



Mid-Ohio Foodbank

Campaign Bites

... a regular update for Operation Feed coordinators

June 18, 2010

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1. Have you organized your Foodfight?

Supporting Operation Feed has never been tastier! Foodfight6.30—*eat out to fight hunger* returns Wednesday, June 30. The Central Ohio Restaurant Association has organized a great group of restaurants that are committed to helping Operation Feed provide meals for those in need:

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| The Acme Hotdog & Sausage Company | pattycake bakery |
| Barcelona Restaurant | Phillip's Original Coney Island |
| basi Italia | The Refectory Restaurant & Bistro |
| Betty's Fine Food and Spirits | Roosters (all central Ohio locations) |
| The Clarmont Restaurant | Spinelli's Deli |
| DeepWood | Stuafs Coffee Roasters (Grandview location) |
| Figlio Wood Fired Pizza (Grandview location) | Surly Girl Saloon |
| Katzinger's Delicatessen | The Top Steakhouse |
| Michael O'Toole's Restaurant & Bar | Vinovino Restaurant and Winebar |
| MoJoe Lounge (Short North & German Village) | Vittoria Ristorante & Bar |
| Mudflats Bar & Grill | Zeros Pizza |

Can you help make this year's event a success?

1. Visit www.midohiofoodbank.org/foodfight to get started. There, you'll find a flyer to post or share with your associates via email.
2. Then, organize a group (coworkers, family, friends) to dine out on June 30. Just choose a restaurant from the list and go for breakfast, lunch or dinner (coffee breaks & happy hours count, too!). 5% of the check will be donated to Operation Feed!
3. Finally, spread the word on Facebook. Visit the [Facebook event page](#), click on the "Invite People to Come" link (below the Foodfight icon), and select those friends you want to receive an invitation. We're up to 150 confirmed guests so far ... let's see how big a group we can assemble by June 30!

DID YOU KNOW ...



This weekend, Mid-Ohio Foodbank will participate for the first time in Columbus's annual Pride Festival. Foodbankers are teaming up with Project Open Hand, a partner agency providing nutrition services to people living with HIV/AIDS, for two days of outreach among members of the Gay, Lesbian, Bisexual and Transgender community. Booth visitors can learn about Foodbank programs, Operation Feed participation, volunteer opportunities and upcoming events or get information about accessing emergency food services.

2. Reminder: campaign wrap-up

Once your campaign activities have concluded, please take a minute to tell us about your drive. Share your results here: <http://www.surveymonkey.com/s/ReportResults>. Remember that the [Meals Tracking Log](#) can help you record food or funds raised and that each donation should be accompanied by a [Food Drive Contribution Form](#) or [Monetary Contribution Form](#) (please mail checks and money orders directly to the Operation Feed bank lockbox for processing rather than bringing them to the Foodbank). The [Operation Feed Coordinator Resources web page](#) offers additional resources to help you finish your drive. See [Wrapping Up - 4 Easy Steps](#) or contact a member of the Operation Feed team with any questions. Thank you for your support!

3. Reminder: Rally To Tally video contest.

Don't miss the chance to showcase your organization's commitment to fighting hunger. The *Rally To Tally* video contest, currently underway, offers winning video creators the opportunity to be an integral part of Operation Feed marketing and promotions efforts for the 2011 campaign. We are inviting groups to create a video response to the *Rally To Tally* video (if you haven't seen this great piece, created by our Kitchen Cabinet Marketing Committee, go online to check it out: www.youtube.com/watch?v=sDlt9tQIFU). We're asking for submissions that emphasize the theme –“When everyone does a little, the Foodbank can do a lot!” and that encourage other organizations to get involved with Operation Feed. The deadline is July 16. Winning videos will be featured at the campaign finale, used in 2011 campaign marketing and receive a \$125 grant to Operation Feed on their behalf, courtesy of Nationwide. Start documenting your efforts and planning your story now! Read [Contest Guidelines](#) for all of the details.

