



## Metro Food Fight

Thank you and your department for participating in the 5th annual “Metro Food Fight!” This food drive will provide much needed meals for Second Harvest’s Emergency Food Box (EFB) program. The EFB program helps feed our hungry neighbors right here in Davidson County. Like last year, this will be a friendly competition between metro departments. The goal is to win the prestigious “Mayor’s Cup” by raising the most food- and have fun while winning!

Currently, more than 400,000 Tennesseans find themselves in dire need of food—many for the first time in their lives. Second Harvest Food Bank of Middle Tennessee’s mission is to feed hungry people and to work to solve hunger issues in our community. With 1 in 6 adults and 1 in 4 children who struggle with hunger daily in Tennessee – our neighbors need our help more than ever. More than 30% of Second Harvest clients must choose between food and other necessities like rent, utilities, medical expenses and transportation.

### Key Dates:

- **November 4<sup>th</sup> and 5<sup>th</sup>** - Second Harvest will deliver food fight collection bins, posters and donation envelopes to the Public Works Material Management facility located at 750 South 5<sup>th</sup> Street, 37206
  - o The quantity of boxes that you can pick up is based on the number of employees in your department.
- **Wednesday, November 6<sup>th</sup>** –Metro Food Fight Kick-off. Let the competition begin!
- **Friday, November 22<sup>nd</sup>** – Weigh Day. Please deliver your food donation to the Food bank between 8 and 12 pm. Virtual donations will also end at 12 pm. Deliver to:
  - Second Harvest Food Bank
  - 331 Great Circle Road
  - Nashville, TN 37228
- **November 26<sup>th</sup> at a time TBD** -Mayor’s press conference to announce results and winning departments.
  - o Press Conference will be held at Second Harvest Food.

### Rules:

- Departments will be competing with other departments in their categories.
  - o Category A: General Government
  - o Category B: Fire & Police

- Category C: Public Participation  
Visit [Nashville.gov/volunteer](http://Nashville.gov/volunteer) to download the full competition categories
- The winning department(s) in each of the three categories will be determined by the amount of pounds raised per person in the department beginning November 6<sup>th</sup>.
- Pounds can be accrued in three ways:
  1. Food/can donations
  2. Metro Virtual Food drive.
    - This is another easy way to participate and raise pounds for each team: every \$1 = 5 pounds of food. To virtually donate, go to Metro Virtual Food Fight (<http://shfbmt.convio.net/goto/metrofoodfight> ) and each department will be listed. Feel free to share this link with friends and family to help with our competition.
  3. Monetary donations
    - Monetary donations can be given through our virtual food drive site or by using the donation envelopes provided by Second Harvest. The same value applies: \$1 = 5 pounds of food.
    - Please make checked out to Second Harvest Food Bank of Middle Tennessee
    - All checks will need to be given to Second Harvest when delivering your department's food donation on November 22<sup>nd</sup>.
- Any food, virtual drive, or monetary donations received **after 12 pm** on Friday, November 22<sup>nd</sup> will not count toward department totals, but will go to those in need in our community.

### **Things to Remember:**

Second Harvest's most needed items for the Emergency Food Box program are the following:

- Peanut butter
- Canned Chicken and Tuna
- Canned fruit
- Canned Vegetables
- Soups/Stews
- Pasta
- Cereal

Having fun during this food fight will ensure that even more food is raised this year than last year! Consider some of the ideas below to help encourage your co-workers to bring in food.

### **Internal departmental competition**

- Have a prize for the employee that brings in the most food. Casual day, leave early, come in late, etc.
- Theme the day or the week:
  - Macaroni Mondays
  - Tuna Tuesdays
  - Soup and Stew Saturdays
  - Peanut Butter Party Friday
- Beans for Jeans: Bring canned/dried beans in and wear jeans for a day or a week
- Find creative ways to integrate a recipe into the mix.
- Give a reward for the person who brings in the healthiest canned food item.
- CanStruction. See what sort of fun structures your department can make with your canned food.

Metro Food Fight closes **Friday, November 22nd at 12 pm**. This includes all three ways to donate: the collection and delivering of food/cans, the virtual food drive, and monetary donations. All departments are responsible for delivering their food fight donation to Second Harvest Food Bank, located at 331 Great Circle Road, Nashville, TN 37228. Donations will be accepted between 8 am until 12 pm on November 22!

