

CAMPAIGN COORDINATOR'S HANDBOOK 2012



January 15, 2012

“Thank you” for volunteering to serve as your organization’s Operation Feed Coordinator. You are performing a very important role in helping to raise the necessary food and funds to end hunger in Licking County.

The 22nd annual Operation Feed Campaign will take place in March. Operation Feed generates approximately 15% of the food and 60% of the funding needed annually by the Food Pantry Network of Licking County. This is a huge undertaking and would not be possible without the very generous support of individuals and organizations throughout the County who give so willingly of their own food resources, time, talent and money.

We want you to succeed in leading your organization’s campaign this year. You can be assured that the Operation Feed Leadership Team is committed to your efforts. Our help begins with a comprehensive training and orientation session. After that, we are no farther away than a phone call if you need support. Our Leadership Team is committed to do whatever it takes to help you.

You have my sincere appreciation for your willingness to help fight hunger in Licking County. More importantly, you have the gratitude of those who will benefit from your efforts.

My Sincerest Thanks,

Andi Kauble
2012 Operation Feed Chair



2012 Operation Feed Facts

Operation Feed of Licking County is a community-wide food drive which coordinates and promotes the collection of food from employees and Licking County residents to feed those in need during times of emergency. The food will be stocked at the Food Pantry Network of Licking County and distributed to member pantries and social service organizations that supply emergency meals for people who are hungry. 2012 is the 22nd year that an Operation Feed campaign will be conducted in Licking County.

Do we need Operation Feed?

YES! Although Licking County is a prosperous community, there are many people who find themselves in difficult situations and in need of receiving emergency food distribution. In 2011, the member agencies of the Food Pantry Network of Licking County served 1,000,000 meals to 200,000 individuals. Approximately 35% of the recipients are children and infants who have no control over their situation. In 2012 we project an increase in emergency food necessary to supply those in need.

Campaign Schedule

The Operation Feed Campaign for Licking County will begin March 5th and will conclude on March 25th. During this period, each company and organization will run its individual food collection campaign. Prior to the kickoff, press releases and radio and TV announcements will be given to notify the public about Operation Feed. The key dates are:

SuperMarket Sweep	Saturday, March 3rd, Registration at 11:30 a.m.
Campaign Conclusion	March 25, 2012
Celebration and Awards	May 4, 2012 @ Marne United Methodist Church

How will the campaign be run?

Each participating company or organization will be asked to appoint one of its employees as a coordinator. This person will be responsible for organizing the food campaign for the company or organization, which can be fun, exciting, and novel. Some examples for planning a successful campaign are attached. However, the main goal is to collect food for the needy. Orientation will be provided to all coordinators by Operation Feed sponsors.



WHAT IS THE FOOD PANTRY NETWORK OF LICKING COUNTY?

The Food Pantry Network of Licking County is a cooperative that was established in 1981 to coordinate the acquisition and distribution of emergency food supplies by working through its member food agencies. The largest support comes from the local community in the form of cash contributions and food drives. The Network receives funds from the Federal Emergency Management Association and C.R.O.P Walk, and it is also associated with the Mid-Ohio FoodBank in Columbus. There are 34 member pantries and social service agencies who distribute food or provide on-site feeding programs for the needy. The vast majority who work to distribute food are volunteers.

Member Pantries

City of Newark:

Christ United Methodist Church (Eastside Pantry)
Last Call Ministries
Newark Church of the Nazarene
Old Country Church
Operation Share — Water's Edge Assembly of God
Salvation Army
Second Presbyterian Church
Seventh Day Adventist
Society of St. Vincent DePaul
The Woodlands
Wright Memorial Methodist Church (Baby Pantry)
World Global Ministries

Licking County:

Buckeye Lake LEADS
Croton Church of Christ
Jacksontown United Methodist Church
Marne United Methodist Church
Pataskala LEADS
Pleasant View United Methodist Church
St. John's Lutheran Church
Utica LEADS

Other Feeding Programs

Meal Site/Shelters:

Cox United Methodist Church
First United Methodist Church
Hebron United Methodist Church
Look-Up Center — Community Dinner
New Beginnings Domestic Shelter
Salvation Army Shelter
Salvation Army Soup Kitchen
Southside Kid's Café
St. Vincent Haven
The Main Place
Water's Edge Ministries — Buckeye Lake

Congregate/Residential:

Camp O'Bannon
Denison Community Association
Holy Trinity Learning Center
Look-Up Center — Blast Program
Proteen Center
Truth Tabernacle
Youth Engaged in Service
YMCA

Those in need of emergency food should call 344-7401 to locate the pantry in their area

OPERATION FEED WILL STOCK SHELVES FOR THE FOOD PANTRY NETWORK OF LICKING COUNTY FOR 2012

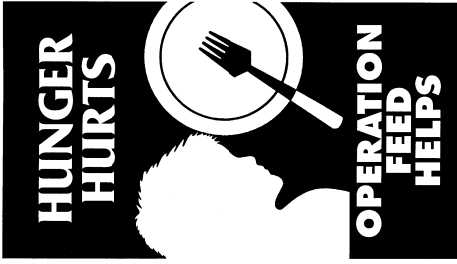


WHY DO WE NEED 2,400,000 FOOD ITEM POINTS?

1. More than 2,400,000 food item points are needed this year to provide the minimum emergency food requirements desperately needed by Licking County families, the unemployed, elderly people on a fixed income, and low-income families whose paychecks will not stretch from pay to pay.
2. Over the last ten years there has been a dramatic increase in the need for emergency food. The average increase is 25%. More and more working poor require ongoing food support.
3. In 2011 approximately 34,000 families and 200,000 individuals requested emergency food assistance.
4. In 2011 the amount of food distributed equaled 1,800,000 pounds.
5. For the past five years approximately 35% of food distributed was for children, and 10% was for the elderly.
6. Individuals utilizing the food pantry are referred and screened carefully. Individuals use the pantry in emergency and supplemental circumstances situations. A 3-day emergency food allotment is given per visit. A normal circumstance would limit a client to 12 visits per year.
7. Every Operation Feed donation will be distributed to the needy in **Licking County**.
8. The 2012 Operation Feed Campaign will begin on March 5th and conclude on March 25th.

Have Questions?

Please contact the Food Pantry Network at **823 Steel Avenue, Newark, Ohio 43055**. Call **344-7401** for information or with any questions. Office hours are **Monday-Friday 8:00 a.m.-4:00 p.m.**



OPERATION FEED OVERALL GOAL

2,400,000 FOOD ITEM POINTS

<p>A</p> <p>CASH</p> <p>10 Points per \$1</p>	<p>B</p> <p>PRIORITY ITEMS</p> <p>5 Points per Item</p> <p>Canned Meat/Stews Pancake Mix/Syrup Peanut Butter Packs of Diapers Baby Wipes/Shampoo Spaghetti Sauce</p>	<p>C</p> <p>MOST CRITICAL</p> <p>4 Points per Item</p> <p>Canned Fruit Helpers Juice Personal Care Items Saltine Crackers (1 lb. Box)</p>	<p>D</p> <p>IMPORTANT</p> <p>2 Points per Item</p> <p>Muffin Mix Pasta—Dry/Canned Pork & Beans Tuna Macaroni & Cheese Soups (Canned)</p>	<p>E</p> <p>NEEDED</p> <p>1 Point per Item</p> <p>All Else</p>
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Transportation/Delivery of Food

All food is to be delivered to the Food Pantry Network warehouse, located at 823 Steel Avenue (located South of West Main Street off of 30th Street) between 8:30 a.m. and 3:30 p.m. Monday-Friday. Please call the warehouse at 344-7401 the day before you plan to deliver to make arrangements. If you cannot deliver your donations, please call the warehouse to make arrangements for pickup.

Boxing Food

When you count and box your food, please do not make the boxes too heavy. Most of our volunteers are elderly and have a hard time picking them up.

WHAT WE CAN'T USE: *Health laws prohibit the use of any home-canned or packaged food, or any foods with a broken seal.*

Cash Contributions

Persons wishing to contribute cash donations may make checks payable to:

Food Pantry Network
823 Steel Avenue
Newark, OH 43055

All monetary donations will go to the Food Pantry Network of Licking County and are tax deductible.

Keeping Records

During the food drive campaign we receive an immense number of canned goods at one time. Therefore, we ask that you keep records of the food items and money your organization receives. In order for your organization to receive the proper credit, the AUDIT SHEET found in the back of this booklet should be turned into the Food Pantry Network warehouse along with your contribution.



SUPERMARKET SWEEP

Saturday, March 3, 2012

This exciting event will be held at the Indian Mound Mall. The cost of sponsoring a team is \$100, all of which will go to Operation Feed and can be shown on the Audit Sheet. An organization can be a major sponsor for \$500. This includes getting the logo of the organization or company on the commemorative T-shirts and also includes one free team. All expenses will be covered by the sponsors.

