



2023 TOOLKIT

April 17th - 28th

Join the Competition

Register online at <http://www.legalfoodfrenzy.com/>

Contact Christina Bosco - 757.596.7188 ext138 | cbosco@hrfoodbank.org

Competition Categories

- Regional Organizations (1-99 Employees)
- Large Firms (100+ Employees)
- Law Schools
- Government / Public Service Firms
- Corporate Legal Departments

***Firms and organizations with multiple locations:*

- » *If a firm has offices in different regions, please register each office independently in each region.*
- » *If a firm has multiple locations within a region, please register only one location & direct all support through that office. Please be sure to accurately reflect the total number of employees to that office upon registration.*

Competition Awards

Regional Awards

- 1 organization with 1-99 employees
 - » Total amount raised per capita

Statewide Awards

- Attorney General Cup
 - » Total amount raised per capita (min. 5-person office)
- 2 Large Firms
 - » Total amount raised per capita + total giving amount
- 2 Government / Public Service Firms
 - » Total amount raised per capita + total giving amount
- 2 Corporate Legal Departments
 - » Total amount raised per capita + total giving amount
- 2 Law Schools
 - » Total amount raised per capita + total giving amount

***Winners will be announced in a statewide zoom call at the end of May. More details to come. Mark your calendars!*

How to Get Points

- 4 points – for every dollar donated
- 1 point – for every pound of food donated
- 100 points – if register by March 31, 2023
- 500 points – for signing up to volunteer as an office
 - » The event must be scheduled by 4/28/2023
 - » The event must happen by 5/31/2023
 - » Email both cbosco@hrfoodbank.org & ajordan@hrfoodbank.org to set up your event.
 - » Can only get bonus 500 points one time
- 1000 points – refer a new firm
 - » The new firm must recognize the referring firm on its registration and must participate in the competitions for the referring firm to receive bonus points.

Collect Funds

Through our bulk purchasing capacity, food sourcing relationships, and food donations, every \$10 provides 30 meals to our neighbors struggling with food insecurity.

- Cash
- Checks made payable to the Virginia Peninsula Foodbank
- Create your own personal giving page that you can share with friends, family, clients, etc. Make sure to let everyone know to pick your organization!
Go to <https://justgiving.com/campaign/2023LFF> to get started. Will attach directions.

***For official acknowledgements and tax credit, we will acknowledge directly who made the check or the online donation. We will acknowledge the firm or the organization for all cash donations, unless specified otherwise (will need name and address).*

***All donations must be turned in by Friday, May 5, 2023 by 4pm.*

Collect Food

- Non-perishable items will be weighed at the warehouse during the competition, and the results will be tabulated into points. 1 point for every pound.
- Most needed items refer to attached graphic.
- For food collections, you are not required to use any specific box. Feel free to use leftover Amazon boxes or copy paper boxes.
 - » If you need supplies, we have them at:
 - Our warehouse: 2401 Aluminum Ave, Hampton, VA 23661
 - E-Commerce Self-Storage: 1708 Todds Ln, Hampton, VA 23666
 - AAAA Self-Storage: 217 Harpersville Rd, Newport News, VA 23601
 - AAAA Self-Storage: 12445 Warwick Blvd, Newport News, VA 23606
- Turn in food donations:
 - » Drop off food M,T,R,F 8am-4pm or W 11am-4pm at 2401 Aluminum Ave, Hampton, VA 23661.
 - » You can even come for a tour! Schedule a tour in advance by emailing cbosco@hrfoodbank.org
 - » Schedule a pick up if have over 300 items (4 large Foodbank boxes or 12 small foodbank boxes) by emailing cbosco@hrfoodbank.org
 - » Need other accommodations, email cbosco@hrfoodbank.org

***All food donations must be at the Foodbank by Friday, May 5, 2023 by 4pm.*

Leader Board

The Federation of Virginia Foodbanks will have a leader board to show how legal entities all across the state are doing. They will update it five times over the course of the two weeks.

