



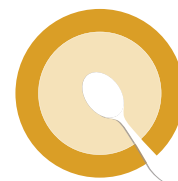
# How-To Guide

CAMPAIGN OVERVIEW  
PLANNING YOUR CAMPAIGN  
OTHER RESOURCES

**MAY 1 – 31, 2020**

TOGETHER  
WE CAN  
SOLVE HUNGER™





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# MAKING AN IMPACT

**MAY 1–31, 2020**

**Nearly 4 MILLION MEALS made possible by the DC-AREA LEGAL COMMUNITY SINCE 2008**

**In 2019, 30 FIRMS and allied organizations RAISED \$315,134**

## Why it matters

The need is greatest in summer, when kids are out of school and food donations are lowest



The DC metro area ranks first in the nation in providing summer meals for low-income kids



1 in 6 children in the DC metro area is at risk of hunger



## Your firm can make an impact

Compete against other DC-area firms to make a difference



Earn points by donating money, time or food  
May 1–31

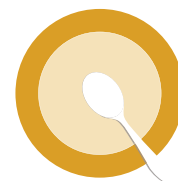


## CAMPAIGN OVERVIEW

## Campaign Success

|                      | 2008    | 2009    | 2010    | 2011    | 2012    | 2014    | 2015    | 2016    | 2017    | 2018    | 2019    | Grand Totals |
|----------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------|
| Total Raised (\$)    | 55,000  | 75,000  | 64,000  | 77,000  | 100,000 | 130,000 | 261,000 | 280,000 | 320,000 | 283,000 | 315,000 | 1,960,000    |
| Total Impact (meals) | 165,000 | 225,000 | 180,000 | 192,500 | 250,000 | 325,000 | 650,000 | 700,000 | 800,000 | 707,500 | 787,800 | 4,982,800    |

Figures for 2013 are unavailable



## QUICK FACTS

### CAMPAIGN OVERVIEW

#### OVERVIEW

Food From the Bar (FFTB) is a month-long effort led by Washington, DC's legal community to close the meal gap in our nation's capital and surrounding areas. By donating food and funds, firms help the Capital Area Food Bank distribute more meals to neighbors in need during the summer months and beyond.

Creative stunts are a hallmark of Food From the Bar. Participants go to great lengths to raise more money and collect more food than their competitors.

#### CAMPAIGN HISTORY

Formerly known as DC Outlaw Hunger, the DC legal campaign has provided 4 million meals for kids, seniors and families in need since 2008. FFTB originally began in California in 1992.

#### KEY DATES

- The campaign runs from May 1–31, 2020
- The last day to deliver food and monetary donations is June 8 (Note: For auditing purposes, please send checks in lieu of cash.)

#### BENEFITS

FFTB is rewarding for participants and a fun way to boost morale. Organizations receive awards based on level of participation. Special awards recognize outstanding achievement.

#### IMPACT

100 percent of food and funds collected benefit the Capital Area Food Bank and its hunger relief programs, reaching 380,000 people each year in the Washington metro area.

#### About CAFB

A member of Feeding America, the Capital Area Food Bank is a 501(c)3 non-profit relief organization. In 2019, we provided 32 million meals to 400,000 kids, seniors, veterans and working families in DC, and metro Maryland and Northern Virginia through a network of 450 community partners. Of this, 13.5 million pounds of the food we distributed was fresh produce.

For every \$10 donated, the Capital Area Food Bank can provide 25 meals to local children, seniors and families in need. Ninety-two cents of every dollar raised is spent where it matters most: food distribution, transportation and hunger relief programs.



