



Tips for a Successful Campaign

SET THE TONE Meet with the leadership of your organization to explain community food needs, share the benefits of Operation Feed and determine levels of support. Some questions to ask:

- Can they help **lead by example** in showing support for the mission and values of Mid-Ohio Foodbank?
- Can they think of ways to **leverage the benefits** of all-employee involvement, team-building, leadership development, and a morale boost in support of the campaign effort?
- Will they **speak with Mid-Ohio Foodbank staff** or take a Foodbank tour to get a better understanding of hunger issues and the important contribution their organization can make?
- Will they **sign a letter or send an e-mail** of support to employees or members?
- Can they be **visible and involved** in campaign activities?
- Will the company **sponsor a kick-off and/or finale event** to celebrate the success of the campaign?
- Is there a possibility for employees to make a **contribution through payroll deduction**?
- Can they provide **time at organizational meetings** for committee members/campaign staff or approve a Lunch & Learn about Operation Feed?
- Will the company make **donations for prizes or silent auctions**? (examples: days off with pay, tickets to an arts event, the company box or suite a sporting event, lunch with the CEO, time off to volunteer with a nonprofit)
- Do they know **what competitors are doing** in the community? Do they know what other organizations are involved, and would they be willing to meet peer-to-peer with leaders from another participating organization?
- Would they welcome the **public acknowledgment and awards** that are available as a result of participation?

BUILD A STRONG COMMITTEE Ask a manager or supervisor to suggest someone from each department. Select committee members based on their availability, creativity and rapport with other employees. Remember, Operation Feed is a great leadership development opportunity. Consider organizing over a group lunch. Agenda items might include:

- discussing Operation Feed and the need,
- considering special company policies,
- planning events and sharing ideas,
- brainstorming ways to encourage friendly competition between teams or departments,
- reviewing prior campaign results and current goals,
- publicizing the campaign,
- soliciting donations for auctions and prizes,
- planning campaign reporting and food delivery,
- assigning duties for each member.

HOST A KICK-OFF Let employees know the campaign is underway! Explain the goal and activities planned.

EDUCATE, ENGAGE, MOTIVATE Keep associates and members are informed—use the Need and Impact Fact Sheet (included in packet) to make hunger issues real and tangible. Bringing groups to see the work done at Mid-Ohio Foodbank through a tour or volunteer shift can also be very powerful. Providing incentives for participation is another great way to encourage active involvement: prizes, perks, recognition and even bragging rights can be just the motivation needed to energize your campaign activities.

SHARE PROGRESS & PROMOTE EVENTS Keep employees informed of campaign progress. Publish articles in the employee newsletter or on the intranet. Send email messages about upcoming events. Post on bulletin boards and hang posters or banners in high traffic areas.

CELEBRATE YOUR SUCCESS Wrap up your campaign with flair. Consider hosting an employee pizza party to announce your campaign totals. Invite an Operation Feed staff member to personally thank employees. Ask your CEO to say a few words. Don't forget to recognize your committee members and others who were instrumental in helping you reach your goal.

ADDITIONAL TIPS...

1. **Awareness** – Educate everyone in the organization about hunger and food needs, and make sure that associates and members are personally asked to get involved.
2. **Ownership** – Make sure employees have input in the campaign planning. Your committee should be representative of your employee base.
3. **Competition** – A little rivalry between departments, buildings or business units—or a challenge between peer organizations—can help build spirit and excitement. Make sure to report regularly on the progress of any competitions.
4. **Outreach** – Inviting satellite locations, office visitors, neighbor organizations, vendors, agents, or retirees to participate can provide a great boost. The Virtual Food Drive is a convenient way to get friends and family involved. Use of social media tools can also help to highlight your efforts in the community.
5. **FUN** – Be sure that your campaign is FUN!!! Fun is a major ingredient in all successful campaigns.