** CAMPAIGN ANNOUNCEMENT**

*This letter shares the start of Operation Feed with all of your associates.*

*Replace the blue highlights with information specific to your campaign.*

*[Organization name]* Employees—

**We need your help.**

Our 2016 Operation Feed campaign will be held *[campaign dates]*. During this time, we’ll be supporting Mid-Ohio Foodbank. This community organization distributes over 59 million pounds of food—over half of which is fresh fruits, vegetables, meat, dairy, and bread—each year to local families. **We need your support** as *[Organization name]* participates in this community-wide initiative to end hunger, one nourishing meal at a time.

The most important thing you can do is to join our campaign by **getting involved**. Participate in Operation Feed events, and donate to the cause. Every $1 we raise provides four meals. That means that each $3 donated can feed a family of four for a whole day! Please encourage everyone in your department to join in the fun—this is a great opportunity for us to work together and help our neighbors who are struggling to put food on the table.

I know that many of you actively support Operation Feed, and we are grateful for your efforts and commitment. Remember, we have the opportunity to make a huge difference in the lives of more than half a million people facing hunger in central and eastern Ohio.

As a team, I know we can work together to help end hunger in our community. Thank you for your support and enthusiasm for this campaign and Mid-Ohio Foodbank’s work to build a hunger-free and healthier community.

Sincerely,

[Leadership / Campaign Coordinator name here]