Important Dates

Registration Begins	March 1
Early Registration Ends	March 31
Legal Food Frenzy Competition	April 17 - April 28
Leader Board Update 1	April 21
Leader Board Update 2	April 26
Leader Board Update 3	April 27
End of Competition	April 28
Donations Due	May 5, 4pm

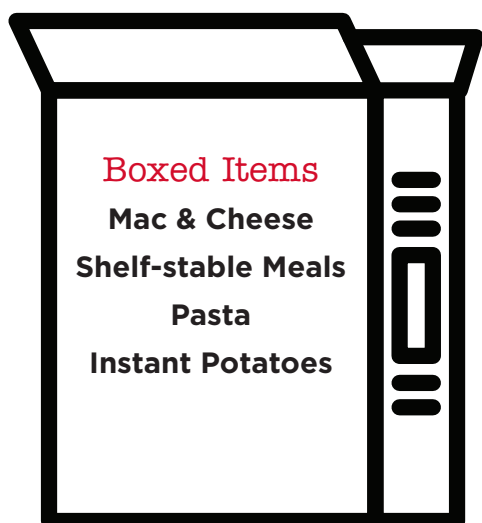
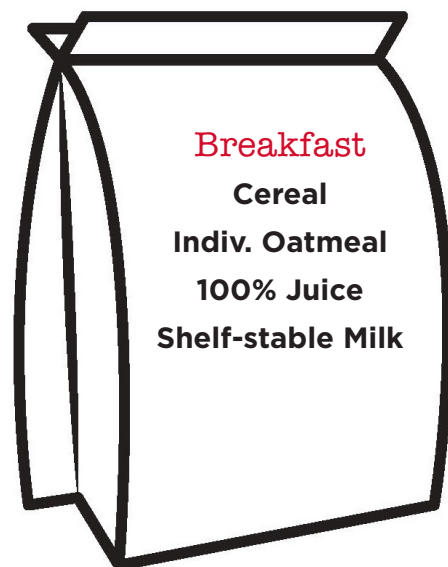
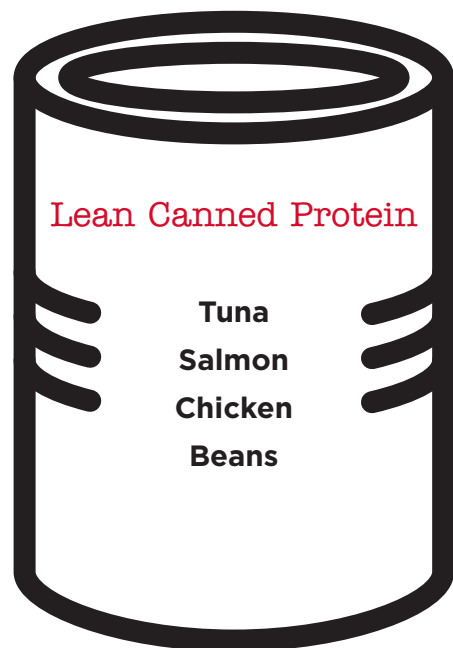
JustGiving™

JustGiving is an online platform that allows you to easily create a page, personalize it, share it, and keep track of donations. It's the perfect way to start your fund campaign.

Here are step-by-step directions:

- Go to: <https://justgiving.com/campaign/2023LFF>
- Click "Start Fundraising."
- If you don't have an account, it will prompt you to create one.
- If you do, select the category that best fits what you are wanting to do. If you are unsure, select "do your own thing."
- Select event type: an appeal for a charity.
- Type your unique event name. Be creative!
- Include event date only if it's necessary for your records.
- ONLY check the "in memory of someone" box, if you are doing this on behalf of someone who has recently passed.
- Create your fundraising web address that you get to share with your friends. It will be the URL that you share so that people can donate to your specific page.
- You can select opt-in or opt-out of receiving further communications.
- Click create your page!
- Now you get to personalize everything from here on out. You can add photos, goals, description, etc. Have fun making it uniquely yours.
- Share your page with everyone you know. Email it, post it on social media, text it. The more you share about what you're doing and why it's so important will inspire others to share.