/CapitalAreaFoodBank



@CAPITALAREAFOODBANK



@FOODBANKMETRODC

#FOODFROMTHEBAR

[www.capitalareafoodbank.org/foodfromthebar](http://www.capitalareafoodbank.org/foodfromthebar)

## 2019 FOOD FROM THE BAR PARTICIPANTS

Akin Gump Strauss Hauer & Feld

Arnold & Porter

Ballard Spahr

Barnes & Thornburg

Bracewell LLP

Carlton Fields

Crowell & Moring

Davis Wright Tremaine

DLA Piper

Drinker Biddle & Reath

Duane Morris

Dunlap Bennett & Ludwig

Eversheds Sutherland

Foley & Lardner LLP

Freddie Mac Legal Division

Holland & Knight

Jackson & Campbell

Katten Muchin Rosenman

MSK

Munger, Tolles & Olson

Ogletree

Reed Smith

Ropes & Gray

Seyfarth Shaw

Shearman & Sterling

Stinson

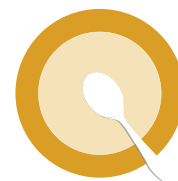
Tannenzholz & Associates

Thompson Coburn

Williams Mullen

Womble Bond Dickinson

CAMPAIGN OVERVIEW



## TIMELINE – 2020

### CAMPAIGN OVERVIEW

#### PLAN

- February 7** ..... **Campaign Kickoff Luncheon** (Hosted by DLA Piper)  
12:00–1:00 pm  
500 8th Street NW, Washington DC 20004
- February 10** ..... **Official Registration Opens**  
[www.capitalareafoodbank.org/foodfromthebar](http://www.capitalareafoodbank.org/foodfromthebar)
- February – mid April**... **Host “lunch & learn” at your firm**  
Contact [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org) to schedule
- March 25 and 26**..... **Conference Calls for Campaign Coordinators (optional)**  
**and April 7 and 8** 10:00–10:30 am  
RSVP to [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org)

#### IMPLEMENT

- May 1**..... **Campaign Begins | Volunteer Bonus Day: Capital Area Food Bank**  
1:00–4:00 pm  
4900 Puerto Rico Ave NE, Washington DC 20017  
RSVP to [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org)
- May 9**..... **Volunteer Bonus Day: Community Marketplace**  
8:30 am–12:00 pm  
12125 Pinecrest Rd, Reston, VA  
RSVP to [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org)
- May 13**..... **Volunteer Bonus Day: Warehouse Wednesday**  
6:00–8:00 pm  
4900 Puerto Rico Ave NE, Washington DC 20017  
RSVP to [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org)
- May 14**..... **Murder in the Manor**  
The Whittemore House  
1526 New Hampshire Ave  
Washington DC 20036
- May 18**..... **Volunteer Bonus Day: Capital Area Food Bank**  
9:00 am–12:00 pm  
4900 Puerto Rico Ave NE, Washington DC 20017  
RSVP to [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org)

## TIMELINE – 2019

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**May 27** ..... **Volunteer Bonus Day: Warehouse Wednesday**

6:00–8:00 pm

4900 Puerto Rico Ave NE, Washington DC 20017

RSVP to [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org)

### WRAP UP

**May 31** ..... **Campaign Ends**

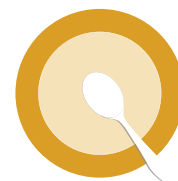
**June 8** ..... **Last Day to Deliver Donations**

**June TBD** ..... **Closing Reception/Awards Announced**

(Hosted by K&L Gates)

1601 K Street, NW, 9th Floor, Washington, DC 20006

CAMPAIGN OVERVIEW



## HOW TO GET STARTED

### PLANNING YOUR CAMPAIGN



**Step 1:** Click this link: [www.mightycause.com/event/2020ftb](http://www.mightycause.com/event/2020ftb)

**Step 2:** On the main page, click “Join This Event”

**Step 3:** Log in or click “Sign Up” to register on Mightycause

**Step 4:** Click “JOIN THIS EVENT”

**Step 5:** Click “CREATE A FUNDRAISING TEAM”

**Step 6:** Click “LAUNCH TEAM MANAGER”

**Step 7:** Customize your team page with a team name, logo, story, and goals click

**Step 8:** Start sharing the page and raising funds on May 1



# POINT SYSTEM

## HOW IT WORKS

From May 1–31, 2020, law firms, legal departments, law schools and other legal organizations will compete to donate the most food and funds to the Capital Area Food Bank to benefit neighbors facing hunger in our community..

