

Reflection & Sharing with Operation Feed Coordinators

November 11-12, 2009



Check-In

What one word describes what engages and inspires you in your work as a campaign coordinator?

Helping Responsibility HUNGER **Need** Collaboration
Fun OPPORTUNITY Resources **Obligation** Commitment Children
Positive Community Reward *Teamwork* Compassionate **Goal** Local

World Café – Question One

What unique activities and strategies have been most effective in engaging and inspiring others to raise meals for your campaign?

Being Visible & Building Awareness

- Educating employees/members about Mid-Ohio Foodbank (MOF)
- Communicating hunger facts to associates
- Bringing groups to see the work done at MOF – more active in fundraising efforts after seeing the Foodbank, those who volunteer are more engaged
- Touring MOF
- Adding a coin jar in cafeteria (partnering with food service vendor)
- Using “shame” / peer pressure
- Organizing a Palooza – bands donate time to play for community fundraiser at public venue
- Selling paper soup cans to hang in visible area – red \$1, gold \$5

Leveraging Competitive Spirit

- Using teams (hosting “Team Nights” at MOF with competition among teams who are volunteering)
- Organizing a team competition
- Per capita competitions among business units with prizes for winners (silver platter)
- Inter-office rivalry
- Unit/department contests to foster competitions among department leaders/executives
- Holding contests (building food pyramids/structures)
- Putting contest
- Penny wars
- Texas Hold ’Em tournament

Engaging Others

- Engagement of leadership to “fire-up” the troops
- Leadership involvement (involved/present in messaging about hunger and how to help)
- Targeted letters/emails to officers & executives
- Getting executive participation & buy-in (securing “key person” involvement)
- Embracing Operation Feed as part of company culture
- Pie the Chief event / CEO in dunk tank
- Selecting a champion or figurehead for the campaign
- Reaching out to retirees
- Reaching out to agents and satellite offices in outlying counties
- Activities to get men involved
- Getting kids involved – bring food instead of presents to a party
- Recruiting associates to volunteer at MOF

Offering Incentives

- Providing something in return to those who donate (bake sale, jeans day, prize drawing, etc.)
- Drawings for prizes
- Provide food drive shopping lists – drawing ticket for each completed shopping list
- Silent auction of donated items
- Food – smoothies, donuts, crock pot cooking competition, healthy snacks
- Blue Jean/dress-down Fridays

World Café – Question Two

What would engage and inspire your organization's leadership to help us grow Operation Feed to 8 million meals in 2012?

Education – Getting More Information

- Being **informed** – “hunger is here, and this is what can/should be done about it”
- **Learning about MOF** through a speaker or messaging (video showing faces of hunger)
- Participating in “**Foodbank 101**” for organization leaders
- Getting info about Operation Feed – who it helps, numbers & statistics
- Spelling out the **impact of donations** (to MOF, agencies, clients)
- Receiving tangible facts and **strong messages** (“if Op Feed raised 4.5 million meals and MOF provides food for 47,000/day, that accounts for 100 days – what about the other 265?”)
- Understanding that a majority of \$\$ comes from leadership gifts
- Being sold on the **benefits** – “how does it help my organization?” (volunteer council pitches to leadership)
- Being made **aware of needs** in their own organization (house)
- Convincing leaders they need to **support the process** & reinforce employee efforts (in organizations where Op Feed is a grass roots, bottom up campaign)

Involvement – Being Invited to Participate

- Participating in a **networking** event for leaders – to motivate & educate about need
- Getting together with representatives of the same industry/sector
- Attending a **Foodbank after hours** soiree/tour for leaders
- Participating in a structured **volunteer activity** for leaders (MOF, food pantry, soup kitchen, etc.)
- Participating in campaign events & activities, **being visible**
- Understanding their **influence** – how others are more likely to give upon seeing their involvement
- Participating in delivery of the food/funds raised (to see the fruits of the group's labor)

Peer Influence – Seeing the Work of Others

- Understanding **what competitors are doing** to give back
- Being presented with what **other organizations** (peers, competitors, neighbors) are doing for Op Feed
- **Prestige** - regarding the list of “Operation Feed organizations” as a list they need/want to be on
- Having Matt Habash or other leader speak **peer to peer** with top executives

Tools – Receiving Support

- Incorporating philanthropic activities into **performance objectives**
- Seeing bigger **awards/acknowledgement** for being involved
- Receiving a **specialized solicitation** approach (tailored to leadership versus associates/members)
- Appointing an executive chair to solicit leadership
- Having **2nd tier management** targeted for involvement (more time to participate, can communicate needs to upper level executives)

World Café – Question Three

What do you need from us to support your taking Operation Feed to its next level in 2012?

