



Peer-to-peer fundraisers raise \$125K during Feed More's annual fundraising competition

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Get more teams and individuals involved to fundraise on behalf of Feed More and raise more each year

Solution

GoFundMe Pro's peer-to-peer fundraising capabilities allow law firms to fundraise on behalf of Feed More and partake in a friendly competition leading to more dollars raised

“The ability to create donation pages in GoFundMe Pro for each firm and for the firms to see how they are doing compared to other firms has really increased the level of competition, allowing more fundraisers to participate and raise more each year.”

– Christy Dalton, Community Engagement Manager

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Bringing legal professionals together for a good cause

For the past 18 years, the Virginia Federation of Food Banks has brought together the seven food banks in Virginia to participate in the [Legal Food Frenzy](#), an annual [peer-to-peer fundraising](#) competition that brings together law firms, legal organizations, and law schools across the state to fight hunger.

While the Virginia Bar Association does most of the recruitment of law firms for this campaign, [Feed More](#) works to retain the individual firms and offices that have participated in the past. The retention strategy includes a thoughtful communication plan before, during, and after the fundraising competition. They provide fundraisers with all of the tools they need to be successful, including a fundraising toolkit, and assist them with any

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ff The Legal Food Frenzy campaign is a great way to combine friendly competition with a cause that helps feed our neighbors and make a meaningful impact on our community.

Christy Dalton

Community Engagement Manager

A friendly competition that pushes others to raise more

Once a team registers for the Legal Food Frenzy, Feed More creates a dedicated fundraising page on GoFundMe Pro linked to the larger campaign. The fundraising team can easily customize its page with the firm's logo, chosen goal, and vanity URL with the firm's name. Everyone then shares their GoFundMe Pro page with their firm, encouraging donations from co-workers, friends, and family as they work towards a joint fundraising goal.

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Feed More's Legal Food Frenzy fundraiser

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This year, 1,215,795 points were accumulated across all participating food banks, and 13,138.28 pounds of food were donated. Feed More raised \$125,000 alone from 27 teams and 914 donors!

The winning firms are invited to the Virginia Attorney General's office for a reception, the presentation of a plaque, and, for the overall winner, the Attorney General's Cup!

Legal Food Frenzy award ceremony at the Virginia Attorney General's office

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Get results like Feed More

Learn how top nonprofits use GoFundMe Pro to power their fundraising.

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Related Case Studies

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Stand Up To Cancer brings in thousands of donations from participating in GoFundMe's experiments

Joni and Friends grew 34% year over year on Giving Tuesday with Campaign Studio

More than 50% of donors gave multiple gifts in a single transaction through HOPE International's Gift Catalog

gofundmePRO™



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