



Mid-Ohio Foodbank

# Campaign Bites

... a regular update for Operation Feed coordinators

July 2, 2010

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### 1. Rally To Tally video contest extended – get your camera ready!

To give groups plenty of time to prepare entries, the *Rally to Tally* video contest has been extended through July. You don't need to be a video expert to participate! Creating an entry can be as easy as making a quick photo slide show using Animoto (<http://animoto.com/>), or you can go the flip cam route – asking associates to talk about the organization's involvement with Operation Feed and using Windows Movie Maker or iMovie to put the pieces together. Don't miss the chance to showcase your organization's commitment to fighting hunger. Winning videos will be featured at the campaign finale and used in 2011 campaign marketing, and they'll earn a \$125 grant to Operation Feed on their behalf, courtesy of Nationwide. Start documenting your efforts and planning your story now! The deadline is July 31<sup>st</sup>. Read our [Contest Guidelines](#) for all of the details.

### 2. Share your feedback, help strengthen Operation Feed.

Your partnership with Mid-Ohio Foodbank is the essential component of Operation Feed's ability to provide food for thousands of local families in need. As the 2010 drive winds down, your input is requested. We value your campaign expertise, and your feedback will help us provide tools and support to make coordination efforts as convenient and effective as possible.

Please take a few minutes to tell us about your experience. Just visit <http://www.surveymonkey.com/s/EvaluateOpFeed> to access an online evaluation. Responses are anonymous and should require approximately 10 minutes to submit. Thanks in advance for your comments.

### 3. Mid-Ohio Foodbank will be closed on July 5<sup>th</sup>.

The Foodbank will be closed on Monday, July 5, in observance of Independence Day. Please plan any drop-off and pick-ups accordingly. If you need assistance, please send a message and a member of the Operation Feed team will contact you on Tuesday. We wish you enjoy a safe and enjoyable holiday weekend!

#### DID YOU KNOW ...



*Mid-Ohio Foodbank has a new bakery partner! Since establishing a relationship with the Foodbank in February of this year, Bimbo Bakeries USA has already donated nearly 200,000 pounds of bread and bakery products, consisting of brands like Brownberry, Thomas', Boboli and Entenmanns. 4 weekly pick-ups from the Gahanna distribution facility provide fresh, staple food items for pantries, soup kitchens and shelters throughout central & eastern Ohio.*

#### 4. *Reminder: campaign wrap-up*

Once your campaign has concluded, please take a minute to tell us about your drive. Share your results here: <http://www.surveymonkey.com/s/ReportResults>. 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. If you have photos of your activities, please share those as well. We’d love to post them on the Foodbank’s Facebook page to show the public all the great ways organizations are working to fight hunger in our community. Thanks for your support!

#### 5. *Key campaign dates*

Important campaign dates ...

- **July 31** –  
Rally To Tally Video Contest Submission Deadline;
- **August/September** –  
Campaign Finale (TBA).

#### 6. *Next steps*

- 🚩 Share results once campaign activities have concluded.
- 🚩 Complete the 2010 evaluation.
- 🚩 Create your *Rally To Tally* video contest submission.

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

**Ashland Inc.** employees demonstrated their creative fundraising strength again this year to pull off another winning effort for Operation Feed. By incorporating some fun and entertaining ideas, Ashland has surpassed its goal by nearly 10,000 meals!

The hint of the competitive nature came out in hundreds of employees as they witnessed (and wagered!) on some of Ashland’s senior leaders who dashed and danced through an amusing game of “Minute to Win It!”. The winner of the competition, and those who picked the correct winner, enjoyed a free lunch. All of the ‘friendly wagers’ collected went directly to Operation Feed.

Another resourceful initiative was the annual Hazardous Waste Day in collaboration with Earth Day. For a donation to Operation Feed, anyone in the community could drop off hazardous waste to the collection site provided by Ashland.

A vendor fair provided a fantastic opportunity for employees to showcase their artistic abilities and sell their crafts. Whether selling jewelry, scrapbooking supplies, makeup, baked goods or household items, each vendor made a \$25 donation to Operation Feed to reserve a table at the afternoon-long affair.

In addition, Ashland staffers participated in a book fair, a spring/Mother’s Day flower sale, a team walleyball challenge and the ever-popular Silent Auction, which featured 60 items and raised over \$5000! Way to go Ashland Inc....your inventiveness and enthusiasm for Operation Feed is a true inspiration!

*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.*