



Campaign Bites

... a regular update for Operation Feed coordinators

February 13, 2009

Contents

1. *Kitchen Cabinet brings new leadership model for Operation Feed*
2. *Exciting developments for Campaign Coordinator training*
3. *Campaign kick-off set for March 18*
4. *Key campaign dates*
5. *Reminder: share your fundraising event ideas and best practices*
6. *Reminder: third party and vendor information wanted*
7. *Reminder: Operation Feed staff resources are here for you*
8. *Reminder: Canstruction®*
9. *Next steps*

1. Kitchen Cabinet brings new leadership model for Operation Feed

Due to dramatic increases in hunger and food needs in central and eastern Ohio, Operation Feed has undergone a critical analysis since the 2008 campaign. This has resulted in an exciting new strategic plan that will allow for sustained growth over the next four years. Ultimately, it will lead the campaign to a challenging new goal: providing 8 million meals in 2012.

- 2007 meals raised: 4.0 million,
- 2008 meals raised: 4.3 million,
- **2009 goal: 5 million meals,**
- **2010 goal: 6 million meals,**
- **2011 goal: 7 million meals,**
- **2012 goal: 8 million meals!**

To support this growth strategy, the campaign leadership structure has been re-envisioned for 2009. The campaign is transitioning from a traditional chair and co-chair model to a new model led by a group of representatives from key industry sectors who can aid marketing and solicitation efforts. This “Kitchen Cabinet” has been assembled and is currently reaching out to companies, associations, networking groups, religious organizations, restaurants, government agencies, and higher education institutions to reinforce current relationships and facilitate growth of Operation Feed into new arenas.

We are very excited about the Kitchen Cabinet, and we’ll be sharing more information with you at Campaign Coordinator training sessions and in future issues of *Campaign Bites*.

DID YOU KNOW ...



Mid-Ohio Foodbank distributes over 31 million pounds of food each year—enabling partner agencies to provide food for more than 47,000 meals each day.

2. Exciting developments for Campaign Coordinator training

Campaign Coordinator training is coming soon! We have many exciting developments for 2009 to discuss:

- **web-based Virtual Food Drive product roll-out,**
- **freshly-rebranded materials,**
- **campaign goal-setting,**
- **strategies for educating and engaging employees,**
- **Kitchen Cabinet and new strategic plan,**
- **tour of the Mid-Ohio Foodbank or Broad Street Food Pantry ... and more!**

Even if you've attended a training session in the past, you'll want to join us again this year to hear about the exciting things underway for the 2009 campaign. As always, you'll learn more about Operation Feed and how to hold a successful campaign in your organization. You'll get all of the materials you need for your campaign, and you will have an opportunity to network and share ideas with other campaign coordinators.

We hope you'll be able to join us at one of these sessions:

Tuesday, March 3 –

3:00 p.m. – 4:30 p.m. (Mid-Ohio Foodbank, 1625 W. Mound St.)

A tour of the Foodbank will follow the training session.

Wednesday, March 4 –

8:00 a.m. – 9:30 a.m. (Broad St. Presbyterian Church, 760 East Broad St.)

A tour of the Food Pantry will follow the training session.

Thursday, March 5 –

8:00 a.m. – 9:30 a.m. (Mid-Ohio Foodbank, 1625 W. Mound St.)

A tour of the Foodbank will follow the training session.

Wednesday, March 11 –

3:00 p.m. – 4:30 p.m. (Mid-Ohio Foodbank, 1625 W. Mound St.)

A tour of the Foodbank will follow the training session.

Friday, March 13 –

8:00 a.m. – 9:30 a.m. (Mid-Ohio Foodbank, 1625 W. Mound St.)

A tour of the Foodbank will follow the training session.

A big thank you to all who have registered. If you have not already done so, please RSVP by contacting Andrew Murphy at amurphy@midohiofoodbank.org or 614.274.7770 (please be sure to provide your name, the organization or campaign you represent, and the session you plan to attend).

SHELF LIFE: Broad Street Food Pantry

The Broad Street Food Pantry began in 1971. It has expanded, in size and services, in response to increasing community needs to become an integral part of a coordinated approach to local hunger assistance. It is an outreach ministry of the Social Witness Council, an official body of the Session of Broad Street Presbyterian Church (BSPC). The Food Pantry Board, a committee comprised of church members, community representatives, and clergy, oversees the operations of the Food Pantry.

The pantry dispenses nearly 3,000 pounds of food per week, including free commodities from the U.S. Department of Agriculture, Operation Feed food drives, and additional food purchases. These all are obtained from the Mid-Ohio Foodbank. The BSPC congregation also contributes items. In 2008, the pantry provided 284,940 meals to 6,937 households and 18,996 individuals—a *staggering increase of 54% over 2007*.

The pantry provides food to individuals and families in need who live in the agency's neighborhood. Each eligible person is served no more often than once every thirty days and is provided with a five day supply of food items according to family size. The pantry also provides a community service learning environment for students from The Ohio State University, Bexley High School, Columbus School for Girls, Columbus Academy, and other area schools.

The Pantry is open 11 a.m. – 1:30 p.m., Monday through Friday. Staffing is accomplished through volunteers who come from a variety of sources. To learn more about the Broad Street Food Pantry, please contact the pantry director, Jane Nance (614-221-6552).

See this agency first-hand—a tour of the pantry will follow the Campaign Coordinator training session on March 4.

3. Campaign kick-off set for March 18

The 2009 campaign kick-off event has been finalized! This year, the campaign officially will kick-off on Wednesday, March 18, at St. John's Center (640 South Ohio Avenue). The program will begin with coffee and networking at 10:45 a.m., with the program to follow at 11 o'clock. Following the program, there will be opportunities for tours of the soup kitchen and food pantry at Community Kitchen, a Mid-Ohio Foodbank agency housed in the Center. Watch for invitations that will be coming soon!

4. Key campaign dates

Add these important campaign dates to your calendars!

- **March 3, 4, 5, 11, 13** – Campaign Coordinator Training Sessions (see details above);
- **March 4** – Construction Opening Reception (6 p.m., COSI);
- **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;
- **April 25** – 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

- **SET THE TONE**

Getting organizational leadership involved is key to running an effective campaign. Meet with department and office heads. Educate them about hunger needs in our communities. Explain the benefits Operation Feed can bring to the organization. Ask them to send an all-employee communication, participate in contests / fundraising activities, donate prizes / auction items, or set aside time at staff meetings to talk about Operation Feed. Tell them you need their help. Their leadership by example will help make your campaign a success!

5. Reminder: share your fundraising event ideas and best practices

Every year, companies and organizations across central and eastern Ohio come up with new ways to educate and motivate employees, streamline food drive logistics, 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? If so, please send it to amurphy@midohiofoodbank.org. We'll include a list of Fun Fundraising Ideas in the campaign coordinator training packet. If selected, your idea also will be featured as a "Recipe for Success" in *Campaign Bites*. Help share your strengths and give other campaigns valuable insight to help them reach their goals!

6. *Reminder: third party and vendor information wanted*

Many of you work with third party vendors who help you raise meals for Operation Feed by contributing a portion of their sale proceeds to your campaign. We know of a handful of these vendors but would like to put together a more comprehensive list as a resource for coordinators. Although this list will not represent an endorsement of these vendors by Mid-Ohio Foodbank, it will be a reference for any coordinator looking for additional campaign ideas.

If you have had success working with a vendor for your campaign and are willing to share contact information with other organizations, please email that to amurphy@midohiofoodbank.org.

7. *Reminder: Operation Feed staff resources are here for you*

As you begin planning for your campaign, please keep in mind that Operation Feed resources are always available. Here are some of the ways we can help support your campaign:

- **meeting or speaking with leadership** of your organization about hunger needs and the organizational benefits of conducting a workplace campaign,
- **attending employee or department staff meetings** to talk about Operation Feed,
- **speaking at a Lunch & Learn session** to educate employees and motivate them to get involved,
- **brainstorming events or fundraising activities** that best fit the culture of your organization,
- **conducting on-site training sessions** for committee volunteers,
- **setting up a Foodbank tour** for members of your organization,
- **putting you in touch with peers** at other companies of the same size or in the same industry for networking and idea sharing,
- **being available to answer questions** that arise—before, during, or after the campaign.

To discuss any of these options, contact us by calling 614-274-7770 or by emailing jlloyd@midohiofoodbank.org or amurphy@midohiofoodbank.org.

8. *Reminder: Canstruction®*

Canstruction® is back for 2009. The event is sponsored by the Columbus chapters of The American Institute of Architects and The Society for Design Administration and is supported by Giant Eagle and Pepsi. Local architects display their talents and help feed hungry people by building giant sculptures entirely out of canned goods or other non-perishable foods. When the exhibition closes, all of the food used in the structures is donated to Operation Feed.

This year's event will be held at COSI in conjunction with their gallery exhibit "*Frogs: A Chorus of Colors.*" The sculptures—which will embody a theme of sustainability, "being green"—will be on display from Wednesday, March 4, through Saturday, March 29, and the exhibit is open to the public throughout this time.

9. Next steps

Be sure to RSVP for your preferred Campaign Coordinator Training Session by Wednesday, February 25.

Plan to attend the kick-off event on March 18. Watch for Operation Feed campaign kick-off invitations coming soon.

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.