4. Upcoming events and promotions benefitting Operation Feed

Max & Erma's Dublin Location Food Drive & Promotions – June 19



Help Max & Erma's Dublin location support Operation Feed! The Washington Township fire truck will be on hand Saturday, June 19, 11 a.m. – 3 p.m. Bring in canned goods or a donation and receive a \$5 off of \$20 coupon! Or, now through June 30th, bring in 2 canned goods and receive a \$2 off coupon. Bring in 5 canned goods and get an order of cookies FREE! Dublin location only: 411 Metro Place North, 614-889-8111 (not valid with any other offer; limit one per customer).

Central Ohio Restaurant Association's Foodfight6.30 – June 30



Mark your calendar and spread the word: Foodfight6.30—eat out to fight hunger will benefit Operation Feed again this summer. The Central Ohio Restaurant Association is organizing a group of restaurants that generously dedicate a portion of Wednesday, 6/30/2010, sales to feeding hungry people. Your job is simple: just choose a restaurant from the list and go for breakfast, lunch or dinner on June 30 (coffee breaks and happy hours count, too!) – 5% of your check will be donated to Operation Feed. A list of participating restaurants is posted here:

www.midohiofoodbank.org/foodfight.

Segway Tours Benefit – May & June



Did you know that you can take a guided tour of Columbus on Segway? If you haven't yet had one of these informative and entertaining excursions through our city, you are missing out! What better time to book your tour than during the months of May and June, when \$5 of each ticket goes to Mid-Ohio Foodbank. Just mention Operation Feed when calling 614-222-3005 to schedule. To learn more, visit <http://www.segawaytoursofcolumbus.com/>.

5. Key campaign dates

Important campaign dates ...

- **June 30** –
Foodfight6.30 – *Eat Out to Fight Hunger* Event,
Official End of Campaign;
- **July 16** –
Rally To Tally Video Contest
Submission Deadline;
- **August/September** –
Campaign Finale (TBA).

6. Next steps

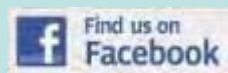
- 🚩 Help promote Foodfight6.30 using the electronic flyer and Facebook event page.
- 🚩 Share results once campaign activities have concluded.
- 🚩 Start planning your *Rally To Tally* video contest submission.
- 🚩 Spread the word about community events and promotions benefiting Operation Feed.
- 🚩 There is still plenty of time to hold a drive – visit the Operation Feed web site to get started.

Please contact us if you have questions or if we can provide any additional information to help with your campaign efforts.

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Recipe for Success

• Campaign Feature

The heart of **Nationwide Children's Hospital** is serving and treating children. As an integral part of Operation Feed, NCH employees have extended their nurturing spirits to feeding hungry children and families in our community. In three short weeks, the organization was able to involve 100 departments, raise employee participation levels and surpass its goal to end with a phenomenal 134,876 meals!

Co-Chairs Susan Brewer and Vinnie Mason had a vision, and they were determined not to be easily diverted. It seemed that there was an unspoken commitment by the staff to not let the campaign fall short, even despite a late start and the decision to shorten the drive by two weeks. Driving the effort was the theme of stepping up, being a leader and making a statement in the community. They wanted to set an example of how organizations, even those with unique regulations or barriers, can make a difference in the lives of children and others around us who are facing hunger.

The co-chairs quickly got to work, designating an Executive Lead who then corresponded with Department Leads to share messages and encourage employee participation. There was one staggering statistic shared with associates throughout the campaign: *only 5% of Foodbank clients are homeless; 1 in 5 is a homeowner.* This became relatable to associates and quite possibly what prompted them to become more engaged in the fight against hunger. Several inter-departmental fundraisers and activities were held, and it was this combined effort that ensured success for NCH. Congrats to everyone at Nationwide Children's Hospital on an exemplary 2010 campaign!

When everyone does a little, the Foodbank can do a lot!

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.