

2023

LEGAL FOOD FRENZY





**Alabama Legal Food Frenzy
April 17 - April 28**

FIRM CHAMPION RESOURCES

Thank you for committing to serve as a Firm Champion for the 2023 Alabama Legal Food Frenzy! We are thrilled that your firm is raising food and funds for your local food bank.

The Alabama State Bar and Feeding Alabama have joined forces to create a friendly competition among Alabama law firms, law schools, and legal organizations 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 the summer months when schools are closed. The Legal Food Frenzy is timed to help meet that demand. Now, more than ever, these programs are highly critical as more families find themselves struggling due to inflation and the rising cost of food.

What is my role?

Firm Champions have important leadership roles in the Legal Food Frenzy to promote the competition to colleagues and raise as much \$\$ as possible.

- Work with the Alabama Food Bank Association to plan the Legal Food Frenzy at your firm. See great ideas in the resource guide on the next page.
- 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.

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

March 10-April 17: Law firms sign up to compete at <https://give.classy.org/alabamalegalfoodfrenzy>

April 17 - April 28: Legal Food Frenzy! Law Firms, Corporate Law Departments, and Legal Organizations compete for two weeks!

Rules and resources are on the website.

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)

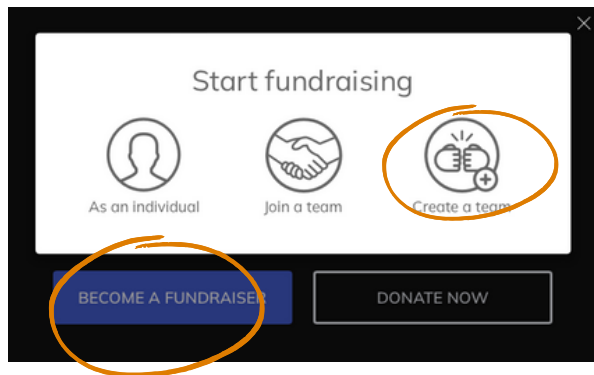
Ideas for Your Food Frenzy

- Get your Managing Partner's support and involve them 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 donate, 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 \$100.
- Promote fund donations. \$1 goes a long way with Food Banks' bulk purchasing leverage. In this competition \$1 = 5 meals. Let folks know that every \$10 donated means 20 additional meals for their neighbors in need.

How do I set up my Firm's Fundraising Page?

Other people are more likely to donate to your firm's fundraising team when they see your logo and firm information on your fundraising page. You can add your own text, pictures, or video. Remember, your potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you are getting involved and what your connection to the cause is (it doesn't have to be long).

- Visit <https://give.classy.org/alabamalegalfoodfrenzy>
- Select the 'Become a Fundraiser' button to sign up.



- Select 'Create a Team' to set-up your team's fundraising page.
- Enter the details for your fundraising page
 - Firm Name
 - Firm fundraising goal
 - Firm fundraising page headline
 - Upload a profile picture for your fundraising page (we suggest your company logo)

More tips for a successful campaign:

- Individually email contacts. Ask them for donations first. Getting your 'inner circle' to donate to your page will help you build momentum.
- Promote your team's fundraising page and Legal Food Frenzy on social media - you'll be surprised to see how many people will support your efforts.
- Tag those who have already donated on social media, thanking them for their donations. When you tag someone, your post is shared on your activity feed and the other person's activity feed as well.