



Mid-Ohio Foodbank  
OPERATION FEED

# Campaign Bites

... a regular update for Operation Feed coordinators








April 9, 2010

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### 1. Support Operation Feed by bringing in the essentials.

During Mid-Ohio Foodbank's annual community-wide food and funds drive, organizations organize a variety of activities to raise meals for central and eastern Ohioans in need. Make the biggest impact by providing a financial donation or by bringing in these most-needed foods:

-  **Pasta meals in a can,**
-  **Canned fruit,**
-  **Tuna,**
-  **Canned vegetables,**
-  **Canned meat,**
-  **Soup,**
-  **Peanut butter.**

Thank you to everyone in the community for your efforts as we work to raise **6 million meals** in 2010!

### 2. 10TV Family Fund Food Parade returns Sat., May 1.



The 10TV Family Fund Food Parade joins forces this year with Columbus Parent Magazine Family Days. For over 25 years, the event has given Central Ohio

residents a fun, convenient opportunity to contribute much-needed food items right from the comfort of their automobiles.

**177 Organizations  
Confirmed**

**Join the fight against hunger.  
Sign-up now for 2010.  
Help us reach 300 campaigns!**

#### DID YOU KNOW ...



Total pounds of food distributed by Mid-Ohio Foodbank grew from 29 million in 2007 to nearly 34 million in 2009 – a 17% increase in just 2 years. Size of Foodbank programs has also increased dramatically: in 2009, the Weekend Take-Home Groceries/Backpack initiative served 635 families (+18% over 2007), and total pounds of produce distributed through Franklin County's Produce Express program reached 1.34 million (also +18% over 2007).

The event returns to Columbus Zoo & Aquarium on Saturday, May 1, 9 a.m.-5 p.m. With every ten (10) cans/non-perishable food items presented, donors will receive one (1) free admission to the Zoo for Saturday, May 1, 2010 only. Parking is free for those who show their canned donations to the parking attendant. The 2009 event generated 52,000 pounds of food, and we expect another stellar drive in 2010!

### 3. Help Papa John's raise 100,000 canned goods, get free pizza and Family Days passes!

Help Papa John's reach its goal of raising 100,000 canned goods for Operation Feed! Every Monday, Tuesday or Wednesday in April, bring in 10 canned goods to any Central Ohio Papa John's and get your favorite Pizza FREE ... and FREE Family Days passes, good for admission to the Zoo on May 1 or 2, 2010. [View this flier](#) for details. In just one week, the drive has already generated 30,000 food items. Watch the collection grow by visiting [Mid-Ohio Foodbank's Facebook fan page](#).



### 4. Young professionals need your help to make Dinner on a Dime event a success.

Columbus' own young professionals are uniting to support Mid-Ohio Foodbank in the fight against hunger this spring. The Kitchen Cabinet's YP Affinity Group has been planning an event to build hunger awareness and raise meals for Operation Feed. The newly launched "Dinner on a Dime" event will feature an instructional cooking demo from a local chef with exclusive tips on how to make dinner on a dime—using items a family might receive from a food pantry—and a networking opportunity with the Foodbank's Board, Kitchen Cabinet members and leaders from Operation Feed organizations. Festivities for the evening will run from 6-7:30 p.m. and include light refreshments, cash bar, music and tours of the Foodbank's new facility. The group is seeking a suggested donation of \$5 or 5 canned goods at the door. All activities will be held at Mid-Ohio Foodbank (3960 Brookham Drive, Grove City) and will offer free on-site parking.

Please help us make this event a success: first by inviting any members of your organization who might like to attend and second by asking a leader from your organization to participate and network with young professionals at the event. Please share the [Facebook event invitation](#) with your friends and colleagues, and mark your calendar for Thursday, May 6! Questions? Contact Andrew Murphy at [amurphy@midohiofoodbank.org](mailto:amurphy@midohiofoodbank.org) or (614) 317-9427.

### 5. "Stamp Out Hunger" by supporting NALC's drive on May 8.



You don't even have to leave your house to support the largest one-day food drive in the Nation. On May 8, 2010, The National Association of Letter Carriers will deliver your mail and pick up any non-perishable food items left by the mailbox to help "Stamp Out Hunger." All items collected locally will be sorted and delivered to Mid-Ohio Foodbank by a generous network of Letter Carriers and volunteers. More than 1,000 branches in all 50 states will be involved in this year's drive to help feed the hungry. Now in its 18th year, the NALC hopes to break through to the 1-billion pound level of donated food this May.

To help "Stamp out Hunger" in our community, simply place your canned or boxed items near the mailbox on May 8. And be sure to thank your local letter carrier for their commitment and extraordinary effort to feeding those in need!

### 6. Support your Operation Feed efforts using social media tools.

Social media tools offer great opportunities for showcasing your campaign activities in the community and helping to build general awareness of Operation Feed. Check out these ways you can get involved:

## Facebook

First, become a fan of Mid-Ohio Foodbank at [www.facebook.com/midohiofoodbank](http://www.facebook.com/midohiofoodbank). Then you can interact with us and ‘comment’, ‘like’ or ‘share’ posts by with friends and colleagues. Second, share your campaign content. Post videos, photos, links or comments about your events and activities to the Foodbank’s Wall. Then everyone in the community will be able to see the great things your organization is doing in support of Operation Feed!