Each team will race against the clock taking food items off the shelves, competing against teams from other organizations for the **Shopper's Cup**. A "Community Challenge" can stacking competition also takes place, with banks, car dealerships, etc. competing against each other. Every participant will receive a FREE commemorative SuperMarket Sweep T-shirt bearing their organization's name which will be worn during the event.

PARTICIPATION AWARDS

The following award classifications will be presented to participants at the Celebration Luncheon at the conclusion of the Operation Feed Campaign.



Awards

Food Point Total

Grand Gourmet Award	Over 100,000 points
Gourmet Award	Over 50,000 points
Banquet Award	Over 40,000 points
Buffet Award	Over 30,000 points
Connoisseur Award	Over 20,000 points
Chef's Award	Over 10,000 points
Delicatessen Award	Over 5,000 points
Appetizer Award	Less than 5,000 points

Help

Orientation and assistance is available at your request. Call 344-7401 for information. Clip art for internal use and a supply of flyers and posters is also available.



RUNNING A SUCCESSFUL CAMPAIGN

1. Running a successful campaign requires good organization on your part. It would be helpful to establish a steering committee which will:
 - a. Determine the type, theme, dates, and duration of campaign.
 - b. Establish a goal (in food items per employee). Goals range from as low as six to as high as 200 in various organizations.
 - c. Generate new ideas to support the campaign so your message is fresh.
 - d. Train, direct, and advise the group leaders—one for each department or division of your organization.
 - e. Assign and oversee support functions:
 - public relations (internal)
 - printing; art
 - handling the food; making deliveries; counting food items
 - accounting for money; record-keeping; counting food items
 - coordinating inter-departmental competition
 - approving departmental ideas and projects
2. Select your leaders on the basis of their available time, creativity, rapport with other employees, and leadership skills.
 - a. Divide your organization by floor, building, department, office vs. plant, etc.
 - b. Orientation for leaders should include:
 - need for food
 - dates, duration of campaign
 - logistics
 - their freedom to innovate
 - how to communicate with employees (weekly or other reminders)
 - special company policies
3. The three secrets of a successful campaign are:
 - a. Ownership
 - Give employees equity in the campaign (in planning and goal-setting)
 - Make it theirs
 - b. Competition
 - Compete between units to build spirit and excitement; and make reports on progress
 - Motivate!
 - c. Fun
 - Be sure your campaign is fun!

IDEAS FOR YOUR CAMPAIGN

EMPLOYEE MEETINGS:

- ◆ Hold Operation Feed meetings on company time.
- ◆ Invite the department head or CEO to say a few words in support of the campaign. Full support of management is crucial to your success.
- ◆ Provide refreshments.
- ◆ Publicize speakers' names in advance.
- ◆ Have a prize drawing at the end of the meeting by exchanging tickets for food items or money (make sure this is publicized in advance).
- ◆ Take the meeting to the employees. Instead of having them in a conference room, why not go right out into the work area?
- ◆ Arrange to have company employees share their experiences after their tours of soup kitchens, pantries and or the Food bank.
- ◆ Combine the Operation Feed meeting with a regularly scheduled staff or safety meeting.

PUBLICIZING YOUR CAMPAIGN:

- ◆ Send messages on e-mail or in-house computer system.
- ◆ Publish articles in the employee newsletter.
- ◆ Post information on company bulletin boards.
- ◆ Publish a calendar of campaign events.
- ◆ Hang Operation Feed posters or banners in heavy traffic areas.
- ◆ Announce information on the loudspeaker.
- ◆ Send memos or letters from the CEO to all employees.
- ◆ Place door hangers on office doorknobs.
- ◆ Decorate the elevators, stairwells, and inside of restroom stall doors.
- ◆ Have the CEO or an executive staff person walk through the work place wearing a sandwich board advertising Operation Feed.
- ◆ Set up an empty place setting in the cafeteria with a sign to signify those who are hungry.
- ◆ Sell videos of your campaign.
- ◆ Design and sell Operation Feed souvenirs (suspenders, buttons, etc.).
- ◆ Notify local television and radio stations or print media of unique events.
- ◆ Let the Food Pantry Network know about special kickoff plans and other events. The Network may be able to send a representative.
- ◆ Provide information to associates about the problems of hunger and goal of Operation Feed.
- ◆ Use slogans that relate to your company—or the campaign: “Sharing Our Best”, “An Electrifying Event”, T.G.I.F (Take Groceries In Friday), “You CAN Make A Difference”. Develop your own theme or build on the Operation Feed slogan.
- ◆ Place reminders on car windshields.
- ◆ Supply boxes for food at every available site.
- ◆ Operation Feed boxes available from Operation Feed while supply lasts.
- ◆ Display the food that’s been brought in so everyone can see it.
- ◆ Publish a weekly campaign newsletter.

