



Mid-Ohio Foodbank  
OPERATION FEED

# Campaign Bites

... a regular update for Operation Feed coordinators

January 29, 2010

## Contents

1. *Registration numbers on the rise. Help us reach 300 campaigns!*
2. *Campaign Kick-Off set for March 16 – save the date.*
3. *Kick-start your campaign with coordinator training.*
4. *Kitchen Cabinet affinity groups are working to enhance Operation Feed.*
5. *Do you have a “Fun, Fresh Fundraising Idea” or “Vendor Resource Suggestion” to share?*
6. *Reminder: Operation Feed participation can benefit your organization, too.*
7. *Key campaign dates*
8. *Next steps*

### 1. Registration numbers on the rise. Help us reach 300 campaigns!



63 local organizations have already committed to helping Mid-Ohio Foodbank fight hunger in 2010. Is your organization on the list? If you haven't already registered, sign-up today for Operation Feed, the annual drive that helps stock the shelves at hundreds of food pantries, soup kitchens and emergency shelters throughout central and eastern Ohio. In 2009, more than 200 groups joined forces to raise over 4,517,000 meals. The 2010 goal is **6 million meals** ... and to get there, we need your help.

Get your name on list of organizations committed to fighting hunger in 2010 ... and get an early start on your campaign activities! Sign-up today by visiting us at <http://www.midohiofoodbank.org/act/operation-feed>.

### 2. Campaign Kick-Off set for March 16 – save the date

Operation Feed will enjoy media attention and a burst of enthusiasm as we celebrate the start of the program's 2010 campaign. The official Kick-Off is set for the afternoon of Tuesday, March 16. Details are still being finalized, but Kitchen Cabinet members are planning some fun and exciting twists for us this year. Mark your calendars – this event is one *not* to be missed! More information and invitations will be coming soon.

### 3. Kick-start your campaign with coordinator training.

Campaign Coordinator training is coming soon! Visit Mid-Ohio Foodbank's new facility to learn about Operation Feed and gather strategies for holding a successful campaign. All

#### DID YOU KNOW ...



Over 3,000 individuals and companies have already pledged \$15 million toward the Campaign to Sustain, Mid-Ohio Foodbank's two-year effort to fund the purchase and renovation of the new Brookham Drive facility. Work is underway to raise the remaining \$1 million by March 31 in order to meet a critical challenge extended by The Kresge Foundation. If the \$16 million goal is met by March 31, the Foundation will award the campaign a \$1.45 grant that will officially complete fundraising efforts for the project.

To learn more, visit

[www.campaigntosustain.org](http://www.campaigntosustain.org)

materials needed for your meal-raising efforts will be distributed, and there will be opportunities to network and share ideas with Coordinators from organizations across the community.

New for 2010 are optional breakouts designed to offer more in-depth discussion around several key topics:

- 📖 **Fundamentals of Campaign Coordination** (great for those new to Operation Feed!),
- 📖 **Leveraging Social Media** (learn how tools like Twitter and Facebook can help),
- 📖 **Virtual Food Drive Implementation** (take your campaign to the next level by reaching out to friends and family),
- 📖 **Foodbank101: History & Programs** (hosted by Foodbank President & CEO, Matt Habash, and Evelyn Behm, Sr. VP of Food & Strategic Initiatives).

All sessions will be held at Mid-Ohio Foodbank in Grove City (3960 Brookham Drive, 43123). Each training will run for 90 minutes and be followed by an optional 30-minute breakout session. *Tours of the new Foodbank facility will be available after both the training and breakout sessions.*

**Please tell us which session you plan to attend. Visit <http://www.surveymonkey.com/s/96KKHZ7> to sign-up for one of the following dates:**

#### **Tuesday, March 2 –**

- 11:30 a.m. – 1:00 p.m. (Training/Brown Bag Lunch)
- 1:00 p.m. – 1:30 p.m. (Breakout Session – choose one)
  - 📖 *Fundamentals of Campaign Coordination*
  - 📖 *Leveraging Social Media*
  - 📖 *Virtual Food Drive Implementation*

