



**Legal Food Frenzy** is a friendly competition open to the Boston legal community which raises funds for The Greater Boston Food Bank (GBFB). All the funds raised will help to provide healthy food to residents of Eastern Massachusetts who struggle to have enough to eat.

Every \$1 can help provide three healthy meals.

#### **CONTENTS**

- Setting a Goal
- The Fine Print
- Fundraising Ideas & Planning



**For more information about Legal Food Frenzy:**

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# Setting a Fundraising Goal

**The first thing you should do is to set a fundraising goal. Here's why:**

- **It gives your team something to work towards.** Successful fundraising is a journey, and setting a realistic goal gives that journey a meaningful, definite end.
- **It keeps your team motivated.** Giving your team something to strive for is both exciting and motivating. Everyone loves a good challenge!
- **It makes each team member feel like they are making a difference.** Team members will feel empowered as they watch their donations bring your team closer and closer to a concrete, achievable goal.
- **It reminds team members of the tremendous impact your team is making.** While your goal will be monetary, the impact of that goal will be food on the tables of those that need it most.

**Here are some things to consider when setting a goal:**

- How many people work in my office?
- How long is my campaign?
- What is my strategy for soliciting donations from my colleagues?
- How much can I expect my colleagues to contribute?
- What fundraising events am I hosting?

Do not be afraid to set an ambitious goal. You will be amazed at what your team can accomplish when you work together!

## **The Fine Print:**

- **The contest runs from April 1 - April 15, 2019.**
- **Checks should be made payable to The Greater Boston Food Bank (GBFB).**
- **On or before April 1st, please register on our online portal at:**

**[GBFB.org/legal-food-frenzy](http://GBFB.org/legal-food-frenzy)**



# Fundraising Ideas and Planning



## It's called **fun**draising for a reason!

Here are some exciting and entertaining ways for your team to raise money and make a big impact:

- **Raffle:** Conduct a raffle at your office with various prizes – for example, a prime parking spot or a chance to have lunch with your company's executive team. Sell tickets for \$5 or \$10 a ticket!
- **Jeans Day:** Let members of your team wear jeans to work for a week if they donate \$50 or more.
- **Lose the Latte:** Encourage your team members to forego their morning latte and donate the money to your campaign instead.
- **Cooking Competition:** Host a potluck competition! Charge team members \$10 to try all the dishes and vote on the winner.
- **Game Night:** Host a game night with your colleagues, family and friends. Charge participants a \$5 entrance fee and donate the proceeds in honor of the winner.
- **Pie-in-the-Face:** Allow team members to pie their colleagues in the face if they donate a certain amount to your campaign. Charge more for the opportunity to pie your boss!
- **Set Milestones:** Set fundraising milestones for your team and reward them with fun prizes once those milestones have been reached. For example, once your team raises \$5,000, you can let them leave early on a Friday!

Fundraising for Legal Food Frenzy can and should be fun – so get creative and enjoy.

Feel free to contact us for more fundraising ideas!