If your department cannot manage delivering the food you raised, please contact Laurel Creech, Chief Service Officer at 862-6030 or email her at [Laurel.Creech@nashville.gov](mailto:Laurel.Creech@nashville.gov).

*If you plan to deliver your food before November 22<sup>nd</sup>, call Courtney Blaise, Community Relations Coordinator at Second Harvest at 627-1625 or e-mail [Courtney.blaise@secondharvestmidtn.org](mailto:Courtney.blaise@secondharvestmidtn.org) for approval and to designate a time.*

### **Mayor's Cup Awards Ceremony**

On **Tuesday, November 26th** at a TBD the winners will be announced at a press conference with Mayor Dean at Second Harvest Food Bank. We encourage departments to send their food fight coordinators and representatives to cheer their departments when we announce the final results and winner.

### **Contact**

- If you have any food fight questions, please contact Courtney Blaise, Second Harvest's Community Relations Coordinator, at [Courtney.blaise@secondharvestmidtn.org](mailto:Courtney.blaise@secondharvestmidtn.org) or call 615-627-1625.
- If you have any metro questions, please contact Laurel Creech, Chief Service Officer at [laurel.creech@nashville.gov](mailto:laurel.creech@nashville.gov) or 862-6030.

**Sample Department Communications-  
FOOD FIGHT LAUNCH EMAIL-COPY ON November 6th.**

**Subject Line: Did you know that 1 in 6 Americans are at risk of hunger? Let's Fight!**

Email Text: For many people throughout Middle and West Tennessee, this time of year finds them in dire need of food—many for the first time in their lives.

Mayor Karl Dean and the Metro Government are proud to announce the 5th annual Metro Food Fight. We will be competing with other Metro Government Departments to see who can raise the most food and win the Mayor's Cup.

Please donate to the Metro Food Fight beginning November 6th until November 22<sup>nd</sup> at noon. We will be competing against other Metro Departments for the Mayor's Cup

Donation bins will be located in the following areas:

- (insert location)
- (insert location)

Most needed items include: canned vegetables, soups, stews and fruit, canned meats (tuna and chicken), peanut butter, cereal and pasta.

You can also make an online donation at <http://shfbmt.convio.net/goto/metrofoodfight> Select our department name at the drop down area at the end of the donation page. Every \$1 donated provides 5 pounds to hungry men, women and children right here in our community

As the Food Bank and their Partner Agencies face unprecedented demand for food assistance, they need your support now more than ever.

Let's do our part today.

**CAMPAIGN REMINDER EMAIL COPY MID FOOD FIGHT:**

**Subject: Let's win!**

Email Text: Our Food Fight is getting off to a very good start. Don't forget to bring your donations in or donate online. The drive will be ending on November 22<sup>nd</sup> ,Please put donation in the donation bins located:

- (insert location)
- (insert location)

Most needed items include: canned vegetables, soups, stews and fruit, canned meats (tuna and chicken), peanut butter, cereal and pasta.

You can also make an online donation at <http://shfbmt.convio.net/goto/metrofoodfight>  
Select our department name at the drop down area at the end of the donation page. Every \$1 donated provides 5 pounds to hungry men, women and children.

**Final Reminder:**

**Subject: Don't Forget 1 in 6 Tennesseans struggle with hunger.**

Email Text: Don't forget tomorrow is the last day to participate to the Metro Food Fight. Let's help provide food for the 1 in 6 Tennesseans at that struggle with hunger right here in Davidson County.

Most needed items include: canned vegetables, soups, stews and fruit, canned meats (tuna and chicken), peanut butter, cereal and pasta.

You can also make an online donation at <http://shfbmt.convio.net/goto/metrofoodfight>  
Select our department name at the drop down area at the end of the donation page. Every \$1 donated provides 5 pounds to hungry men, women and children.

**CAMPAIGN WRAP UP:**

**Subject: Thank you for Fighting Hunger and Feeding Hope.**

Email Text: Thank you for participating in our Metro Food Fight – you have helped provide (insert meal count) meals to hungry men, women and children here in Davidson County. Hunger lives in our community each and every day – and we hope that you will make a resolution to stay involved in the fight against hunger this year. For more information about Second Harvest Food Bank and ways to volunteer please visit [www.secondharvestmidtn.org](http://www.secondharvestmidtn.org).