#### **Wednesday, March 3 –**

- 8:00 a.m. – 9:30 a.m. (Training)
- 9:30 a.m. – 10:00 a.m. (Breakout Session – choose one)
  - 📖 *Fundamentals of Campaign Coordination*
  - 📖 *Leveraging Social Media*
  - 📖 *Virtual Food Drive Implementation*

#### **Tuesday, March 9 –**

- 2:30 p.m. – 4:00 p.m. (Training)
- 4:00 p.m. – 4:30 p.m. (Breakout Session – choose one)
  - 📖 *Fundamentals of Campaign Coordination*
  - 📖 *Leveraging Social Media*
  - 📖 *Virtual Food Drive Implementation*

#### **Thursday, March 11 –**

- 2:30 p.m. – 4:00 p.m. (Training)
- 4:00 p.m. – 4:30 p.m. (Breakout Session – choose one)
  - 📖 *Foodbank101: History & Programs* (hosted by Evelyn Behm, Sr. VP of Food & Strategic Initiatives)
  - 📖 *Leveraging Social Media*
  - 📖 *Virtual Food Drive Implementation*

#### **Thursday, March 18 –**

- 8:00 a.m. – 9:30 a.m. (Training)
- 9:30 a.m. – 10:00 a.m. (Breakout Session – choose one)
  - 📖 *Foodbank101: History & Programs* (hosted by Matt Habash, President & CEO)
  - 📖 *Leveraging Social Media*
  - 📖 *Virtual Food Drive Implementation*

## **4. Kitchen Cabinet affinity groups are working to enhance Operation Feed.**

The Kitchen Cabinet, Operation Feed's steering committee, has been hard at work gearing up for this year's campaign. As the campaign moves toward its 2010 goal, members are busy reaching out to new businesses, schools, professional associations and civic groups to bring them on-board with Operation Feed. In addition, several affinity groups have been focusing on specific projects and aspects of the campaign:

- 📖 **Marketing Committee** This group of communications and design professionals is focused on creating new materials and strategies for reaching out to the small business community and institutions of higher education. It is also responsible for a flashy new email blast to reengage organizations participating in last year's campaign. Keep your eyes peeled – more cool projects from this team are in the works.
- 📖 **Young Professionals Group** This team of up-and-comers is planning an event that will give local YPs an opportunity to network, have fun, and learn about Mid-Ohio Foodbank ... all while helping to raise meals for families in need. Watch for details to be coming soon!
- 📖 **Outlying County Initiatives** Groups in two counties are helping Operation Feed develop a stronger presence outside Franklin County. Marion Act is organizing a second community-wide drive to collect food items and raise Virtual Food Drive donations, while participants in the Union County Leadership Institute are working to build local support for Operation Feed and develop a strategy that can be replicated in other communities.
- 📖 **Kick-Off Planning Committee** This group has generously volunteered its creative energies for planning a 2010 Kick-Off event that's sure to impress even the most seasoned Campaign Coordinators. We'll plan to see *you* on March 16!
- 📖 **Foodfight Event Committee** Representatives of the Central Ohio Restaurant Association and participating restaurants will be working together to make the second annual Foodfight event an even greater success than last year's inaugural Foodfight6.30. Mark your calendars, and remember to dine out this year on Wednesday, June 30!



