



RULES

- The contest runs from **March 28 – April 8, 2011**. You may not count any money or food collected after April 8, 2011.
- Food items will be tabulated in pounds.
- Each dollar contributed will count as four pounds of food.
- Checks should be made payable to the appropriate food bank.
- Monetary contributions are tax-deductible and appreciated. Cash donations must be accompanied by the contributor's name, address and amount of contribution in order to receive a tax-deductible receipt.
- Candy will not be counted.
- When counting the number of employees, count each person working at the firm, regardless of position.
- Please do not contribute food items in glass.
- Please do not open items that are already packed in cases, cartons, or boxes
- ***25% bonus 'food points' of the team's collected food will be added to their total if they deliver all contributions to their respective food bank.***
- Law firms with multiple office locations will compete as a single entity for awards, although food and funds will still go to the food banks in each office's respective region.
- **On or before March 28th, please email the Registration Form** to Emalie Gainey at the Attorney General's Office, at Emalie.Gainey@state.ma.us.

See Page 2 for Ideas to Make Your Frenzy Fun!



Ideas for Your Food Frenzy

- **Dress Down Day** - if you bring in a certain number of food items or pay a determined amount, you may wear casual attire to work.
- **Potluck Day** - everyone brings a dish for lunch and in order to gain entrance you must bring a certain number of food items or pay an admission fee.
- **Costume Theme Day** - create a theme, for example, “Mardi Gras” or “St. Patrick’s Day Parade.” If you bring in a certain number of food items or cash amount you may dress for that theme.
- **Food Theme Day** - challenge co-workers/fellow students to bring in as many different food items as possible in a certain category. For example, Macaroni Monday, Tuna Tuesday, Peanut Butter Wednesday, Cereal Thursday, Pasta Friday. Whoever has the most different types of food within the category wins a prize.
- **Lunch for the Hungry Day** - everyone contributes what they would normally spend on lunch.
- **Hold inter-firm or school-wide contest** -i.e. talent show, “American Idol”, bowling tournament and charge admission.
- **Totals** - display daily totals in high-traffic areas or announce totals using emails or via Twitter or Facebook to keep people up to date and involved.
- **Friendly Competition** - conduct non-monetary wagering and/or email wars between departments or between other schools/legal organizations.
- **Rewards** - have rewards for those who donate more than 20 cans or \$100.
- **Other Prizes/Incentives:** Encourage vendors to donate items that can be used as prizes or incorporated into events, i.e. raffle a donated restaurant gift card; solicit a donation from firm food vendors and charge admission for attendance to firm lunch or ice cream social.

Ideas from the 2010 Legal Food Frenzy

- **One firm partner wore a 'Hannah Montana' wig and charged admission to his concert to raise money.**
- **One firm brought in pictures drawn by employees' children reminding people of the contest that were displayed around their office.**
- **Several firms allowed staff to wear jeans to work in exchange for a donation of food or funds.**
- **At two law schools, students who brought a food item received immunity from being called on in class.**
- **At another site, employees/students were asked to contribute what they would normally spend on lunch.**
- **A firm gave out reusable shopping bags with the firm's logo. Employees were encouraged to take the bag home, fill it up, bring it back, and then once they made their donation, they got to keep the bag.**