



## General Recognition Opportunities

- Mid-Ohio Foodbank actively promotes community-wide campaign events and will partner individually with participating organizations to maximize media exposure of specific activities benefitting Operation Feed.
- The events and activities of participating organizations will be promoted via social media channels such as Facebook and Twitter during the Operation Feed campaign timeframe.
- Campaign Bites*, the Campaign Coordinator newsletter, features as “Recipes for Success” strategies that are successfully employed by individual organizations.
- The Campaign Finale event, held in late summer or early fall, provides public recognition and media exposure for all organizations involved and offers several awards for outstanding campaigns.

## Awards for Outstanding Campaigns – Descriptions and Criteria

- MOST MEALS RAISED PER CAPITA** For organizations with a current employee or member count on file, this award is presented to a first organization with 1 – 249 associates, a second organization with 250 – 999 associates, and a third organization with 1000+ associates.
- LARGEST PERCENTAGE INCREASE** For returning organizations, this award also goes to three differently-sized organizations: 1 – 249 associates, 250 – 999 associates, and 1000+ associates.
- AWARD OF EXCELLENCE** This award is presented to a company that meets two of three criteria: a 40% increase over the previous year, a 25,000 meal increase, and at least 50 meals per capita.
- OUTSTANDING NEW CAMPAIGN** With a special focus on recruiting new organizations to participate in Operation Feed, this award recognizes a campaign showing great ingenuity, creativity, and effectiveness in implementing its first-year meal raising strategies.
- OUTSTANDING VIRTUAL FOOD DRIVE** This award recognizes the organization that makes best use of the online Virtual Food Drive tool to involve friends and family in raising meals for Operation Feed.
- COMMUNITY PARTNER AWARD** Community partnerships are critical to the success of Operation Feed and each year one outstanding partnership will be recognized.
- DIRECTOR’S CHOICE AWARD** This award is selected by Operation Feed staff and is used to recognize exceptional campaign achievements.
- BENCHMARK CAMPAIGN DESIGNATION** Benchmark level contributors are recognized for successfully reaching goals suggested by Program staff, based on average Operation Feed campaign meals raised per capita.

## Campaigns Recognized in 2009

*Alliance Data, Largest Percentage Increase (1000 or more employees)*  
*Bob Evans Farms, Inc., Most Meals Per Capita (250- 999 employees)*  
*Central Ohio Restaurant Association, Outstanding Community Partner*  
*Columbus Bar Association, Outstanding Virtual Food Drive*  
*CompManagement, Inc., Award of Excellence*  
*Dinsmore & Shohl, Outstanding New Campaign*  
*Nationwide, Most Meals Per Capita (1000 or more employees)*  
*Open Text Corporation, Most Meals per Capita (1-249 employees)*  
*Porter Wright Morris and Arthur, Largest Percentage Increase (250 – 999 employees)*  
*School Employees Retirement System, Largest Percentage Increase (1-249 employees)*  
*State of Ohio Employees, Director’s Choice Award*

Learn more about the outstanding accomplishments of these organizations and see the list of campaigns contributing at the Benchmark level in 2009 by visiting [www.midohiofoodbank.org/act/operation-feed/2009](http://www.midohiofoodbank.org/act/operation-feed/2009).