



# 13<sup>th</sup> Annual Statewide Legal Food Frenzy



The Young Lawyers Division of The Virginia Bar Association and the Federation of Virginia Food Banks invite you to participate in the thirteenth annual Legal Food Frenzy!

To date, the Legal Food Frenzy has raised the equivalent of more than 17 million pounds of food. Help us raise even more by registering your firm, legal department, law school, or individual practice today. Winners will be recognized at a special award ceremony in Richmond.

## **CAMPAIGN DATES:**

April 15 – 26, 2019

## **REGISTRATION OPEN NOW:**

[www.legalfoodfrenzy.com](http://www.legalfoodfrenzy.com)

## **EXCITING CHANGES for 2019!**

For the first time in 13 years, we are changing up the rules so there are more opportunities to win!

The winning small firm (1 – 24 people) and large firm (25+) from each food bank service area will receive statewide recognition.

The firm that gives the most per capita (minimum 5 person office, including support staff) across the state will win the coveted AG Cup.

There will be one statewide winner, respectively, for the categories of Legal Department, Law School, and Government & Public Service.

Each individual branch will compete against other firms in their region rather than “rolling up” to one HQ office. Points from multiple offices will not be tallied together for the purposes of statewide recognition. This allows for individuals to know that their support is staying in the local community.

500 bonus points for signing up as an office to volunteer.

1000 bonus points for referring a firm that did not compete on 2018.

## **Questions? Want to learn more?**

Anna Goltz | [agoltz@faswva.org](mailto:agoltz@faswva.org) | (540) 444-2941  
Feeding America Southwest Virginia



## PROGRAMS & PARTNERSHIPS

Feed & Read with Roanoke City Libraries

Café-to-Grow Kids Food Truck

Mobile Food Pantries

Senior Nutrition Boxes

Harvest Home Community Kitchen

Veggie Mobile

Culinary Arts Workforce Development at our newest facility,  
the Community Solutions Center

## Your local food bank – Feeding America Southwest Virginia



Our service region: 26 counties, 9 cities – 12,400 square miles



## HOW DOES MY OFFICE COMPETE IN THE LEGAL FOOD FRENZY?

### 1. Register

- Register online: [www.legalfoodfrenzy.com](http://www.legalfoodfrenzy.com)

OR

- Call Anna Goltz at 540-494-9039 or email: [agoltz@faswva.org](mailto:agoltz@faswva.org)

### 2. During April 15 – 26, 2019

- Collect Money. . . . . Every dollar = 4 pounds
- Collect Food. . . . . Every pound = 1 pound
- Volunteer . . . . . Earn bonus points

## RULES, CATEGORIES, & AWARDS

Each individual branch will compete against other firms in their region rather than “rolling up” to one HQ office. Points from multiple offices will not be tallied together for the purposes of statewide recognition. This allows for individuals to know that their support is staying in the local community.

### Statewide Recognition & Reception in Richmond

Southwest Virginia - Small Firm	(1- 24 people, most raised per capita)
Southwest Virginia - Large Firm	(25+ people, most raised per capita)
Legal Department	(most raised per capita)
Law School	(most raised per capita)
Government & Public Service	(most raised per capita)

### Local Recognition & Press Releases in Southwest Virginia

Rookie of the Year	(most raised per capita)
Spirit Award	(highest percentage team participation)

## EXTRA CREDIT – BONUS POINTS!

- **Early Bird Registration by March 31.**  
= 100 bonus points towards the State awards
- **“Go Orange” Bonus:** Send pictures of your team wearing orange during Hunger Action Month (September) to [agoltz@faswva.org](mailto:agoltz@faswva.org)  
= 100 bonus points towards the State awards
- **Volunteer Shift Bonus:** Before the end of the drive (April 26) sign up a group to volunteer. Shift may be completed at a later date. View the full schedule online: [www.faswva.org/volunteer](http://www.faswva.org/volunteer).  
= 500 bonus points towards the State awards
- **Referral Bonus:** recruit an office that did not participate in Legal Food Frenzy 2018. The new firm must acknowledge the referral upon registration.  
= 1,000 bonus points towards the State awards

## IDEAS FOR A FUN FOOD FRENZY

### **Dress Down Day**

If you bring in a certain number of food items, you may wear casual attire.

### **Potluck Day or Chili Cook-Off**

Everyone brings a dish for lunch and in order to gain entrance you must bring a certain number of food items or pay an admission fee.

### **Costume Theme Day**

Create a theme, for example, "Mardi Gras" or "St. Patrick's Day Parade". If you bring in a certain number of food items or cash amount, you may dress for that theme.

### **Food Theme Day**

Challenge co-workers to bring in as many different food items as possible in a certain category. For example, peanut butter, soup, or food for children in a particular age group. Whoever has the most different types of food within the category wins a prize.

### **Lunch for the Hungry Day**

Everyone contributes what they would normally spend on lunch.

### **Raffles & Mystery Boxes**

Employees who participate in the drive are entered into a raffle. Alternately, have several mystery boxes with prizes – some grand, some silly – which will be given away via raffle.

### **Totals & Goals**

Announce how many meals/pounds of food you would like to collect. An easy way to do this is to set a goal for each employee and multiply by your total head count. An average meal is 1.2 lbs. Each dollar provides 6 meals. Challenge an executive to perform an outrageous activity if the goal is met. Display in high traffic areas or send all-office emails to keep people up-to-date.

### **Friendly Competition**

Conduct non-monetary waging and/or email wars between law firms or departments.

### **Rewards**

Have rewards for staff members who donate more than 20 cans or \$100. Rewards might include a dedicated parking space, bonus 4 hours of leave, or having a car detailed by the vendor who cleans company cars.



### **Matching Gift Challenge**

One local firm is offering a matching donation of up to \$50 per each employee who gives!

### **Client Solicitations**

Tell the foodbank story and ask for donations via Facebook, LinkedIn, email, or in person. If you would like to have your own dedicated online giving page, the food bank can help you set one up. Contact Anna Goltz (agoltz@faswva.org).

### **Silent Auction**

Ask staff to donate items and then auction them off over the duration of the food drive.

### **Pie Throw**

Recruit several good-natured executives or class clowns willing to get a whipped cream pie in the face. Employees bid for the honor of throwing the pie and/or preparing the whipped cream, syrup, sprinkles, etc.. Executives may want to buy their way out if the pie looks messy enough! Charge admission of a donation or number of food drive items for everyone else to come see the big event.

### **Other**

Bake Sales – Gift Card Raffles – Ice Cream Socials – Casino Night – Family & Friends Neighborhood Food Drive – Office game nights

### **Need Help Brainstorming?**

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