



Mid-Ohio Foodbank

# Campaign Bites

... a regular update for Operation Feed coordinators

June 4, 2010

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## 1. Foodfight6.30 returns – use our promo flyer and Facebook invite to spread the word!

Supporting Operation Feed has never been tastier! Mark your calendar: 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 people in need. Last year's debut event raised over 41,000 meals!

We need your help to make this year's Foodfight an even greater success. Here are a few things you can do to lend a hand:

- 🍴 To get started, visit [www.midohiofoodbank.org/foodfight](http://www.midohiofoodbank.org/foodfight). There you can view the full list of participating restaurants.
- 🍴 Share the event flyer with your associates via email.
- 🍴 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!
- 🍴 Spread the word on Facebook. Visit the [Facebook event page](#), click on the "Invite People to Come" link (below the graphic), and select the friends you want to receive an invitation). Let's see how many guests we can confirm by June 18!

## 2. Brookham Drive facility achieves LEED Gold certification.

Mid-Ohio Foodbank's has been awarded LEED Gold certification from the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) certification program. LEED is the preeminent program for the design, construction and operation of high performance green buildings. Projects are awarded Certified, Silver, Gold, or Platinum certification, and Mid-Ohio Foodbank is one of the first food bank facilities in the nation to be certified at the Gold level.

### DID YOU KNOW ...



Since January, 12 students from Metro Early College High School have used Mid-Ohio Foodbank as a home base for their studies. The STEM-based curriculum – focusing on science, technology, engineering and mathematics – has allowed students to contribute to real Foodbank initiatives in-progress, such as planning of unused facility space, developing the new choice food pantry, researching a "green" parking overflow option, and implementing solar power & watering systems for the community gardens.

The facility was designed and constructed in a sustainable manner that minimizes impact on the environment. As an organization committed to recovering food that would otherwise go unused, using green principles in construction and operation of the facility is a natural extension of the Foodbank mission.

The green design provides a number of environmental and cost saving benefits. Repurposing an existing building allowed 95% of the structure to be reused, and 95% of construction waste was recycled instead of going to landfill. Energy savings result from motion-controlled florescent fixtures, natural light from skylights, and a more efficient (and ozone-friendly) ammonia-based freezer/cooler system. Water-efficient plumbing fixtures, native plant landscaping that eliminates the need for an irrigation system, and rain barrels for the community gardens reduce water consumption. In addition, many construction materials were produced regionally and new walls, floors and furnishings are made from recycled materials.

If you have not already had the chance to see this amazing new facility, please consider scheduling a tour for your group. Contact a member of the Operation Feed team for details!

### 3. *There's still plenty of time to organize a drive for Operation Feed.*

If you haven't already conducted your campaign, it's not too late! There are many quick and easy ways to raise meals that benefit Mid-Ohio Foodbank's network of food pantries, soup kitchens, and emergency shelters. Just visit <http://www.surveymonkey.com/s/JoinOperationFeed> to register for 2010, and a member of the Operation Feed team can help determine the meal raising activities that would work best for your organization.

### 4. *Bank processing resources make it easy to handle cash and coin.*

Do your campaign activities generate cash or coin? Bank processing resources can help! Huntington Bank has agreed to support Operation Feed by accepting cash/coin donations from your campaign fundraising efforts and issuing a no-fee cashier's check payable to "Operation Feed." Cooper State Bank is partnering with Operation Feed this year to offer free use of its Coin Zone service to process coin generated by your campaign activities. The check or money order obtained can then be sent to the lock box with any other monetary contributions. For details about either of these services, visit the [Coordinator Tool Kit](#) available at [www.midohiofoodbank.org/act/operation-feed](http://www.midohiofoodbank.org/act/operation-feed).

## **SHELF LIFE: Hilltop Lutheran Church**

On the corner of Terrace and West Broad sits a lifeline for the Hilltop area, largely known for serving and protecting the kids in the neighborhood and providing more than 900 meals a week to those in need. It is said that the service area reaches six blocks to the east and six blocks to the west, as well as South Sullivant Avenue, but the agency leaves a mark on the lives of hundreds of children all year long through its after school meals program and free summer lunch project.

Many children in the area count on federally-funded breakfasts and lunches through the schools and other agencies. During summer months, however, without programs like those offered through Hilltop Lutheran Church these children would do without. 100% of the snacks the preschool age children receive are supplied through Mid-Ohio Foodbank; the Foodbank also serves as a backup for the summer lunch program, many times offering fresh fruit and juices to augment the nutritional value of the meals served.

Visit Hilltop Lutheran on any given Sunday morning and find quite a breakfast spread being offered to families involved with any of the church's programs. Dinners are also available throughout the week on Thursdays and Saturdays.

