



# Campaign Bites

... a regular update for Operation Feed coordinators

April 24, 2009

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## 1. Number of organizations participating in Operation Feed nears 200-mark.

Operation Feed 2009 is off to a great start. To date, 196 organizations have confirmed participation ... and the number continues to grow! Kitchen Cabinet members continue recruiting efforts to help move the campaign toward the goal of raising 5 million meals in 2009. If you know of any business, professional association, religious organization, school, or networking group that might be interested in joining the fight against hunger, please tell them about Operation Feed. You can also share contact information with the Operation Feed staff and a campaign representative will contact them with further details.

## 2. Follow Mid-Ohio Foodbank on Twitter!

Twitter is an online social networking service that allows individuals to exchange messages of 140 characters or less. It's made up of a community of people who share news and information – fast! Mid-Ohio Foodbank is now using Twitter to keep “followers” updated on campaigns, events and general Foodbank news. To receive our updates, visit [www.twitter.com/Mid\\_OHFoodbank](http://www.twitter.com/Mid_OHFoodbank). You can also create a Twitter account to post information or photos about your campaign to share with Operation Feed and other Campaign Coordinators. To learn more about about using Twitter with your campaign efforts, contact a member of the Operation Feed staff.

### DID YOU KNOW ...



*Each year, Mid-Ohio Foodbank surveys its network of food pantries, soup kitchens, and emergency shelters to determine which foods are needed most by the clients they serve. Operation Feed then requests donations of these specific items. This year's list includes pasta meals in a can, canned meat, canned fruit, soup, tuna, peanut butter, and canned vegetables.*

### 3. *Virtual Food Drive provides an opportunity to get friends and family involved.*

Operation Feed's new Virtual Food Drive offers a perfect opportunity to reach out to others. Creating a page on the website is quick and easy and allows you upload contacts from your email address book. Then you can send pre-scripted or customized messages to friends, family, neighbors, colleagues, or members of your club or organization telling them about the fight against hunger. Invite them to support Operation Feed through a secure online contribution. All funds generated are credited to your organization's total number of meals raised. For more information about setting up a Virtual Food Drive page, visit <http://www.midohiofoodbank.org/act/operation-feed> or contact a member of the Operation Feed staff.

### 4. *You are invited: attend a hard hat tour of the Foodbank's new facility*

Please join us for a preview of Mid-Ohio Foodbank's new home. During April and May, Foodbank staff will host hard-hat tours at the Grove City facility and share what's ahead for the organization. We hope you can join us to learn how, together, we can increase Mid-Ohio Foodbank's capacity to serve families throughout central and eastern Ohio. Tours are scheduled for the following dates:

- 🚧 **Tuesday, April 28 at 5:00 p.m.**
- 🚧 **Friday, May 1 at 8:00 a.m.**
- 🚧 **Thursday, May 7 at 5:00 p.m.**

This project will have tremendous impact on the Foodbank's ability to give food and hope to real people in our community. We are making great progress and look forward to sharing this project in person! To reserve your space or suggest a time that works for you, please contact Jen Bowden at [jbowden@midohiofoodbank.org](mailto:jbowden@midohiofoodbank.org) or (614) 274-7770.

### 5. *Kresge Foundation issues challenge-grant for Foodbank's capital campaign*

Mid-Ohio Foodbank has recently been issued a \$1.45 million challenge grant from The Kresge Foundation in Troy, Michigan, for the Foodbank's capital campaign. The Kresge Foundation, created by the original founder of Kmart stores, provides bricks and mortar support for non-profit organizations in need of new facilities and equipment. The foundation has challenged Mid-Ohio Foodbank to raise the balance of

#### **SHELF LIFE: Providence Glen Food Pantry**

The Providence Glen Food Pantry has been actively serving residents of northeast Columbus for the past four years. Located within the Providence Glen housing development and situated in close proximity to the Corbin Commons senior center, the pantry has come to play a vital role in the 43219 area code.

The pantry boasts a friendly, welcoming, and respectful atmosphere and is especially conscious of family and senior issues. The operation—which is run exclusively by volunteers—occupies a small but efficiently-organized space within the development's multi-purpose building. It is open during a three-hour window on the second and fourth Wednesdays of each month. Each client receives at least a seven-day supply of food, in addition to household and personal care items, as they are available.

Nearly all of the food distributed by the pantry comes from Mid-Ohio Foodbank, with operating costs subsidized by Providence Glen. On an average operating day, over 150 households benefit from this agency, which provides food for between 500 – 600 individuals per month.

Pantry organizers have worked to offer additional services in conjunction with the pantry operation. During pantry hours, a nurse is on-duty to check blood pressure and screen for diabetes, and representatives offer information about WIC and other social service programs.

The pantry also has an active partnership with children in the community. During summer months, students volunteer to stock shelves, pack boxes, and assist clients. Several have received college scholarships through the I Know I Can program as a result of their efforts.

**For more information about the pantry at Providence Glen, contact Pantry Coordinator Arnon Lee at 614-707-8120.**

campaign funds by March 31, 2010; \$2.75 million must be raised before the challenge deadline. If successful, the foundation will pay out a \$1.45 million award. We are incredibly enthusiastic about the Kresge challenge, as it creates a sense of urgency and provides a unique messaging opportunity as we begin to approach the community at-large. To find out more about fundraising efforts, contact Jen Bowden at [jbowden@midohiofoodbank.org](mailto:jbowden@midohiofoodbank.org) or 614.274.7770. Stay tuned for more info on capital campaign progress!

