

San Francisco Food from the Bar

Ideas to Maximize Contributions:

Does your firm offer a matching gift program?

- Ensure staff know the requirements, such as minimum or maximum donations and the process for the match.
- Recruit a senior partner to match donations. One firm tripled its donations when two of its partners matched donations made during the first two weeks of the campaign.

Creative Competition Creativity may be the one quality that rivals the legal community's competitive streak. And creativity is the name of the game when it comes to fundraising.

Here are some examples of out-of-the-box thinking from years past:

- **Hanson Bridgett Goes Big:** Throughout the years, Hanson Bridgett has set up a sumo-wrestling tournament on Market Street and encouraged inter-firm jousting. Most recently, the firm created a life-size cutout of Managing Partner Andrew Giacomini, which was rotated throughout different offices. The only way to make Andrew move? Make a donation.
- **See who knows the most random facts at a Trivia Contest**
- **Ping Pong Tournaments:** Many teams have hosted Ping Pong Tournaments where sponsors are encouraged to "buy" points for a competitor.
- **Bake Sales:** One firm raised more than \$1,000 through a bake sale.
- **Partner-Sponsored Fridays:** Theme days are a popular fundraiser. Firms can select days when staff donate to dress down in jeans and tennis shoes. Or try the opposite. Formal Friday, by Munger Tolles & Olson, was a past crowd favorite. Other times, partners sponsor specific theme days and make a donation for every staff member who participates. Consider repping your favorite sports team or your alma mater.
- **Bidding Wars:** Start a bidding war for a range of opportunities — from getting the chance to pie a select member of your management team to scheduling your boss to do a task for you. Got some envelopes to stuff? Now you have help!
- **Host a Raffle:** Raffles are an easy way for people to donate. Some favorite raffle items have included parking spots, Giants tickets, fine wine and "Trade Offices for a Day."
- **Spare Change:** Keep a spare change jar on your reception desk, and encourage staff to empty their pockets when returning from lunch or a coffee run.
- **Special Talents:** Fundraise by teaching a yoga or cooking class. Ask for donations to participate and add the cash to your fundraising stash.
- **Challenge Your Neighbors:** Have an office in another city that also participates in Food from the Bar? Challenge them! Know another law firm in the same building that's participating? Challenge them!
- **Host an Ice Cream Social:** Enjoy some ice cream with your firm and donate proceeds toward your team.
- **Bowling for Bucks:** Host a bowling tournament and have all entrance fees, donations, and proceeds go toward your team's fundraiser.