



*“Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has.” – Margaret Mead*







Take your campaign to the next level by working with leadership to develop a campaign strategy. High level support will make your drive a success!

Start by scheduling a meeting to get approval and discuss campaign plans.



## Items to Cover

- Background on Operation Feed’s impact (see the *Swiss Army Tool* for facts & statistics)
- Leveraging the benefits of Operation Feed:
  - leadership development
  - all-employee involvement
  - team-building
  - engagement/morale boost
  - public recognition and awards
- Fundraising goal (suggestion provided by Operation Feed)
- Hosting a leadership giving campaign for management
- Specifics of support

## Examples of Leadership Support

-  Signing a letter to associates (template provided)
-  Appointing individuals to chair the campaign and/or serve on the planning committee
-  Being visible and involved in campaign activities
-  Sponsoring a kick-off and/or finale event
-  Providing time at meetings for Operation Feed
-  Offering company donations of prizes/auction items (time off with pay, boxes/tickets to an arts/sporting event, etc.)

## Deeper Foodbank Engagement

-  Is there understanding of competitors’ community/philanthropic activities? Are they interested in what other organizations are involved in Operation Feed? Would they be willing to meet peer-to-peer with leaders from other participating organizations?
-  Will they speak with Mid-Ohio Foodbank leadership or take a Foodbank tour to get a better understanding of hunger issues and the important contribution your organization can make?

## Notes & Ideas

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