



Mid-Ohio Foodbank

OPERATION FEED

Photo Contest Guidelines

14

Contest Highlights:

- ✘ Submit a single digital photo and short caption that illustrate your engagement in Operation Feed and show how you “Rally to Tally” in the fight against hunger.
- ✘ Photos will be posted on Facebook and showcased via social media throughout the 2011 campaign.
- ✘ Encourage your employees, members and friends to visit Mid-Ohio Foodbank’s page on Facebook and “like” the photos they want to see as finalists.
- ✘ Winning photos will be recognized at this year’s Campaign Finale event and could be featured in marketing efforts for Operation Feed 2012.
- ✘ The contest will begin in March. All submissions must be received by Friday, July 1.

The Details:

We need your help to showcase the creative spirit that drives the success of Operation Feed. We are looking for a single photo with a short caption (1-2 sentences) that showcases your involvement and inspires other organizations to join the fight against hunger. To enter, all you need is a digital camera and a desire to show your *Rally To Tally!* spirit.

Take as many photos as you can to show off the creative ways your organization works to fight hunger. Post them to the Foodbank’s page on Facebook (www.facebook.com/midohiofoodbank), or better yet post them to your organization’s page and tag @midohiofoodbank in the “Say something about this photo” box. Then, pick ONE favorite to submit (see below) as your organization’s official contest entry.

As received, entries will be posted to the “2011 Rally To Tally Photo Contest” album on our Facebook page. Everyone will have the opportunity to “like” their favorite photos. Those that generate the highest number of “likes” (and best demonstrate the power of collaborative action to fight hunger in our community) will be selected as finalists.

Finalists will be recognized at the Campaign Finale event (TBA, planned for late August/September) in front of representatives from peer Operation Feed organizations. Winning photos also will be used as a part of marketing efforts for the 2012 community-wide campaign.

Entries are limited to one (1) per organization. All photos must be received by Friday, July 1, 2011. Winning photos will be announced at the Campaign Finale event.

How to Enter:

1. **Find a digital camera** (your smart phone works, too!)
2. **Take a photo** (or several and then choose one) that best exemplifies the theme, “When Everyone Does a Little, the Foodbank Can Do a Lot!” and shows how you Rally To Tally for Operation Feed.
3. **Invent a caption** (1-2 sentences, max).
4. **Email your entry** (high-resolution photo and caption) to operationfeed@midohiofoodbank.org with “Photo Contest” included in the subject line.
5. **Get connected** with Mid-Ohio Foodbank:
 - Like us on Facebook fan (<http://www.facebook.com/midohiofoodbank>),
 - Follow us on Twitter (http://twitter.com/mid_ohfoodbank),
 - Join Operation Feed’s group on LinkedIn.

When Everyone Does a Little, the Foodbank Can Do a Lot!