## LinkedIn

The new “Operation Feed” group on LinkedIn is a great way to receive campaign-related news and participate in discussions related to Operation Feed. Just visit [http://www.linkedin.com/groups?about=&gid=2942932&trk=anet\\_ug\\_grppro](http://www.linkedin.com/groups?about=&gid=2942932&trk=anet_ug_grppro) to join. A logo added to your profile will show your support and raise visibility of Operation Feed among others in your network.



## Twitter

Start by following Mid-Ohio Foodbank at [www.twitter.com/mid\\_ohfoodbank](http://www.twitter.com/mid_ohfoodbank). Then, tweet and retweet posts by, @Mid\_OHFoodbank. Use hash tag #OpFeed2010 for all Operation Feed related tweets. Tweet photos, videos or comments about your campaign activities to help promote Operation Feed and highlight your organization’s commitment to fighting hunger in our community.



## 7. Waffle House offers a tasty way to raise meals for your campaign.



Let Waffle House energize your team’s spirit by hosting a “Spirit Night” to benefit Operation Feed—it’s easy and fun! Bring your team or group of at least 20 people to dine at Waffle House between 2-9 p.m. and they will donate 25% of their entire second shift sales to Operation Feed! Spirit nights are available any weekday. Just choose your selected date and location and call 614-365-0900 to schedule. Invite your friends, family, coworkers, etc. and show up hungry! Be sure to identify Operation Feed as your non-profit organization, and Waffle House will take care of the donation.

## 8. Upcoming events and promotions benefitting Operation Feed

### Walk with a Doc Highlands Walk & Food Drive – April 17

Walk with a Doc teams up with Mid-Ohio Foodbank to help raise meals for Operation Feed. Bring at least 10 non-perishable food items to Highbanks Metro Park on Saturday, April 17, at 8:30 a.m., and join Dr. David Sabgir for a beautiful spring walk through Highbanks. Visit [www.walkwithadoc.org](http://www.walkwithadoc.org) to learn more.



### Girl Scouts “Feed the Heartland” Drive – April 23



On Friday, April, 23, 2010, drop off your non-perishable items at the 4-H Center on OSU’s campus (2201 Fred Taylor Drive) to help the Girl Scouts of Ohio’s Heartland fill a Mid-Ohio Foodbank truck! Donations will be accepted from 9am-2pm. All items collected will benefit Operation Feed as we work toward our goal of providing 6 million meals in 2010. Every donation counts! When everyone does a little, the Foodbank can do a lot! For more information, visit [www.gsosiosheartland.org](http://www.gsosiosheartland.org).

### Ringling Brothers and Barnum & Bailey’s “Taking the Zing Out of Hunger” Drive – April 24

Ringling Brothers and Barnum & Bailey® is joining forces with Operation Feed to help put food on the table for thousands who are going hungry. “Taking the Zing Out of Hunger,” a canned food drive, will be held Sat., April 24, at the Nationwide Arena box office from 2-4 p.m. The first 500 people to bring 10 canned goods will receive one ticket voucher to opening night of Ringling the ZING ZANG ZOOM® show on Thur., May 13 (limit four ticket vouchers per family). To learn more, visit [www.ringling.com](http://www.ringling.com).



### Max & Erma's Dine Out Promotion – May 12 & 13



Visit hometown favorite Max & Erma's for a great meal and a great cause! Columbus area locations (not valid at Crowne Plaza location) are helping to feed the hungry in our community when you dine with them Wed., May 12, or Thur., May 13. Just present [this special ticket](#) (or mention Operation Feed) and 20% of your lunch, happy hour, dinner or carryout sales will be donated back to Operation Feed.

### 9. Reminder: Rally To Tally video and contest are new for 2010.

If you haven't yet seen the new Operation Feed *Rally To Tally* video—brought to you by the Kitchen Cabinet Marketing Committee—go online to check it out! Visit [www.midohiofoodbank.org/act/operation-feed](http://www.midohiofoodbank.org/act/operation-feed) or Mid-Ohio Foodbank's YouTube channel: [www.youtube.com/watch?v=sDlt9tlQIFU](http://www.youtube.com/watch?v=sDlt9tlQIFU). This is a great way to personalize the issue of hunger with your associates and members. Consider including the link in an email blast or newsletter article, posting the video on your intranet site or incorporating a screening into your group meeting or kick-off event. Contact us for details!

Don't forget to document your campaign activities for the *Rally To Tally* video contest! We are inviting groups to create a video response to the *Rally To Tally* video, emphasizing the theme “When everyone does a little, the Foodbank can do a lot!” and encouraging other organizations to get involved with Operation Feed. The deadline for submissions 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. For details, visit [www.midohiofoodbank.org/act/operation-feed/contest-guidelines](http://www.midohiofoodbank.org/act/operation-feed/contest-guidelines).