Shopping List



IN 100% JUICE/WATER - WHOLE GRAIN - LOW SODIUM - LOW SUGAR PRODUCTS PREFERRED

Fundraising Ideas

Host a Happy Hour – Host a happy hour at your office! Sell drinks and have the proceeds go towards the Foodbank while you have some after-hours fun and get to know your co-workers.

Bidding Wars – Start a bidding war for a range of opportunities – from getting the chance to throw a pie at a select member of your management team to scheduling your boss to do a task for you. Have some envelopes to stuff? Now you have help!

Challenge Your Neighbors – Have an office in another city? Challenge them to see who can give the most to their local charity. Know other teams in your building that are up for the challenge? Don't hesitate, send them an email right away (and earn bonus points if they compete)!

Match Your Gifts – Double Your Impact! Check if your company matches employees' charitable donations.

Trivial Pursuit – Create teams of three or four with an entry fee per team. Sell "Get Out of Jail" passes that teams can use when they don't know the answer.

Theme Fridays – Select days when colleagues make a donation to "dress down". Try the opposite... Formal Friday has been a crowd favorite.

Bake Sale – Don't limit it to baked goods. Your teams have all kinds of cooking skills!

Raffle / Silent Auction – Raffle off parking spots, tickets to sporting events or concerts, bottles of wine, a weekend get-away...the options are endless!

Piggy Back – Add a collection to another planned event like a meeting, luncheon, or pancake breakfast.

Donation Bag Distribution – Distribute grocery bags or boxes to participants and ask them to bring them back with items from our shopping list.

Themed Food Drives – Designate days of the week for specific foods, i.e. Macaroni Monday, Tuna Tuesday, Wheaties Wednesday, and Baby Formula Friday.

Let's Vote – Whether it is choosing a theme for a year-end celebration or voting for the best holiday outfit, let your group share their opinion by donating food. Label a collection box for each option participants are able to vote for. Each food item placed into the box equals 1 vote.

Scavenger Hunt – Create a scavenger hunt in order to collect the most needed items.

Dog Days – Contribute a donation to bring your furry friends to work.

Fundraising Ideas

Feed it Forward – Do you ever offer complimentary lunch? Would someone from your organization be willing to prepare and donate a lunch for everyone? Ask your supporters to donate the cost of the meal they get for free to the Foodbank.

BINGO – Make BINGO cards with some of our most needed items. See who can get BINGO first!

Lottery for Loot – Set either a donation amount met or number of cans brought in to earn a ticket and have a drawing. The winner wins a prize (gift card, movie tickets, etc.).

Game / Movie Night – Host a board game or movie night and ask for donations of food and funds for entry. Make it a full party by providing refreshments or having it potluck-style.

Lose the Latte / Brown Bag It – Skip that run to the coffee shop and buy a meal for a hungry neighbor. Ask participants to bring their lunch instead of eating out and donate what they would have spent to the drive.

Mobile Concession Stand – Need some caffeine or a snack around 3:00? Send a concession cart through the office to provide that mid-day boost and collect monetary donations.

Daily Total Talk – Display daily totals in high-traffic areas to keep people motivated.

Friendly Competition – Divide the office in to different teams. The team that collects the most donations gets bragging rights until next year's competition!

Branded Merch Sale – From custom t-shirts with your logo, to hats, coffee mugs, and water bottles, there are plenty of items you can sell! Selling merchandise during a fundraiser or volunteer engagement can help you raise extra money. Plus, a crowd of people all wearing the same shirts can drum up excitement about your fundraiser!

50/50 Raffle – The 50/50 raffle works like any other raffles – except the winner gets half of the funds you raise and the Foodbank gets the other half. Open the raffle up to families and friends.

Envelope Fundraiser – Have someone number the envelopes and post them on the bulletin board in a centralized location. Donors can simply choose the envelope that corresponds with the amount they want to give and place their donation inside the envelope.

International Food Festival – Global food culture is more popular than ever! Your international food festival can be potluck-style, where each participant volunteers to bring a home-cooked dish, or you can reach out to local restaurants and invite them to participate.