



Campaign Bites

... a regular update for Operation Feed coordinators

March 13, 2009

Contents

1. *Operation Feed kicks-off on March 18—please join us!*
2. *2009 Campaign Coordinator training is huge success*
3. *Operation Feed implements new strategic plan*
4. *Campaign goals and benchmarking provide new focus for 2009*
5. *Verification of organizational FTE/member counts*
6. *Virtual Food Drive instructions and support*
7. *Event photos wanted*
8. *2009 materials now available*
9. *Reminder: lock box address change*
10. *Key campaign dates*
11. *Next steps*

1. Operation Feed kicks-off on March 18—please join us!

The 2009 campaign begins officially on Wednesday, March 18, with an event at The Community Kitchen, Inc. Bring your enthusiasm, as Mid-Ohio Foodbank staff and board members, Kitchen Cabinet members, Campaign Coordinators, community supporters, and local media come together to give an energetic start to Operation Feed 2009. Tough economic times present great challenges ... and opportunities. Join us to rally against hunger in central and eastern Ohio. You'll be able to see a Mid-Ohio Foodbank agency firsthand and tour the food pantry and soup kitchen housed at the facility. RSVP today by calling the Operation Feed office at 614-274-7770.

2. 2009 Campaign Coordinator training is a huge success!

Thanks to all of you who joined us for a Campaign Coordinator training session over the past two weeks. We are proud to announce that this year's training has drawn record numbers, with over 150 in attendance. It has been wonderful to meet so many dedicated, energetic folks and hear all of the great things your organizations are doing in support of Operation Feed. We'll be sharing some of these ideas over the course of the campaign, so please be sure to keep us posted on your progress and campaign developments.

If you would like to participate in training but were unable to attend one of the scheduled sessions, please be sure to let us know. If there is enough interest, additional sessions may be scheduled in the upcoming weeks. Please note that Operation Feed staff is also available to visit your campaign committee to talk about Operation

DID YOU KNOW ...



All food donations and 100% of every dollar raised by Operation Feed are used to provide food that Mid-Ohio Foodbank distributes to pantries, soup kitchens, and emergency shelters in central and eastern Ohio.

Feed and share materials and best practices with your group. Contact the campaign office for more information.

3. Operation Feed implements new strategic plan

Due to dramatic increases in hunger and food needs in central and eastern Ohio, Operation Feed will expand significantly over the next several years. The campaign raised 4 million meals in 2007; the goal for 2012 is 8 million meals. To achieve this goal, Operation Feed participated in a strategic planning process during 2008. Campaign Coordinators, Mid-Ohio Foodbank staff, and community stakeholders worked to formulate a four-pronged strategy to achieve this goal:

- i. **Growth of workplace campaigns:** work to set goals and benchmarks for existing campaigns, while actively recruiting participation of new organizations;
- ii. **Addition of technology elements:** rollout a web-based Virtual Food Drive tool that provides secure, convenient opportunities to raise funds, both within organizations and by reaching out to friends and family of employees or members.
- iii. **Outreach through associations:** reach out to professional networks and associations to raise awareness of Operation Feed among their membership—current relationships are developing with Mid-Ohio Regional Planning Commission, Columbus Chamber, Catholic Diocese, Young Professionals Club, and Columbus Bar Association;
- iv. **Expansion into full 20-county service area:** traditionally, Operation Feed worked only with Franklin and contiguous counties but has been expanded for 2009 to all counties that Mid-Ohio Foodbank serves.

Together, these four components will help to move the campaign toward the 2012 goal: 5 million meals in 2009; 6 million meals in 2010, 7 million meals in 2011, and 8 million meals in 2012. For additional information about any of these strategies, please contact the Operation Feed staff.

4. Campaign goals and benchmarking provide new focus for 2009

Workplace and organizational campaigns continue to be the focus of the Operation Feed program. Throughout the strategic planning process, feedback overwhelmingly suggested that campaigns value goal-setting as a tool to motivate employee participation and actively engage leadership in the Operation Feed campaign effort. Goals provide tangible numbers and results, helping to showcase results and encourage friendly competition inside and between organizations. Organizations also requested guidance in setting campaign goals.

As a result of this feedback, Operation Feed will begin a new goal-setting and benchmarking effort for 2009. Research found that the average campaign generated 25 meals per employee. Given the 1 pound = 1 meal / \$1 = 2 meal formula, this equates to just 25 canned items or \$12.50 per employee. New campaigns are being asked to come on-board at this 25 meals per employee level. Existing campaigns will be asked to reach the benchmark in 5-meal increments—for example, a campaign that raised 6 meals per employee in 2008 will be asked to raise 10 meals per employee in 2009, 15 meals in 2010, and so on. Many campaigns far exceed the benchmark, and these will be asked to work toward an annual per capita increase of just 1 additional meal per employee.

Operation Feed will be sharing historical campaign data with Campaign Coordinators and working together to set goals for the individual 2009 campaigns. Benchmarking is a critical piece of the strategic plan that will allow Operation Feed to grow to 8 million meals by 2012. If each individual can contribute just a small bit more (5 meals is equal to just \$2.50, less than the price of a latte!), together we can continue to provide critical support for food pantries, soup kitchens, and emergency shelters in central and eastern Ohio.

5. Verification of organizational FTE/member counts

Operation Feed maintains a record of FTE/member count for each individual campaign. The number of people in each organization always has been used to determine per capita meals raised and helps Operation Feed recognize outstanding campaigns. This year, FTE/member counts will also be used to aid in setting goals for individual campaigns. Please help us provide accurate goal data by ensuring that we have the most up-to-date count for your organization. Please provide any updates to Andy Murphy at amurphy@midohiofoodbank.org. Thank for your cooperation!

