

**Alabama Legal Food Frenzy**  
**April 20 - May 4**  
**FIRM CHAMPION RESOURCES**



Thank you for agreeing to be a Firm Champion for the 2021 Alabama Legal Food Frenzy! We are so happy that your firm is raising food and funds for your local food bank.

The Alabama State Bar and the Alabama Food Bank Association have joined forces to create a friendly food and fund drive competition among Alabama law firms, law schools and legal organization to support the Feeding America food banks in Alabama.

Over 50% of Alabama's public school children are eligible for free and reduced lunch. The Legal Food Frenzy provides a much-needed supply of food and funds to Alabama's regional food banks to help the families of those kids during summer months when schools are closed. The Legal Food Frenzy is timed to help meet that demand. Now, more than ever, these programs are extremely critical as more families find themselves struggling due to the impacts of COVID-19. In fact, in 2020 more than 10,000 Alabama children received meals from the Alabama Food Bank Association meal sites.

**What is our goal?**

Law firms across Alabama competing to raise food for Alabama's regional food banks!

**When is the Legal Food Frenzy?**

March 1 – April 16: Law firms sign up to compete at [www.allegalfoodfrenzy.org](http://www.allegalfoodfrenzy.org)  
April 20 - May 4: Legal Food Frenzy! Law Firms, Corporate Law Departments, and Legal Organizations compete for two weeks! Rules and resources are on the website.

**What is my role?**

Firm Champions have important leadership roles in the Legal Food Frenzy to promote the competition to your colleagues and raise as many food/funds as possible at your firm.

- Work with the Alabama Food Bank Association to plan the Legal Food Frenzy at your firm. See great ideas in the resource guide below.
- Seek the buy-in of your Managing Partner.
- Encourage family and friends to donate by sending them the donation link!
- Be Inspired! Learn more about hunger in your community.

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**When do I start? What are the key deadlines for the LFF?**

- March 1 – April 16: Sign-up Phase - Firms will sign up to compete at [www.allegalfoodfrenzy.org](http://www.allegalfoodfrenzy.org).
- April 20 – May 4: LEGAL FOOD FRENZY!
- May 17: Winners Announced

**Additional prizes will be awarded in these categories:**

- Sole Proprietor (1-2) Law Firm
- Small (3-20) Law Firm
- Medium (21 - 40) Law Firm
- Large (40 and up) Law Firm
- Legal Organization (Government, Corporate law departments)

**Ideas for Your Food Frenzy**

- Get your Managing Partner's support and involve him or her in a Kickoff event or activities! This is an important first step for everyone to see that leadership supports this competition
- Dress Down Day- if you bring in a certain number of food items you may wear casual attire.
- Lunch for the Hungry Day- everyone contributes what they would normally spend on lunch.
- Prize- have a prize for all employees who participate if your company wins their category or overall event. Totals- display daily totals in high-traffic areas or announce totals using emails to keep people up to date and involved.
- Friendly Competition- conduct non-monetary wagering and/or email wars between law firms and/or firm sections.
- Involve your clients and family members in the Legal Food Frenzy!
- Rewards - have rewards for staff members who donate more than 20 cans or \$100.
- Promote fund donations. \$1 goes a long way with Food Banks' bulk purchasing leverage. In this competition \$1 = 4 pounds. Let folks know that every \$10 donated means 20 additional meals for their neighbors in need