### 10. Reminder: goal setting offers valuable tool for your campaign efforts.

Goal setting is a great tool for motivating employee participation, actively engaging leadership, showcasing campaign results and encouraging friendly competition inside and between organizations. Goal Setting Worksheets have now been emailed to all registered campaigns. If you have any questions about the benchmarking process or your campaign goal, please contact a member of the Operation Feed team.

## SHELF LIFE: **Marysville Food Pantry**

Stemming from a small men's group at the First Congregational Church, the idea of an outreach project in Union County quickly grew into an endeavor that now helps feed over 300 families a month in Marysville, Ohio. The pantry began distributing food in 1982 and has since functioned solely through the support of volunteers and community service reinforcement. All efforts are managed by Gary and Keitha Simpson who have built a life around the shelter: serving the hungry in their community and offering assistance to those in the outlying areas of Union County for over twenty-five years.

In the first quarter of 2010, an estimated 2,600 individuals accessed food through the Marysville Food Pantry, sixty percent of which comes from Mid-Ohio Foodbank. That's nearly 6,000 pounds of food distributed to the agency each month – with supplements coming from individual donors, community members, and the United Way of Union County. Each Friday the agency welcomes residents in need from 1:30-4pm at 333 Ash Street in Marysville. Families, based on the number of people and the Job and Family Services guidelines, receive a generous box of food and are allotted two additional items each week that may not be a regular commodity. Volunteers are then on-hand to transport the boxes out to cars—just an extra step the agency takes in assisting its clients.

The pantry benefits greatly from the cooperative spirit of its neighbors in Marysville, including UCATS (Union County Agency Transportation Service) who helps deliver boxed food to the area's immobile senior citizens once a week. Marysville Food Pantry credits much of their sustainability to the cohesive community around them and their relationship with Mid-Ohio Foodbank.

For more information about programs and volunteer opportunities, contact Gary or Keitha Simpson, at 937-644-3248.

## 11. Key campaign dates

Important campaign dates ...

- **April 1 - May 1** – Papa John’s Pizza & Family Days Promotion (Central Ohio Locations)
- **April 17** – Walk With a Doc Food Drive (High Banks Metro Park);
- **April 23** – Girl Scouts “Feed the Heartland” Food Drive (Ohio 4-H Center);
- **April 24** – Ringling Brothers and Barnum & Bailey’s “Taking the Zing Out of Hunger” Drive (Nationwide Arena box office);
- **May 1** – 10TV Family Fund Food Parade (Columbus Zoo and Aquarium);
- **May 6** – Young Professionals “Dinner on a Dime” event (Mid-Ohio Foodbank);
- **May 8** – National Association of Letter Carriers “Stamp Out Hunger” Drive;
- **May 12 & 13** – Max & Erma’s Dine Out Fundraiser (All Columbus Locations)
- **June 30** – Foodfight6.30 – *Eat Out to Fight Hunger* Event, Official End of Campaign;
- **August/September** – Campaign Finale (TBA).

## 12. Next steps

- 📖 Encourage associates to contribute food items that are most-needed by partner agencies.
- 📖 Spread the word about the Papa John’s promotion with your associates and members.
- 📖 Invite a leader from your organization to network with young professionals on May 6.
- 📖 Use Facebook, LinkedIn and Twitter to promote your involvement with Operation Feed.
- 📖 Consider a Waffle House “spirit night” to raise meals for your campaign.
- 📖 Share events and promotions benefiting Operation Feed.
- 📖 Use the new *Rally To Tally* video to support your campaign efforts.
- 📖 Capture photos and video of Operation Feed activities for the video contest.
- 📖 If you haven’t already registered, visit the Operation Feed web site to confirm for 2010.



## Recipe for Success

### • CAMPAIGN FEATURE

Cakes for a Cause, the brain child of bridal consultant, Emilie Duncan, and event planner, Kasey Skobel-Conyers, was a new addition to Operation Feed this spring. When the pair—both involved in planning events and accustomed to working with an abundance of food—discussed organizing a charity event, it was clear to them that Operation Feed was the perfect cause.

“We take pride in feeding those who attend our events,” they said, “and now we have the chance to help those less fortunate than us.”

Starting from scratch, they contacted wedding and event industry peers, and bakers near and far. The response was inspiring. Nearly 40 donors contributed items that ranged from hand-crafted local ice cream assortments and lush handmade cosmetics to gourmet strawberry-adorned wedding cakes and chocolate-themed hotel getaway packages. The March 23 event—which transformed Mid-Ohio Foodbank’s Community Room into a wonderland of sweet-treats—featured silent and live auctions, music and delicious refreshments.

Generous catering, rental, lighting, photography and DJ service donations helped ensure that every dollar raised by admission fees and the auctions could be used to provide food for central and eastern Ohioans in need. In just one evening, more than 9,600 meals were raised. Thank you, Cakes for a Cause, for a delectably rich contribution to Operation Feed!

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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*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.**

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