incentive for students](#) in addition to the grant funding.
- **Note:** Preference will be given to schools who offer hot chocolate milk more frequently and use different flavors, find [DIY flavored milk recipes here](#).
- Find inspiration and additional marketing ideas on our [Hot Chocolate Milk webpage](#).

## Smoothies

- **Purpose:** Supports programs wanting to offer dairy-based smoothie made with milk and/or yogurt with school meal programs.
- **Allowable Costs:** Blenders, buckets, signs & marketing, food for taste tests only, and other equipment needed to start a smoothie program.
- **Marketing Resources:** One printed [Smoothie Marketing Kit](#) (while supplies last) and [giveaway incentive for students](#). Our [Taste Test Toolkit](#) can be downloaded as needed.
- **Note:**
  - Preference given to schools include smoothie more frequently on menus.
  - Applications must include how much milk and yogurt will be in each smoothie in your program plan description.
- Find inspiration, additional marketing activity ideas, and recipes on our [Smoothie webpage](#).

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## Other Dairy Program

- **Purpose:** Supports programs wanting to offer other dairy based menu items not covered by any other grant description listed here.
- **Allowable Costs:** Signs & marketing, food for taste tests only, and other equipment needed to start your program.
- **Marketing Resources:** [Giveaway incentive for students](#). Additional free posters are available to download or order through our [Resource Library](#) and [Online Catalog](#).
- **Note:** Applications must provide a detailed description of your program including what dairy food you will use, and how often it will be available to students in your program plan description.

## Smart Swaps Menu Addition

- **Purpose:** Supports programs wanting to add Smart Swaps breakfast or lunch recipes to your menus.
- **Allowable Costs:** Kitchen equipment needed to produce selected recipes from the Smart Swaps program, signs & marketing, food for taste tests only, and other equipment needed to start your program.
- **Marketing Resources:** One printed [custom Grab & Go Breakfast poster](#) per school and [giveaway incentive for students](#). Our [Taste Test Toolkit](#) resources can be downloaded as needed.
- **Note:**
  - Preference given to schools include Smart Swaps recipes more frequently on menus.
  - Applications must include which recipes you plan to add to your menu initially and how many times a week you will feature those recipes at breakfast and/or lunch in your program plan description.
- Find inspiration, additional marketing activity ideas, and recipes on our [School Breakfast webpage](#).

## Summer Meals

- **Purpose:** Supports increasing participation in summer meals programs.
- **Allowable Costs:** Insulated coolers and totes, delivery vehicle wraps, signs & marketing, food for taste tests only, and other equipment needed to start your program. *Rental of refrigerated vehicles or storage for the summer is NOT an allowable cost.*
- **Marketing Resources:** [Giveaway incentive for students](#). Additional free posters are available to download or order through our [Resource Library](#) and [Online Catalog](#).
- **Note:** Preference given to programs that request equipment that will also be used during the school year. If you have a plan to do this, include it in your program plan description.