



## FREQUENTLY ASKED QUESTIONS

### WHAT KIND OF EQUIPMENT IS AVAILABLE?

The BUILT program can be implemented in various ways, and the equipment will depend on the type of program you choose. Currently, our BUILT programs operate based on two main models:

- A cooler within the weight room or athletics department with various milk sizes available
- A bulk-milk dispenser machine

### DO WE RECEIVE FREE MILK ALONG WITH EQUIPMENT SUPPORT?

No, the school is responsible for sourcing the milk for the program; however, there are several ways to purchase milk:

- Partner with your Child Nutrition Department to purchase milk through them
- Conduct your own bid process with a local processor
- Collaborate with your local grocery store

### HOW CAN WE GET FUNDING TO PURCHASE MILK?

Work with your booster club or school to host fundraising events, such as:

- Car washes, golf tournaments, yard sales or bake sales to engage parents and the wider community
- Raffles or auctions for donated items, like gift baskets, signed sports memorabilia or local experiences
- Promote and sell school-spirit clothing and accessories throughout the year, especially during major sports seasons
- Sell snacks, drinks and team-branded apparel at games and events



## WHAT IF WE WANT TO PROVIDE MORE THAN JUST MILK?

There are many ways to ensure your student-athletes can fuel their bodies and minds for success. Explore adding to your chocolate milk program by partnering with your Child Nutrition Department to:

- **Provide an after school snack**
- **Provide a supper meal**
- **Provide summer meals for long practices and two-a-day workouts**
- **Ensure you are promoting access to school meals such as breakfast and lunch**

If scheduling conflicts arise, collaborate on ways to provide meals at alternative times, such as second chance breakfast.

## WHAT OPTIONS ARE THERE TO TAKE MILK OFF-SITE TO GAMES?

Providing chocolate milk after a game is a great way to fill the recovery gap. There are a number of ways to bring this nutritional powerhouse to game day, such as investing in some lightweight portable coolers or soft-sided coolers, either with the same chocolate milk you normally serve, or with a shelf-stable option.

## ARE THERE RESTRICTIONS AROUND WHEN AND HOW MUCH MILK WE CAN PROVIDE TO OUR STUDENT-ATHLETES?

If you're providing milk free-of charge, it will be your discretion to determine when and how much milk you would like to make available to your student athletes. We do recommend collaborating with your Child Nutrition Department and School Wellness Specialist to determine best practices and ensure compliance with school meal rules and regulations.

## ARE THERE ANY ADDITIONAL RESOURCES OR EDUCATIONAL MATERIALS PROVIDED?

Yes. The BUILT program can provide excellent resources. Not only fueling your student-athletes but also educating their families on sports nutrition can be a game-changer for your program.



## GOT MORE QUESTIONS OR IDEAS?

Connect with your school wellness specialist today at [DairyMAXRepFinder.org](https://DairyMAXRepFinder.org)