CONTESTS

- ◆ **Nerdy Boss Day.** If a department brings in its weekly goal, the boss has to dress up as a nerd or something silly.
- ◆ **Ugly Tie, Scarf, Jewelry or Hat Contest.** Executive staff members wear their ugliest ties, scarves, jewelry or hats and solicit “votes” (a vote is \$1 or a critically needed food item) from employees. **The person with the most votes at the end of the day wins a prize.**
- ◆ **Poster Contest.** Employees create posters around a theme and compete for the best poster. Winners receive a special prize or award.
- ◆ **Lip Sync Contest.** Hold a lunch-time lip sync contest. Charge an entry fee and have the audience vote for the best act. Give a prize to the winner.
- ◆ **Match the Pet to the Pet Owner Contest.** Employees bring photos of their pets. Other employees fill out ballots listing the photos by number and guess which pet belongs to who. A prize goes to the employee who correctly identifies the most pet owners. Each ballot is bought with critically needed food items.
- ◆ **Eating Contest.** See who can eat the most “hot wings” contest or a “pie eating” contest. These are timed events and the winner gets a special prize.
- ◆ **Milk Mustache Contest.** Contestants try to create the best milk mustache.

SPORTS EVENTS

- ◆ **A Day at the Races—**(Twinkie eating contest)—Employees are picked prior to the race to see who can eat the most Twinkies. Other employees buy win, place, or show tickets. All the winning “win” tickets are put in a drawing to win a day off, the winning “place” tickets win a dinner and the winning “show” tickets win a pizza. The proceeds go to Operation Feed.
- ◆ **Basketball Shots—**Set up a basketball hoop and have employees make as many baskets as they can in one minute. Charge \$1 or a critically needed food item. Have a prize for the employee that makes the most baskets.
- ◆ **Tricycle Races—**Before the race, employees pay to have sand bags tied to opposing department managers’ tricycles. Hold the race in the lunchroom or outside. The first one to the finish line wins a prize for the department (i.e. pizza party).
- ◆ **Office Olympics—**Set up an obstacle course in the lunch room, several offices, several floors of offices, or outside. One station can be for typing a couple paragraphs, another station for filing, another for photocopying, etc. Contestants pay an entry fee and the winner gets a prize.
- ◆ **Miniature Golf—**Have each department set up a miniature golf hole. Employees pay to play and the proceeds go to Operation Feed.
- ◆ **“Soak the Supes”—**Toss a water-filled balloon at supervisors. 50 cents a toss, with proceeds going to Operation Feed.

AUCTIONS/SALES

- ◆ **Lunch Box Auction**—Employees supply lunches to be auctioned off. Give prizes for the most creative or elegant lunches.
- ◆ **Potluck for Operation Feed**—Have employees bring in their favorite dishes for a pot luck. They can have copies of their recipes beside the dish they brought. Employees can create their own company cook book. Charge for the potluck with all proceeds going to Operation Feed.
- ◆ **Rummage/Garage Sales**—Have employees bring in garage sale items and have a giant Operation Feed Rummage/Garage Sale with all proceeds going to Operation Feed.
- ◆ **Home-Grown Auction**—Employees donate random items for auction such as cakes, cookies, monthly parking spots, a weekend at their summer cabin, or an old ping-pong table. Services such as car detailing, a month of lawn-mowing and wallpapering also may be auctioned.
- ◆ **“Dollar-A-Donut” Sale**—Sell donuts for \$1 each with all proceeds going to Operation Feed.
- ◆ **Arts and Crafts Sale**—Have employees bring in their Arts and Crafts and have a portion of the sales go to Operation Feed.

