



Mid-Ohio Foodbank
OPERATION FEED

Campaign Bites

... a regular update for Operation Feed coordinators

November 13, 2009

Contents

1. *Campaign Coordinators visit Mid-Ohio Foodbank to reflect and share.*
2. *New online registration available – sign-up now for 2010!*
3. *Newly-structured Kitchen Cabinet seeks broader involvement and special skills.*
4. *Empty Bowls and Holiday Ornaments support families during the holiday season.*
5. *Reminder: move to Brookham Drive facility brings new contact information.*
6. *Next steps*

1. Campaign Coordinators visit Mid-Ohio Foodbank to reflect and share.

On Wednesday and Thursday, November 11 – 12, Campaign Coordinators from 26 organizations visited the Foodbank's new Brookham Drive facility to share experiences and reflect on their involvement with Operation Feed. Coordinators participated in a World Café, a technique allowing for structured small group conversations around specific topics. In both sessions, coordinators tackled questions about strategies & activities for raising meals, leadership involvement with their campaigns, and support & resources to foster growth of Operation Feed through 2012. A huge thank you goes to everyone who was able to participate. So many fantastic ideas emerged from the discussions, and we look forward to sharing them with all Campaign Coordinators in the coming weeks.

2. New online registration available – sign-up now for 2010!

As part of Operation Feed's recent web page revision, campaign registration has transitioned to a new online form using SurveyMonkey. Online sign-up is quick and easy for coordinators, eliminates unnecessary paper waste and streamlines data processing for staff. Access the form by clicking on the "Register for 2010" button from the web page. Annual registration ensures that we have the correct contact information for your organization and that you and your committee members receive updates and news to help with your meal-raising efforts.

The revised web site also features a new navigation system to help you quickly and conveniently locate the information you need. Outstanding 2009 campaigns are now featured here, and the Coordinator Resources section continues to offer materials and information to support your campaign.

Get an early start on your 2010 campaign activities! Visit us at <http://www.midohiofoodbank.org/act/operation-feed> to register your organization today!

DID YOU KNOW ...



Everything seems busier around the holidays, and operations at Mid-Ohio Foodbank are no exception. Last year, during one 48-hour period, the Foodbank distributed over one million pounds of food! This year, holiday programs will utilize nearly a thousand volunteer hours to pack 10,000 Holiday Pantry Packs, provide cases of staple holiday foods to agency partners, and distribute thousands of holiday birds – offering struggling families at least one day of the year to celebrate a special meal together.

3. Newly-structured Kitchen Cabinet seeks broader involvement and special skills.

Kitchen Cabinet members met last month to look back at the 2009 Operation Feed Campaign and strategize ways to enhance and grow Operation Feed in the coming year. Several sessions, including a World Café, helped the group chart a course for its second campaign cycle.

As a result of the meeting, the Kitchen Cabinet adopted a new structure, organized around a central purpose: *to grow the Operation Feed campaign to 8,000,000 meals by 2012*. A Core Work Team comprised of the Leadership Panel, members wishing to be actively-involved, and Campaign staff will interact regularly to guide the Campaign. A Circle of Supporters – individuals looking to make more focused and specific contributions to the campaign – will surround this group to help support Operation Feed’s expansion and growth. Cheerleaders, involved in a more indirect manner, also will help to promote Operation Feed and lend support as needed by the campaign. Within and among these circles are Affinity (work) Groups. These groups focus on specific tasks which can be long or short term, episodic or on-going. Groups currently identified include Small Business, Associations, Schools/Higher Education, Social Networking, Young Professionals, Technology, Training, Marketing, Outlying Counties, Strategic Recruiting, Faith-Based, and Labor.

If you have questions about the Kitchen Cabinet, or if there is someone in your network who might make a significant contribution in one of these areas, we encourage you to contact a member of campaign staff for more information.



Recipe for Success

- **START EARLY!**

Advanced planning can be a huge asset to your campaign coordination efforts. Starting to think now about 2010 activities can help integrate Operation Feed into annual calendars and budgets. Schedule a meeting with the leadership of your organization, recruit a strong committee and finalize dates of key activities to reserve time and meeting space before conflicts can arise. Long-time Operation Feed participant American Electric Power is a firm believer in getting an early start: by early November, campaign leaders had already finalized the 2010 campaign time frame and chosen dates for major meal-raising events!

4. Empty Bowls and Holiday Ornaments support families during the holiday season.

Empty Bowls

Columbus Recreation & Parks is once again organizing Empty Bowls events all over town to benefit Mid-Ohio Foodbank. Participants at local recreation centers and partner sites create handmade clay bowls especially for this event. Volunteers at each site supply homemade soups. For a \$10 donation to the Foodbank, you receive a meal of delicious soup and a drink, and you get to keep the bowl as a reminder of helping someone in need. Visit <http://emptybowlsohio.blogspot.com/> for a list of sites and dates.

Holiday Ornament Program

Each holiday season, Mid-Ohio Foodbank offers a great way to show your appreciation for colleagues, clients, friends and family. By making one simple donation expressing your support for alleviating hunger and helping area families in need, you can avoid shopping, malls, catalogs and difficult choices. A cardstock ornament with your message of concern, support and good will be sent in your name to recipients on your gift list. Ornaments are \$15 each and can be ordered by calling Mid-Ohio Foodbank at (614) 274-7770.





5. Reminder: move to Brookham Drive brings new contact information.

As a result of Mid-Ohio Foodbank's move to its new Grove City digs, contact information for Operation Feed staff has changed. Please update your records using the following phone numbers and address:

Joan Lloyd – (614) 317-9410
Andrew Murphy – (614) 317-9427
3960 Brookham Drive
Grove City, OH 43123

The Brookham Drive facility – which offers nearly three times the warehousing, freezer and volunteer space – will enable the Foodbank to provide more food to more hungry people in our community. We are very excited by the possibilities this new space brings. If you haven't already seen the facility, we encourage you to schedule your group for a tour before next year's campaign.

6. Next steps

-  Be on the lookout: great ideas from World Café discussions with Campaign Coordinators will be coming soon.
-  Register early – visit the Operation Feed web site to sign-up now for the 2010 Campaign!
-  Recommend colleagues with special skills to serve on a Kitchen Cabinet Affinity Group.
-  Consider incorporating Empty Bowls or Holiday Ornaments into your holiday activities.

Please feel free to contact us if you have questions or if we can provide any additional information to help with your campaign efforts.

Joan C. Lloyd
 Operation Feed Campaign Director
 614-317-9410
jlloyd@midohiofoodbank.org

Andrew Murphy
 Operation Feed Campaign Manager
 614-317-9427
amurphy@midohiofoodbank.org



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.