During this time, participants will be awarded points for financial contributions and food donations made to the Capital Area Food Bank as well as for volunteering.

\$1 = 1 point


Hosting a food drive = 100 points

Volunteer Bonus Days = 100 points per volunteer

## AWARDS

- **2020 OVERALL AWARD** – Highest overall combined totals
- **HIGHEST PER CAPITA AWARD** – Highest overall per capital contributions
- **BEST ALL-AROUND AWARD** – Outstanding achievement for a small to mid-size organization based on funds raised and pounds of food collected
- **KICK-OFF AWARD** – Highest monetary donations on the first day of the campaign
- **CORNUCOPIA AWARD** – Largest overall food donations
- **CREATIVITY AWARD** – as determined by the Food Bank, the most innovative, unusual, or effective means of supporting Food From the Bar
- **SPIRIT AWARD** – The most volunteer hours at Capital Area Food Bank per capita
- **FINISH LINE AWARD** – The most money raised on the final day of the campaign

 = 1 point

 = 100 points

**Volunteer Bonus Days** = 100 points per volunteer

PLANNING YOUR CAMPAIGN



# PLANNING CHECKLIST

## PLANNING YOUR CAMPAIGN

### STEP 1: REGISTER

- ✓ Assign campaign coordinator
- ✓ Determine goals
- ✓ Register your team online at [www.capitalareafoodbank.org/foodfromthebar](http://www.capitalareafoodbank.org/foodfromthebar)

### STEP 2: REGISTER

- ✓ Form a planning committee
- ✓ Review How-To-Guide & Campaign Timeline
- ✓ Plan activities/events to accomplish your goals
- ✓ Plan incentives: Ask firm foundation to make a contribution, ask managing partners to match employee donations or to give prizes, create interoffice challenges, solicity and offer prizes
- ✓ RSVP for one of the coordinator conference calls. **March 25 or 26 or April 7 or 8** (See details on page **11**)
- ✓ Create firm crowdfunding page (Contact Megan Curran at [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org) for assistance)

### STEP 3: COMMUNICATE

- ✓ Provide your PR staff with campaign-wide PR resources
- ✓ Announce plans to staff and attorneys, i.e., post campaign details on your website, social media, during meetings/events, via email, and through personal outreach, etc.
- ✓ Contact Megan Curran at [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org) to schedule a Lunch & Learn at your office
- ✓ Register your firm for volunteer bonus days
- ✓ Share your event plans with CAFB, The Washington Post and other media outlets are often interested in covering clever ways that attorneys give back

### STEP 4: IMPLEMENT

- ✓ Lead by example: Donate funds, food and volunteer
- ✓ Host activities and events
- ✓ Track donations and share updates (Note: We strongly encourage online donations to minimize the work required to collect and submit cash and checks to access instant status updates.)

## COORDINATOR CONFERENCE CALLS

Join us for a 20-minute conference call to learn about Food From the Bar and ways to make your campaign a success.

### DATES

|                     |          |
|---------------------|----------|
| Wednesday, March 25 | 10:00 am |
| Thursday, March 26  | 10:00 am |
| Tuesday, April 7    | 10:00 am |
| Wednesday, April 8  | 10:00 am |

### RSVP TO:

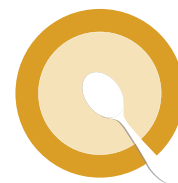
Megan Curran 202-644-9882 | [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org)

### TOPICS OF DISCUSSION

- The state of hunger in the D.C. metro area
- How Food From the Bar works
- Useful materials and resources
- Tips for making your office campaign successful



PLANNING YOUR CAMPAIGN



## BEST PRACTICES

Over the years, participating firms have come up with creative, fun and effective ways to raise money and increase food donations. Below are just a few “best practices”.



Bracewell raised funds with a “Dareoke” contest where participants paid to dare someone to sing a song. That person had several options – at a price – to get out of it.



Cassidy Levy Kent raised more than \$8,000 from a pet photo contest, ugly tie/sock contest and other events.



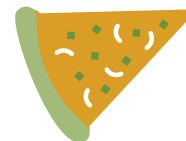
In one day at Arnold & Porter, various partners matched donations on an hourly basis and raised more than \$27,000.