OTHER IDEAS

- ◆ **Compliment-O-Grams.** Make up special forms and sell them to employees as an anonymous way to give a compliment to someone in the office. Compliment-O-Grams must be delivered by a trustworthy employee sworn to secrecy. Charge one or two pounds of food per compliment.
- ◆ **Treasure Hunt.** Sell daily clues to a mystery location where a treasure is hidden. The clues may have an Operation Feed theme. The first employee to guess the location wins the treasure.
- ◆ **Cookbook Sales.** Have employees donate recipes and put them together in an Operation Feed cookbook. Give away samples of the food while selling the cookbooks.
- ◆ **Stick Up for Hunger.** Sell strips of duct tape to tape an executive to the wall. Proceeds from the duct tape go to Operation Feed.
- ◆ **Ice Cream Social.** Have employees make their own sundaes. Proceeds from the Ice Cream Social go to Operation Feed.
- ◆ **Fill the Bag.** Fill grocery bags with the most needed food items or attach a check made out to Operation Feed.
- ◆ **Soak the Boss.** Employees pay 50 cents or a can of food per wet sponge to throw at an executive staff member.
- ◆ **Peanut Butter Week**—or Tuna Tuesday, Macaroni Monday. Collect the most needed items by highlighting one each day.
- ◆ **Have a Talent Show.** Charge a pound of food or \$1 for admission. Have prizes for the best **performance**.
- ◆ **Crew-cut for Operation Feed.** An employee volunteers to get a crew-cut for Operation Feed if the company exceeds a *stretch* goal for Operation Feed.
- ◆ **Spring Flower/Vegetable Sale.** Sell spring plants to employees and their families with part of the proceeds going to support Operation Feed. “Spring into action to fight hunger” could be your theme.
- ◆ **Balloon Sale.** Sell balloons for \$1 or two cans of food. Each balloon has a piece of paper inside—some blank and some with prizes written on them.
- ◆ **“The Price Is Right”.** A special rendition of the “Price Is Right”. Managers from teams to guess the price of the most critically needed food items. Charge admission (two cans of food or \$1) to see the show.

THEMES

- ◆ **“CanStruct” structures from canned and boxed goods**—have contests between teams and award prizes for Best Use of Labels, Best Meal, Juror’s Favorite, etc.
- ◆ **The Old Stand-By “Kiss A Pig”**—If your department meets its Operation Feed Goal a management representative must kiss a well-washed baby pig.
- ◆ **Dress Up Themes**—Have employees dress up in the ‘60’s, or ‘70’s garb, or how about dressing up in Western clothes. You could even use a cactus as your thermometer.
- ◆ **Counting on You**—Fundraiser featuring counting. Count the eye colors in the office. Count jelly beans in a jar. Pay to enter the counting contests and the winner gets a prize.
- ◆ **Food For Thought**—On the first day of the food drive, a cookie (or some other treat) with a reminder is delivered to each employee’s desk. The employee is told that the cookie is “Food for Thought” and reminded to bring in their donation for Operation Feed.
- ◆ **“Take A Friend To Lunch”**—Ask employees to donate \$1 for a person in need when they purchased their lunch in your cafeteria.
- ◆ **Tread-A-Thon**—Employees jog for pledges to benefit Operation Feed.

PRIZES/INCENTIVES

Approach local vendors to get donations for your campaign prizes. You will be surprised how easy it can be.

- ◆ Restaurants donate free dinners/lunches.
- ◆ Travel vendors donate trips, weekend packages, etc.
- ◆ Shops donate gift certificates for free goods and services.
- ◆ Fitness clubs donate one-month free memberships.
- ◆ Professional trainers donate services.
- ◆ Hair stylists donate services.
- ◆ Video stores donate free movie rentals.
- ◆ Nail professionals donate services.

OTHER IDEAS. . .

- ◆ The President/CEO donates his/her parking space.
- ◆ The President/CEO takes the winner to lunch.
- ◆ A department pizza party.
- ◆ A half or full day off with pay.

LOGO SLICK



2012 OPERATION FEED CAMPAIGN AUDIT SHEET

(For recognition audit sheet must be completed and returned with food and/or monetary donations)

Please return by March 31!

Organization name
(as it will appear on certificate of recognition):

Mailing address:

Shipping address
(if different from mailing address):

Coordinator name :

Coordinator telephone #:

Fill in appropriate blank:

Number of employees/ members _____ Total number of students in school (including teachers) _____

A. Cash

X 10 =

B. Priority Items

X 5 =

C. Most Critical Items

X 4 =

D. Important Items

X 2 =

E. Needed Items

X 1 =

F. SuperMarket Sweep

(\$100 per team; \$500 for Major Sponsor)

X 10 =

Grand Total Food Items:
