



Campaign Bites

... a regular update for Operation Feed coordinators

January 30, 2009

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1. Campaign timeline

As the 2009 Operation Feed campaign approaches, we wanted to share key dates with you. The campaign will begin in mid-March and run through June. While we encourage organization and workplace campaigns to take place during this time, we will be happy to work with you to schedule time that best meets the individual needs of your organization.

Here are additional dates to save and add to your calendars:

- **March 3, 4, 5, 11, 13** –
Campaign Coordinator Training Sessions (see details below);
- **March 4** –
Canstruction Opening Reception (6 p.m., COSI);
- **March 4-March 29** –
Canstruction Exhibit on Display at COSI;
- **Mid-March** –
Campaign Kickoff Event;
- **March -June** –
Ongoing Workplace/Organization Campaigns;
- **May 9** –
National Association of Letter Carriers “Stamp Out Hunger” Food Drive;
- **June 30** –
Official End of Campaign;
- **August/September** –
Campaign Finale (TBD).

DID YOU KNOW ...



Food need in central and eastern Ohio is urgent. The demand for food is up 20% and will worsen each day in this growing economic crisis.

2. Coordinator training is coming soon!

Attending a Coordinator Training Session is a great way for you to 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 will be hosting Coordinator Training Sessions at the following times and locations:

Tuesday, March 3 –

3:00 p.m. – 4:30 p.m.

Mid-Ohio Foodbank

1625 W. Mound St.

Columbus, Ohio 43223

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.

Columbus, Ohio 43205

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.

Columbus, Ohio 43223

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.

Columbus, Ohio 43223

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.

Columbus, Ohio 43223

A tour of the Foodbank will follow the training session.

Please RSVP for the session you plan to attend 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).

3. Fundraising event ideas and best practices sharing

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!



Recipes for Success

- **DON'T DO IT ALONE!**

Recruiting a strong committee is the one of the most valuable strategies for organizing an effective campaign. Ask a manager or supervisor to suggest someone from each department. Select members based on their availability, creativity, and rapport with other employees. A well-formed committee can save each member time, generate creative new ideas, and increase the reach and momentum of your campaign. Start assembling yours today!

4. Third party and vendor resources

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.

5. How Operation Feed staff can help

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.

6. 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 Monday, March 4, through Saturday, March 29, and the exhibit is open to the public throughout this time.

7. Next steps

Be sure to RSVP for your preferred Campaign Coordinator Training Session.

Watch for Operation Feed campaign kick-off invitations coming in early February.

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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A special thanks to those of you who have already committed to the 2009 Operation Feed Campaign!

Hunger.
It's increasing, it's evident, and it's everywhere.

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