# **Photovoice Promotion & Outreach Sample Language**

Note: You are more than welcome to edit, adapt, and change this sample language. If you need additional assistance, please email us at [mithrive@northernmichiganchir.org](mailto:mithrive@northernmichiganchir.org).

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| **Sample Email** |
| **Subject:** MiThrive Photovoice Project – Share Your Community’s Story!  **Attachment:** PDF & PNG Flyer  Hello [insert name/group here]  We are thrilled to announce the launch of the MiThrive Photovoice Project, and we need your help to spread the word!  The MiThrive Photovoice Project invites community members of Northern Lower Michigan to share their perspectives on community strengths and challenges through photos and stories. These valuable insights will contribute to the 2024 MiThrive Community Health Assessment and inform future health initiatives in our region.  **Photovoice Details:**   * **Who Can Participate:** Individuals who live, learn, work, or play in the 31 counties of Northern Lower Michigan. * **Submission Period:** July 29th - September 6th * **Incentives:** All participants will be entered into a drawing for a $50 gift card! * **Learn More & Submit:** <https://northernmichiganchir.org/mithrive/>   Please share this opportunity widely with your network. I am happy to answer any questions you may have, or you can send them to [mithrive@northernmichiganchir.org](mailto:mithrive@northernmichiganchir.org). |
| **Social Media Sample Post #1** |
| **Image:** PNG Flyer  📸 **Capture Your Community!** 📸  Do you live, learn, work, or play in Northern Lower Michigan? We want to hear from YOU! Join the MiThrive Photovoice Project and share your thoughts on what makes your community a great place to live—or where it could improve.  **What to Do:**   1. Take photos that show your community’s strengths and challenges. 2. Share your stories along with your photos.   Your contributions will be used in the 2024 MiThrive Community Health Assessment to shape future health initiatives.  🗓️ **Submission Period:** July 29th - September 6th 🔗 **Learn More & Submit:** <https://northernmichiganchir.org/mithrive/>  Questions? Reach out to us at [mithrive@northernmichiganchir.org](mailto:mithrive@northernmichiganchir.org).  Let’s make a healthier Northern Lower Michigan together! 🌟 |
| **Social Media Sample Post #2** |
| **Image:** PNG Flyer  🌟 **We Want to See Your Story!** 🌟  Have you shared your photos and stories yet? There’s still time to participate in the MiThrive Photovoice Project! 📸  We’re looking for photos that highlight the strengths and challenges of living in Northern Lower Michigan. Your input is crucial for the 2024 MiThrive Community Health Assessment and will help shape future health initiatives.  **Why Participate?**   * Share your unique perspective on your community. * Help create a healthier Northern Lower Michigan.   🗓️ **Submission Deadline:** September 6th 🔗 **Learn More & Submit:** <https://northernmichiganchir.org/mithrive/>  Questions? Contact us at [mithrive@northernmichiganchir.org](mailto:mithrive@northernmichiganchir.org).  Don’t miss out—be part of the change you want to see! 🌿 |
| **Social Media Sample Post #3** |
| **Image:** PNG Flyer  Calling all community members! Help us capture the health and wellness of our community through your lens. Participate in our photovoice project and share your story. Submissions open from July 29th to September 6th. Learn more at <https://northernmichiganchir.org/mithrive/>. |
| **Sample Digital Mailer** |
| **Subject Line:** Help Us Spread the Word: MiThrive Photovoice Project – Share Your Community’s Story!  **Calling All Community Partners!** We’re excited to announce the launch of our photovoice project as part of the 2024 MiThrive Community Health Assessment. We are reaching out to you, as trusted community messengers, to help us promote this project within your networks.  **About the MiThrive Photovoice Project:**   * **Who Can Participate:** Individuals who live, learn, work, or play in Northern Lower Michigan. * **What We’re Looking For:** Photos and stories that highlight the strengths and challenges of our communities in relation to health. * **Why It Matters:** Contributions will help shape the 2024 MiThrive Community Health Assessment and future health initiatives.   **How to Participate:**   1. **Capture Photos:** Community members take pictures that represent their community’s strengths and challenges. 2. **Share Their Stories:** They provide brief descriptions of their photos, explaining their significance.   **Participant Incentives:**   * **Impact:** Submissions will directly inform the 2024 Community Health Assessment. * **Prizes:** All participants will be entered into a drawing for a $50 gift card!  **Details:**  * **Submission Period:** July 29th - September 6th * **Learn More & Submit:** <https://northernmichiganchir.org/mithrive/> * **Contact Us:** mithrive@northernmichiganchir.org  **How You Can Help - Share the Opportunity:**Use your communication channels (newsletters, social media, bulletin boards) to inform your community members about the project.  * PDF Flyer * PNG Flyer |