DLA Piper walked a snack cart throughout the building during the month of May every afternoon.



Thompson Coburn hosted a lunch-time “Food From the Soup Bar” where participants purchased bowls of homemade soup made by attorneys and staff.



Akin Gump partnered with Pizza Studio to run a month-long promotion for the campaign.



Katten hosted kayak races on the Potomac River that raised money by charging team entry fees and offering team sponsorship opportunities.



### OTHER IDEAS:

\$50 jeans days

Silent auctions

Special events, such as rooftop happy hours and bocce ball tournaments

Local businesses donating a percentage of sales during the month of May

Bake sales

# HUNGER FACTS

## HUNGER WEAKENS IMMUNE SYSTEMS AND UNDERMINES HEALTH

- We see this significantly within the families that we serve.
  - 48% of the households we serve have at least one family member with heart disease.
  - 23% of households have a member with diabetes.

## DID YOU KNOW?

- Washington, DC, has the highest rate of food insecurity for children in the entire nation.
- Summer can be the hungriest time for many children from low-income families.
- When school is closed, children no longer get school meals and families struggle to put food on the table.
- The average low-income family spends an extra \$300 on groceries during the summer months.
- Hunger doesn't take the summer off.

## HUNGER IS HERE.

- One child in six is at risk of hunger in our region. It impacts all eight wards in the District.
- In every neighborhood in our region, there are moms, dads, and kids who don't always know where their next meal will come from.
- In DC, 31,000 children don't have access to nutritious meals. Children who are experiencing hunger come from every race, religion, and age group.
- Most parents of the children that we reach are working hard, often two or three jobs, to make ends meet. But they're squeezed between low wages and high housing and transportation costs and other expenses.
- The majority of people we serve are single working mothers, seniors on fixed incomes, and children whose parents are underemployed.

## HUNGER HURTS KIDS.

- When children don't get the nourishment they need for their brains and bodies, they get sick more often and have trouble concentrating in school, robbing them of a chance to learn. Over the summer when school meals aren't available, children suffer.

## OTHER RESOURCES



## FACE HUNGER SIMULATION INFORMATION

### IMAGINE HOW IT FEELS TO FACE HUNGER®

Face Hunger® is a hands-on simulation and discussion activity that raises awareness and understanding of hunger in a meaningful and impactful way.

Through this simulation, participants “struggle with hunger” as they face many of the same challenges that someone like Amanda experiences.

Amanda is a widow who is a mother of three young children and works two jobs. She is trying to provide meals for her family for an average of \$5 a day after expenses. This is the reality of many of the 700,000 people in the DC metro area that experience food insecurity every day.

Capital Area Food Bank is happy to host a Face Hunger® session for your team at the Food Bank. (maximum of 40 per session)

### To schedule, contact:

Megan Curran  
202-644-9882 | [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org)

### Here’s what some Face Hunger® participants have said:

*“The simulation was right on point.”*

*“The workshop was so different than what I had expected. It brought up a lot of internal thought and reflection on my own upbringing.”*

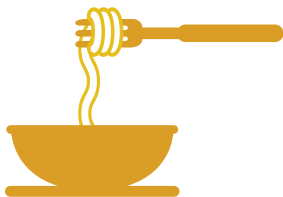
*“I’m going to be more compassionate with those coming in for food.”*

## OTHER RESOURCES

## MOST WANTED ITEMS: High Fiber, Low Sugar, Low Sodium



Canned Tuna, Salmon, or Chicken



Grains  
brown & white rice, pasta,  
macaroni & cheese



Healthy Snacks  
raisins, granola bars



Canned Vegetables  
low sodium, no salt added



Hot and Cold Cereal  
oatmeal, cheerios, cornflakes,  
raisin bran



Peanut Butter



Canned Fruits  
in light syrup or its own juices



Canned or Dry Beans



100% Juice  
all sizes, including juice boxes

OTHER RESOURCES



Capital Area Food Bank

4900 Puerto Rico Avenue NE

Washington, DC 20017