



Muncie Pride Campaign - Phase II

Overview

The Muncie-Delaware County Chamber of Commerce, in conjunction with the Muncie Action Plan Steering Committee, is continuing the Pride Campaign. It is designed to raise awareness of the extraordinary effort and commendable character of Muncie’s “unsung volunteers” – those who contribute often to improving the quality of life in the community.

Goal

The Chamber’s Pride Campaign seeks to engage citizens of all ages, genders, races, incomes and educational levels to serve as volunteers.

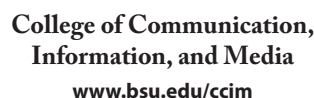
Structure

The campaign features Muncie volunteers through multimedia storytelling. Stories will be featured through print, outdoor, radio, television, online and social media. Campaign information and creative material may be found at www.mymuncie.org.

Launch

The campaign will be launched on Wednesday, Oct. 2, 2013 with four new stories featuring Brad King, Maude Jennings, Oskar Wagner and Jim and Sandy Tharp.

Our Supporters





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User-Generated Content

Visitors to www.mymuncie.org will be able to submit stories for consideration by the campaign to be featured.

Story Selection Guidelines

Stories will be chosen based on the following:

- Pride
- Length
- Diversity
- Credibility
- Celebration of life
- Uniqueness
- Unsung story
- Inclusiveness
- Character
- Interesting

Image Committee

- Erin Ailstock
- Katie Anderson
- Joe Cielinski
- Cheryl Crowder
- Roni Johnson
- Roger Lavery
- Traci Lutton
- Melissa McNulty Daniels
- Al Rent
- Ashley Surpas
- Yvonne Thompson
- Paige Waters

Campaign Creative Team

- Kendra Caballero
- Carolyn Case
- Joe Cielinski
- Carl Pipkin
- Jessica Thompson
- Paige Waters