

Food Fight!

One of STUFH's biggest campaigns is Food Fight, which focuses on the intense campus rivalries that accompany sports. In a Food Fight, you go head-to-head with another school to see who can raise the most donations for your local food bank over the course of a week or so leading up to the big game. While these usually occur during football season, you can host a Food Fight any time of the year with any sport.

Steps to a successful food fight

- Choose the biggest game of the year- The whole point of food fight is to make the rivalry mean more than bragging rights. The rivalry will be strongest during your biggest game, so try to do it then! Luckily, the rivalry will be there all year round, so don't worry if you miss the big game.
- Challenge the other university- Make sure you contact the other school to ensure you have a full-fledged food fight! This is a great opportunity to have a CKI interclub.
- Get approval- Some schools will have requirements to host a food drive or advertise. Be sure to figure out what your school requires and act accordingly.
- Contact other organizations on campus- A great way to get more people involved is to team up! Ask other organizations if they would like to donate or partner with your club.
- Advertise- With all of your details set, begin to advertise as soon as you can, but at least one week before the food fight. Put up flyers, banners, and posters around campus, and post on social media (Facebook events, etc.). If your school has newsletters for different programs or departments, try to run an ad in them.
- Collection- Set up bins around campus (especially near residence halls, libraries, and student centers) where students can donate. Be sure to have a tabling event (or multiple) on campus explaining what you are trying to do. Collect donations at any tabling events or other promotional events you host, and consider going door to door on campus asking for donations! You can also consider collecting monetary donations from those who wish to donate but do not have any food items to donate and use those funds to purchase food donations. Try to arrange to collect donations at the big game itself!
- Reach out- Also consider collecting donations from the community around campus. Rivalries usually extend to the areas surrounding campus, so residents might donate!
- Afterward- Arrange with your local food bank to drop off or pick up donations. Submit your photos to STUFH and CKI so we can acknowledge all of your hard work!
- Thank everyone who helped you in the food fight- Thank anyone who helped you along the way, whether it is donors, organizations, or local businesses.

What to avoid

- Food fight- Many people assume that Food Fights have a physical food fight component. The point of the food fight is to raise food donations, not to waste food, so a physical food fight is not typically part of the project.
- Negativity- You are trying to beat your rival, but remember that this is a friendly rivalry! Keep it civil. Do not take the rivalry too far by attacking individuals in ANY manner—physical or otherwise.