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**