## 6. National City Bank offers coin/cash processing and no-fee money orders

National City Bank has generously offered to provide financial services to assist with campaign efforts. Campaign Coordinators can bring cash and/or coin donations to a select group of branch locations. National City Bank will turn those funds into a money order payable to “Operation Feed” that can be submitted—along with Monetary Donation Form—to the Operation Feed lockbox. Coordinators are asked to call ahead to the chosen branch and to clearly state their association with Operation Feed. The service is offered free of charge at the following locations:

- 🏦 **Bexley** (614-238-7100) - 2594 E. Main Street, Columbus, Ohio, 43209;
- 🏦 **Westerville** (614-895-6510) - 72 E. Schrock Road, Westerville, Ohio, 43081;
- 🏦 **Worthington** (614-431-8300) - 6900 N. High Street, Worthington, Ohio, 43085;
- 🏦 **Morse Hamilton** (614-939-2030) - 5150 North Hamilton Road, Columbus, Ohio, 43230;
- 🏦 **Main Davidson** (614-759-2660) - 7221 E. Main Street, Reynoldsburg, Ohio, 43068;
- 🏦 **Powell** (614-718-3310) - 3932 W. Powell Road, Powell, Ohio, 43065;
- 🏦 **Dublin** (614-766-3380) - 221 W. Bridge Street, Dublin, Ohio, 43017;
- 🏦 **Olentangy Crossings** (740-657-6730) - 6274 Pullman Drive, Lewis Center, Ohio, 43035;
- 🏦 **New Albany** (614-933-8900) - 5471 New Albany Road West, New Albany, Ohio, 43054;
- 🏦 **Riverside** (614-261-3525) - 3555 Olentangy River Road, Columbus, Ohio, 43214.

We hope this service will help streamline processing of monetary donations. Sending all financial contributions through the lockbox provides tremendous time and resource savings for Operation Feed. Thank you for your cooperation!



### Recipes for Success

#### • NEW CAMPAIGN FEATURE

**State Farm Insurance's** Young Business Professionals group recently wrapped-up its first Operation Feed effort. The group members had coordinated food drives before, so they set sites high: a goal of \$3,000 in financial contributions, a full \$1,000 more than the past effort.

When the committee shared the goal with management, they were advised that, given the difficult economic situation, they should expect less to avoid being disappointed. At first, the committee second-guessed its decision but then decided to go ahead with the more challenging goal—this time with a plan: additional events, management involvement, improved communication strategies, and more enthusiasm—all to get more people engaged and raise more meals.

As the campaign progressed, the group was pleasantly surprised. “During this time when the need is so great, people feel appreciative for what they have and they want to be able to give back,” said Campaign Co-Coordinator Jason Dietsch,

The two-week campaign—which included teams competing for a pizza party and contest to obligate three lucky members of the management team to sing karaoke at the campaign finale—generated \$4,250 and 1000 pounds of food, surpassing the original goal by over 3,500 meals! “Everyone was blown away,” Jason commented, “especially our management team.”

Coordinators agreed that the group was pleasantly surprised by the positive energy and high morale surrounding the campaign activities. “We’re a competitive group,” Jason added, “and we’ve already started thinking of additional events to add to next year’s campaign.”

## 7. Public-facing marketing materials

If your campaign is planning a public-facing event and intends to publicize it outside of your organization, Operation Feed staff can help! We can provide logos and graphics that are consistent with Mid-Ohio Foodbank branding and offer suggestions for effectively appealing to your target audience. We also ask for the opportunity to review your draft to ensure that any press releases, signage, or other publicity material is consistent with existing Operation Feed messaging.

## 8. New Operation Feed signage: borrow a banner!

At the request of several Campaign Coordinators, Operation Feed has added another way to help promote your campaign efforts. Banners are now available and can be borrowed for use at activities and events. The 2.5 x 6 foot banners were generously donated by the Graphic Ts print shop based in Groveport, Ohio, and can be reserved by contacting the Operation Feed staff.



## 9. Reminder: financial donations

When submitting financial donations to the Operation Feed lockbox, please remember to include a [Financial Donation Form](#) with each batch of checks and money orders. This will ensure that all contributions are properly credited back to your campaign. Also keep in mind that the lockbox address has changed for 2009. 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.

## 10. Reminder: Canstruction® photos

Canstruction® 2009 was a great success, with ten teams participating in the event. The structures, which were on display at COSI from March 4-29, were judged on a variety of criteria. Photos of the structures and a list of winning team are posted here: <http://www.flickr.com/photos/27202402@N06/sets/72157616426430237/>.

## 11. Key campaign dates

Add these important campaign dates to your calendars!

- **March-June** –  
Ongoing Workplace/Organization Campaigns;
- **May 9** –  
10TV Family Fund 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).

## 12. Next steps

- 📄 Complete a [registration form](#) if you have not already confirmed participation for 2009.
- 📄 Check out the Mid-Ohio Foodbank’s Twitter page, and follow us on Twitter.
- 📄 Reach out to friends and family through the Virtual Food Drive.
- 📄 Request an Operation Feed banner for your next event.
- 📄 Sign-up for your preferred hard hat tour date.
- 📄 Take advantage of National City Bank’s cash/coin processing and money order services.
- 📄 Share drafts of public-facing materials with Operation Feed staff.
- 📄 Include a Financial Donation Form with all checks and money orders submitted to the lockbox.
- 📄 Document your events—take photos to share with Operation Feed.
- 📄 Visit the Operation Feed [web page](#) to check-out and download 2009 campaign materials.

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.

### **Joan C. Lloyd**

Operation Feed Campaign Director  
614-274-7770 ext. 294  
[jlloyd@midohiofoodbank.org](mailto:jlloyd@midohiofoodbank.org)

### **Andrew Murphy**

Operation Feed Campaign Manager  
614-274-7770 ext. 250  
[amurphy@midohiofoodbank.org](mailto: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.*