More Focus on Education and Awareness

- Exposure – tell the **Foodbank story** more publically, more often (outside of food parade)
- Foodbank 101 for members/associates
- Open MOF facility for **tours, education**
- **Strategic plan** for MOF (sharing of organization's aspirations, plans)
- More effective/aggressive **engagement with executives**
- Tap into organizations in **outlying counties** (outside of Franklin Co.)
- **Get word out** about food drive pick-up options for multiple locations

Opportunities to Collaborate

- **Mentoring** for new/developing campaigns
- CEO mentoring (leaders of large or active campaigns to provide peer mentoring for those not so involved)
- Monthly **coordinator conference call/dial-in** (for coordinator questions and idea sharing)
- **On-line discussion board** for coordinators
- **List of campaigns** by region/zip code/industry for group events/challenges (more collaborations among coordinators)
- **MOF open house** /after hours event , reaching beyond coordinators to include associates/members

Enhanced Resources and Support

- More graphics/**compelling messages**
- More **history/statistics** about MOF (where we were versus where we are now)
- Keep newsletter and **featured ideas** (add more educational information)
- **Enhanced headlines** for newsletter (to help identify new or key info)
- **Video tools** to use with associates (virtual tour of MOF, agency video, follow a can of donated food)
- Virtual **online tour** of MOF (food in, food out, trucks, pantries, volunteers, etc.)

- **Speakers bureau**/folks who can represent Operation Feed and answer questions
- List of Speakers to address groups (another voice for folks to hear)
- Core group of **agency representatives** to help “tell the story”
- **Campaign in a box** – especially for one person running entire campaign
- Online **activity resource kit** – all of the materials needed to implement a specific activity (instructions, document templates printed pieces, etc.)
- Increased **recognition** for top donors
- Call list for drawings (for soliciting prize items)
- Help with **delivery & pick-up** of materials/food drive (pick-up truck!)
- Goal information earlier, **progress updates** more often
- **Volunteer placement** at agencies

Check-Out

What are you inspired to do as you leave here today?

- **Do** more educating of associates
- **Get** satellite offices more involved
- **Organize** a holiday drive in addition to Operation Feed
- **Be** proactive – schedule campaign dates earlier
- **Get** started early
- **Share** ideas with the Kitchen Cabinet
- **Organize** Marketing work team for Operation Feed
- **Pursue** common suggestions from Campaign Coordinators
- **Explore** ways to “bring home” campaign and make it personal by involving agencies
- **Make** an agenda of what, who, when, how, & where using notes from today and last year’s campaign
- **Take** the time to organize an argument that will motivate my leader to increase participation this year
- **Figure** out how to get my CEO and Matt Habash together
- **Use** ideas gathered to help grow the campaign and make campaign coordinators’ jobs easier
- **Organize** these great ideas and work to implement as many as possible
- **Achieve** higher goals in 2010 by using new ideas presented today to involve upper management
- **Meet** with upper management to get more support with next year’s campaign
- **Go** to leadership for more participation to help grow our totals
- **Inspire** my organization to WANT to participate in Operation Feed and exceed last year’s goal
- **Have** my leader and staff tour and volunteer at the Foodbank to kick-off the 2010 campaign
- **Get** ideas to plan an event that Matt Habash can take part in
- **Connect** with senior managers in home office to commit firm resources to our efforts in Columbus
- **Determine** a 2010 goal for our office and begin recruiting and planning ways to engage employees
- **Work** on getting my company to match employee gifts to Operation Feed
- **Find** out who the coordinators are at other banks for a competition
- **Get** executive committee members more involved
- **Collaborate** with other coordinators in joint efforts
 - **Move** forward in 2010 being open to new ideas and strategies to set goals and inspire participation
 - **Find** a solution to the lack of leadership participation in our office
 - **Work** on getting leadership to volunteer at a food pantry, soup kitchen or shelter
 - **Organize** a competition of groups for next year
- **Share** ideas
- **Meet** with my Operation Feed co-chair to discuss today’s ideas in preparation for next year
- **Plan** early for next year’s campaign
- **Connect** with my planning group to discuss what we’ve heard today and establish specific new plans for 2010
- **Convince** the State to run a year-round campaign with a kick-off event/period every year
- **Get** more involved
- **Engage** more people
- **Build** a better team
- **Schedule** a meeting with executive leadership to strategize and create a “plan of attack”
- **Be** more creative in ideas and activities
- **Achieve** higher goals in 2010 by using today’s new ideas to involve upper management
- **Increase** our participation and the donations that we provide to MOF