HOW TO PARTICIPATE

Food from the Bar is a friendly two-week competition between San Diego’s legal professionals to raise funds and volunteer for Feeding San Diego. Last year, the campaign engaged more than 500 law professionals in raising funds, volunteering time and bringing awareness to hunger in San Diego County.

The goal this year is to raise $100,000 to provide 400,000 meals for the one in six children and their families facing hunger. Since the campaign began in 2012, Feeding San Diego and participating law organizations have raised more than one million meals for children and families in need.

BENEFITS OF PARTICIPATION

• Logo recognition on Feeding San Diego’s Food from the Bar webpage
• Recognized in campaign press release distributed to local print, broadcast, and digital outlets (join by May 4, 2020)
• Highlighted in social media posts to 22,000 followers
• Featured in email communications distributed to 58,000 subscribers
• Firms that pledge to raise at least $5,000 will be listed as an “Above the Bar” Partner with prominent logo placement on the campaign webpage and campaign banner in the Volunteer Center at Feeding San Diego
• Special thank you and logo recognition in a printed quarterly newsletter mailed to 10,000 supporters
• Win the competition and have bragging rights all year long!
• Top teams will be recognized in the San Diego Business Journal after the competition

IMPORTANT DATES

May 4
Deadline to participate for press release

June 1
Competition starts

June 6
Food from the Bar volunteer event

June TBD
Fundraising events

June 15
Last day to fundraise
HOW IT WORKS

1. SIGN UP
   Create a team fundraising page by going to bit.ly/FFTB2020. Sign up for volunteer shifts by following the link on the Food from the Bar website.

2. RALLY YOUR TEAM
   Encourage fellow co-workers to make their own fundraising page under the team. Create a committee with members of your team to help plan fundraising events and activities. Host a kick-off event to inspire everyone to help raise money for your team. Share why hunger is such a critical issue in our community and how you can make a significant impact through Food from the Bar.

3. SET GOALS
   Set team and individual fundraising goals to keep everyone focused and excited.

4. TRACK YOUR PROGRESS ON THE TEAM PAGE
   Points are awarded for monetary donations and volunteer hours that are accrued during the campaign timeframe:

   - $1 raised = 5 points
   - Volunteer shift = 25 points per person per shift
   - Succeed in getting another law organization to join Food from the Bar = 1,000 points
   - Attend Food from the Bar on June 6 = 25 points per person attending
   - Be the first group to raise $2,000 = 500 points
   - Be the first group to raise $5,000 = 500 points
   - Earn double points for all funds raised between June 1 and June 7
   - Earn an extra 500 points if your team raises the most funds between June 1-7, and/or June 8-15
   - Firms that pledge to raise at least $5,000 will be listed as an “Above the Bar” Partner with prominent logo placement on the campaign webpage and campaign banner in the Volunteer Center at Feeding San Diego
   - You may begin fundraising at any time even before the official start date

5. RECOGNITION
   - Top Overall Team — most points accumulated
   - Highest “Per Capita” Contributor — total funds divided by number of staff
   - Top Individual Fundraiser — as defined by the Food from the Bar fundraising page
   - Top Volunteers — team with the most volunteer shift points

CONTACT: To learn more about Food from the Bar and how to get started, please contact Melissa Sayviseth at 858.768.7432 or msayviseth@feedingsandiego.org.