In addition to distributing meals, the agency offers other mainstays, such as the Summer Camp and a substantial community garden. The camp runs Monday through Friday, with part of the curriculum focused on the art of gardening. Here the children learn how to tend to a garden as well as how to market fresh produce and sell it to the community.

Hilltop Lutheran Church has come a long way since nearly closing its doors in 2002. It is now operating under the umbrella of Upper Arlington Lutheran Church, with 21 paid staffers and a host of volunteers to fill in the gap for the Hilltop community.

For information about programs and volunteer opportunities, contact Pastor Steve Scott at 614-274-4170 or visit [www.ualc.org](http://www.ualc.org).

## 5. Campaign wrap-up instructions

Once your campaign activities have concluded, please take a minute to tell us about your drive. An online results reporting form is now up and running: <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!

## 6. Reminder: don't miss out on the 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=sDlt9tlQIFU](http://www.youtube.com/watch?v=sDlt9tlQIFU)). 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.

## 7. Reminder: share photos showcasing Foodbank involvement.

We want to see your campaign in action! As you conduct activities, please capture the fun ... and share photos or video clips with Operation Feed. We would love to feature your efforts at kick-off and finale events, in newsletter articles, or via social media channels such as Facebook or Twitter. You can email material to [operationfeed@midohiofoodbank.com](mailto:operationfeed@midohiofoodbank.com) or, even better, you can become a fan of Mid-Ohio Foodbank at [www.facebook.com/midohiofoodbank](http://www.facebook.com/midohiofoodbank) and post videos, photos, links or comments about your events and activities directly to the Foodbank's Wall. Then everyone in the community will be able to learn about the great things your organization is doing in support of Operation Feed!

## 8. Upcoming events and promotions benefitting Operation Feed

### Shadowbox Cabaret Performances – June 10 & 18



Shadowbox Cabaret offers a special Operation Feed promotion for its upcoming "Best of Shadowbox" show. Anyone who reserves tickets for the June 10<sup>th</sup> or 18<sup>th</sup> show will receive a special discounted ticket price of \$20 ... and \$15 of each ticket will be donated to Operation Feed! Just call the box office at 614-416-7625 and mention Operation Feed or Mid-Ohio Foodbank when reserving tickets. Plan to come early – doors open at 6:15 p.m. for dinner & cocktails; show begins at 7:30. Visit [www.shadowboxcabaret.com](http://www.shadowboxcabaret.com) for show info and fun cast happenings. Invite friends, coworkers and family (please note: show may contain adult comedy & language).

## 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, between 11 a.m. – 3 p.m. Bring in your 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](http://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.segwaytoursofcolumbus.com/>.

## 9. 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).

## 10. 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.
- 🚩 Share photos & video of your campaign activities.
- 🚩 Spread the word about community events and promotions benefiting Operation Feed.
- 🚩 If you haven't already registered, visit the Operation Feed web site to confirm for 2010.

Please 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**

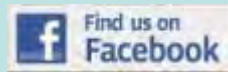
Operation Feed Campaign Manager  
614-317-9427

[amurphy@midohiofoodbank.org](mailto:amurphy@midohiofoodbank.org)

**Amber Riley**

Operation Feed Campaign Assistant  
614-317-9467

[ariley@midohiofoodbank.org](mailto:ariley@midohiofoodbank.org)



## Recipe for Success

### • Campaign Feature

Alliance Data rose to the challenge again this year to perfect a winning campaign strategy. Its Columbus operation consists of three different environments: corporate office, call center, and warehouse. Campaign leadership takes cultural differences into account when developing unique ways to appeal to various groups. This year, each building had its own goal, and every location surpassed the goal tailored for them. Challenges and participation from the executive leadership created a lot of enthusiasm, and many successful activities contributed to the incredible outcome.

Coordinators have remained the same for the last two years—a huge benefit going into this year’s campaign. They were familiar with meal raising techniques & policies and were working with momentum from last year’s accomplishments. They also delegated a “building coordinator” to oversee each location.

Along with an always-successful silent auction, change jars in the cafeteria raised over \$600 in just two weeks! Outside vendors, such as café food suppliers, responded to a call to action, matching donations and participating in various ways throughout the campaign. Raffles were a hit as well: great prizes solicited from the community created buzz and energy going into the competitions.

As coordinators pointed out, one crucial aspect is educating employees about the need as well as showing the power of Foodbank involvement. When everyone does a little, together they CAN do a lot! Overall, Alliance Data raised an extraordinary 53,470 meals, reaching its Benchmark and blowing its 44,000 meal goal out of the water. Thanks, Alliance Data, for being a wonderful partner, and congrats on a fantastic 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.*