

# HOW TO PROMOTE YOUR CEMETERY WITH THE 2016 CAPTURE MEMORIAL DAY PHOTO CONTEST

Memorial Day is the perfect time to join your community in honoring those who have fallen while in service to our country. Our Capture Memorial Day Photo Contest is the ideal complement to your planned programs or you can use it as a standalone promotion.

## BEFORE THE CONTEST

- **Issue a Press Release** to let the media know about your event and about the contest. Use [our press release template](#) or create your own. Issue to:
  - Local newspapers, television, and radio stations
  - Neighborhood publications
  - Veteran's groups
  - Photography clubs
  - Photography classes at local schools
- **Post on Facebook, Twitter, and other social media** asking your fans and followers to spread the word.
- **Add it to your Memorial Day event web page.** If you don't have special events planned, add a note on your main page.
- **Send an email blast** to let your subscribers know about the contest.
- **Post flyers** in local business and other places where the community gathers. Use [our flier template](#) or create your own. You can also post signs and posters on your grounds to help your visitors learn about the contest.
- **Ask staff and business partners to spread the word.** The people in your cemetery family are your best advertisement. Be sure to take advantage of this valuable resource.
- **Plan your own contest along with ours** where you do the judging and award the prizes. This is a great way to raise the visibility of your cemetery.

Mark Aceves of San Jose, CA  
San Francisco National Cemetery



Harvey Avidon of Stoughton, MA  
Town of Stoughton Cemetery  
"Spanning the Generations of War"

Will Chizek of Minnetonka, MN  
Groveland Cemetery, Minnetonka, MN



## DURING THE CONTEST

- **Post reminders** on your social media and through email blasts.
- **Post "Tell Us About Your Photos" signs** asking those taking photos for the contest to sign in at the office so you can get out the vote if their entries are finalists.
- **Get out the vote** for finalist photos that are taken in your cemetery. Let your community know how to vote through follow-up press releases, social media, flyers, and signs.

## AFTER THE CONTEST

- **Link to us.** We'll display the contest entries on our website along with the name of the cemetery. Linking to the photos will give your cemetery visibility all year long.