## Recipe for Success

### • DON'T DO IT ALONE!

Getting leadership involved is a fundamental component of an effective campaign. Last fall, experienced coordinators identified four key strategies for engaging and inspiring leaders of their organizations to support Operation Feed:

- 1) Give them information.** Educate leadership about the issue of hunger, Mid-Ohio Foodbank's work, impact of donations, and how participating can benefit your organization.
- 2) Invite them to be actively involved.** Share campaign plans openly. Encourage leaders to be visible. Invite them to address associates at activities or send an all-employee communication. Ask them to donate prizes / auction items, set aside time at staff meetings to talk about Operation Feed, or accompany a team to the Foodbank to volunteer. Show them how their example can influence others.
- 3) Leverage peer pressure.** Show what competitors are doing in the community. Convince them that the list of Operation Feed participating organizations is one they want to be on. Organize a peer-to-peer meeting with leaders from another participating organization (Operation Feed staff can help!).
- 4) Tell them support is available.** Operation Feed offers quick & easy activity suggestions, and the Virtual Food Drive requires little work to organize. Awards and acknowledgment will also help promote stewardship efforts in the larger community. Meet with officers or office heads. Tell them you need their help. Their leadership will help make your campaign a success!

Many thanks to all members of the Kitchen Cabinet and its affinity groups for volunteering time and energy for this year's campaign. We hope these efforts will enhance the overall campaign experience and support Operation Feed's push toward 6 million meals in 2010!

## 5. Do you have a “Fun, Fresh Fundraising Idea” or “Vendor Resource Suggestion” to share?

Every year, organizations across central and eastern Ohio come up with new ways to educate and motivate employees, streamline food drive logistics, partner with third party vendors or engage associates in events or friendly competitions that help to raise millions of meals for Operation Feed. Do you have a special fundraising event or best practice that you are willing to share? Do you work with a third party vendor who helps you raise meals for Operation Feed by contributing a portion of their sale proceeds to your campaign? If so, please send information about it to [operationfeed@midohiofoodbank.org](mailto:operationfeed@midohiofoodbank.org). We'll include a revised list of “Fun Fundraising Ideas” and “Vendor Resource Suggestions” in this year’s campaign coordinator materials packet. If selected, your idea also will be featured as a “Recipe for Success” in *Campaign Bites!* For a list of the activities and vendors featured in 2009, visit the Campaign Coordinator Resources page on the Operation Feed web site: <http://www.midohiofoodbank.org/act/operation-feed/coordinator>. Share your strengths and give other campaigns valuable insight to help them reach their goals!

## 6. Reminder: Operation Feed participation can benefit your organization, too.

In addition to the critical assistance that Operation Feed provides to central and eastern Ohio residents, it also offers a variety of benefits to participating organizations. Don't forget to leverage these benefits when organizing your campaign:

- ✦ **Every associate or member** becomes involved in some way through a organization-wide effort.
- ✦ **Team building opportunities** arise, both within and across parts of the organization.
- ✦ **Leadership development opportunities**, including project responsibility and accountability, are created for associates.
- ✦ **A great morale boost** comes from individuals knowing that they are doing good work for the communities in which they live and work—associates feel part of something much bigger than themselves.

For more information and ideas about how to realize these benefits in your organization, please contact a member of the campaign staff.

## 7. Key campaign dates

Important campaign dates for your calendar ...

- **March 2, 3, 9, 11, 18** – Campaign Coordinator Training Sessions (see details above);
- **March 16** – Campaign Kickoff Event (TBA);
- **March-June** – Ongoing Workplace/Organization Campaigns;
- **May 8** – National Association of Letter Carriers “Stamp Out Hunger” Food Drive;
- **June 30** – Foodfight6.30 – *Eat Out to Fight Hunger* Event  
Official End of Campaign;
- **August/September** – Campaign Finale (TBA).

## 8. Next steps

-  Visit the Operation Feed web site to sign-up now for the 2010 Campaign!
-  Register for your preferred Campaign Coordinator training and breakout sessions.
-  Save the date – Campaign Kick-Off Event scheduled for the afternoon of March 16.
-  Share your meal-raising activities and third party vendor resources with Operation Feed staff.
-  Schedule a meeting with your organization’s leadership to share plans and get them involved with this year’s campaign.
-  Consider the benefits of Operation Feed participation when selecting individuals to help with the campaign planning committee.

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](mailto:jlloyd@midohiofoodbank.org)

**Andrew Murphy**

Operation Feed Campaign Manager

614-317-9427

[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.*