



Mid-Ohio Foodbank  
| OPERATION FEED

# Campaign Bites

... a regular update for Operation Feed coordinators

February 12, 2010

## Contents

1. Rally to Tally on March 16—show your spirit, energize your campaign!
2. Let's reach 200 organizations by campaign kick-off – register today.
3. Coordinator boot camp is coming: have you enlisted?
4. Please spread the word: Noodles & Company promotion, Cakes for a Cause
5. Key campaign dates
6. Next steps

### 1. Rally to Tally on March 16—show your spirit, energize your campaign!

This year's Operation Feed campaign kicks-off with a battle cry of *Rally to Tally!* Join fellow Campaign Coordinators, Kitchen Cabinet members, Mid-Ohio Foodbank staff & board, *and* special community guests on Tuesday, March 16, 3:30 – 5:00 p.m., at Mid-Ohio Foodbank. We'll enjoy an afternoon of excitement and motivation as this year's Operation Feed campaign gets officially underway. Energize yourself for the fight against hunger and show your spirit by wearing your favorite sports team apparel. Are you ready for the challenge? Let's cheer and fight our way to another record-breaking Operation Feed effort this spring, tallying up *6 million meals* in 2010! Stay tuned: more details and invitations will be coming soon.

### 2. Let's reach 200 organizations by campaign kick-off – register today.



In 2009, more than 200 groups joined forces through Operation Feed to raise meals for community members in need. To date, 76 local organizations have committed to fighting hunger in 2010. When the campaign kicks off on March 16, help us announce that this year's effort is already 200 organizations

strong. If you haven't yet confirmed, please register today. It's quick and easy to sign up: just visit <http://www.surveymonkey.com/s/JoinOperationFeed>.

#### DID YOU KNOW ...



More than 248,000 individuals receive emergency food each year through Mid-Ohio Foodbank, according to HUNGER IN AMERICA, 2010, a study of domestic hunger completed in 2009 by Feeding America. These findings represent a 28% increase since the 2006 study. Of those receiving food, one out of five is a homeowner, and 76% of adult clients under the age of 65 are currently unemployed. 41% of clients report having to choose between paying for food and paying for medicine or medical care.

### 3. Coordinator boot camp is coming: have you enlisted?

Get your campaign in shape with Campaign Coordinator training! Sessions begin on March 2. Sign up now—choose your date here: <http://www.surveymonkey.com/s/OpFeedTraining>. Each session offers strategies for holding a successful campaign, print materials & boxes to assist your meal-raising efforts, and opportunities to network and share ideas with Coordinators from organizations across the community.

New for 2010: 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.*

### **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. Please spread the word: Noodles & Company promotion, Cakes for a Cause**

**Bring PB&J, Get a Free Sandwich** (Sunday, February 28<sup>th</sup>, & Monday, March 1<sup>st</sup>)



Restaurant chain Noodles & Company has partnered with Mid-Ohio Foodbank this year, offering a community-wide promotion to benefit Operation Feed. Just bring a plastic container of peanut butter or jelly to any Columbus area location on Sunday, February 28, or Monday, March 1, and receive a free sandwich duo. Please [share this flyer](#) with your associates and members!

## Satisfy Your Sweet Tooth with Cakes for a Cause (Tuesday, March 23<sup>rd</sup>)



Calling all sweet teeth! On March 23<sup>rd</sup>, central Ohio caterers, wedding planners and event professionals are joining forces to bring us Cakes for a Cause, an event to benefit Operation Feed. This evening of mixing and mingling will be highlighted by a cake auction featuring the best and brightest cake designers and bakers, along with other fantastically generous companies in the Columbus area. The 6 – 9 p.m. gathering takes place at Mid-Ohio Foodbank’s new location in Grove City. Tickets, [on sale now](#), are expected to go fast. Visit <http://www.columbuscakesforacause.com/> to learn more.

## 5. Key campaign dates

Important campaign dates ...

- **February 28-March 1** –  
Noodles & Co. PB&J Drive
- **March 2, 3, 9, 11, 18** –  
Campaign Coordinator Training Sessions (see details above);
- **March 16** –  
Rally to Tally Kickoff Event (3:30 – 5 p.m.);
- **March 23** –  
Cakes for a Cause (6- 9 p.m.);
- **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).

## 6. Next steps

- 🚩 Visit the Operation Feed web site to register for the 2010 Campaign!
- 🚩 Sign-up for your preferred Campaign Coordinator training and breakout sessions.
- 🚩 Save the date – Rally to Tally scheduled for March 16 at 3:30 p.m.
- 🚩 Remember to utilize campaign staff when planning your activities.



## Recipe for Success

### • **TAP INTO CAMPAIGN STAFF**

Operation Feed staff resources are here to help! As you begin planning your 2010 activities, please keep in mind that campaign staff can support your efforts in many ways, including ...

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

We want to partner with you this year! To discuss any of these options, please contact Joan or Andy.

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.**

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