6. Virtual Food Drive instructions and support

The Virtual Food Drive provides a convenient way to make financial contributions through a secure online system. This tool allows you to create a team for your organization, invite associates to donate, and track fundraising by group or department. It also allows employees or members to solicit their friends and family, giving even more individuals the opportunity to join the fight against hunger. Instructions for setting up a team for your organization are available on the Operation Feed web site (on the Coordinator Resources page, accessible via the link at the bottom of the main page). Remember to email Operation Feed staff to give you administrative access once you set-up your organization's page. Staff members are also happy to assist—please contact the Operation Feed office for more information.

7. Event photos wanted

As you plan and implement your fundraising activities, please remember to take lots of photos. Whether it's your chili cook-off, "box your boss" video game tournament, bake sale, or "bring your dog to work" day, be sure to capture the fun and excitement. We would love to publish your photos in future newsletters, feature them on Operation Feed web site, or display them at the finale event. Please email photos and captions to amurphy@midohiofoodbank.com.

SHELF LIFE: The Hunger Study

This year, Mid-Ohio Foodbank will participate Feeding America's National Hunger Study, Hunger in America 2009, a nation-wide hunger study that will be the most comprehensive study on hunger in the world. Every four years, Feeding America, a network of food pantries, sponsors this in-depth study of the condition of hunger and the charitable response to hunger in the United States.

The Hunger Study, currently underway, consists of two parts. The first piece surveys member agencies of food banks (food pantries and soup kitchens, such as Broad Street Food Pantry and Community Kitchen, Inc. here in Columbus) using a confidential questionnaire. It gathers data to create a profile of each agency. The second part of the study, conducted by food banks, consists of individual interviews with clients being served by agencies. It gathers demographic data—for example, who is being served, what are their financial and family situation, where they live, how much they earn, and how often they receive food assistance.

The Hunger Study results in several levels of reporting data: an aggregate for the nation, the State of Ohio situation, a snap-shot of the Mid-Ohio Foodbank's twenty-county service area, and a separate Franklin County breakout. This data allows those involved in the charitable response to hunger to better understand the current situation. It also allows for comparison and analysis—how the climate and the response to hunger have changed over four-year spans. The information gathered is used by Feeding America, food banks, and agencies to educate the public, advocate with legislators, deal with the media, and appeal to donors.

The study, coordinated by the Agency Services department of Mid-Ohio Foodbank, provides many of the statistics used in the Operation Feed fact sheet and brochure. Regular communication with agencies also allows Operation Feed to better understand community needs and determine food items that are most-needed and -requested by clients.

For more information about the Hunger Study, visit <http://secondharvest.org/> or contact the Operation Feed staff.

8. 2009 materials now available

The 2009 campaign will kick-off with a fresh new look. Operation Feed now sports a new logo and freshly-redesigned materials for this year's campaign. There are professionally designed brochures and posters to spread the word about Operation Feed to workplace employees and organizational members. There are pieces to help you organize and plan the campaign strategy that works best for the culture of your organization. Forms to accompany food and financial donations help ensure that all meals are properly credited to your campaign. We even have newly-designed food collection boxes, generously donated by Jet Container Company. Materials are available as .pdf files on the Operation Feed web site: www.midohiofoodbank.org/act/operation-feed. Hard-copies of materials and boxes also are available for pick-up. Please place your materials order in advance by contacting Andy Murphy, and plan to stay for a tour of the facility when you come to pick-up your order.

9. Reminder: lock box address change

The lockbox address has changed for 2009. In the future, please direct all financial contributions (check and/or money orders) to this address:

**Mid-Ohio Foodbank
Operation Feed
Dept L-3231
Columbus, Ohio 43260-3231**

The address will be updated on all 2009 materials, but please double-check your records to help prevent returned mail. Thank you for your cooperation.

10. Key campaign dates

Add these important campaign dates to your calendars!

- **March 4-29** –
Construction Exhibit on Display at COSI;
- **March 18**–
Campaign Kickoff Event (10:45 a.m., St. John's Center);
- **March-June** –
Ongoing Workplace/Organization Campaigns;
- **May 2** –
WBNS-10TV Food Parade;
- **May 9** –
National Association of Letter Carriers "Stamp Out Hunger" Food Drive;
- **June 30** –
Official End of Campaign;
- **August/September** –
Campaign Finale (TBD).



Recipes for Success

• **EVENT FEATURE: "ONE POUND AUCTION"**

Nationwide shares a unique event idea. As part of its campaign, one Nationwide department holds a "one pound" auction. Employees and managers are invited to donate items that consist of one pound of *something*. Creative auction items include one pound of homemade candy, one pound of paper with a restaurant gift certificate included, and one pound of dirt in a container wrapped with a manager's certificate for a day of vacation! Associates are encouraged to use their creative talents for item ideas, and the element of surprise makes this event a big hit!

11. Next steps

RSVP for the kick-off event on March 18. All Campaign Coordinators are encouraged to attend!

If you weren't able to attend a Campaign Coordinator training session and would like to participate, please email amurphy@midohiofoodbank.org.

Visit the Operation Feed web page to check-out and download 2009 campaign materials.

If you have not already confirmed participation for 2009, please let us know that you plan to help us in the fight against hunger by filling out the attached form and emailing it back to amurphy@midohiofoodbank.org. We want to make sure that we have the correct contact information for your organization so that you get updates and news to help with your campaign.

We look forward to working with you in 2009. Please feel free to contact us if you have any questions or if we can provide any additional information.

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Thank you for your continued support of Operation Feed— **because no one should go hungry.**

NOTE: If you would prefer not to receive this email update, please ask that we remove you from our distribution list.