



Connect-2-Home--Poster Contest

What You Need to Know

Love Don't Pay the Rent posters and yard signs covered Evanston neighborhoods last year. **Connections for the Homeless** is having a contest to find the image and words that will speak for us this year as we extend our campaign to surrounding communities.

What Connections Does

Connections prevents people from losing their homes and re-houses those who have become homeless, to help move individuals and families out of the shadows of homelessness and reach the greatest possible level of self-sufficiency. **Learn more:** www.connect2home.org

Why Housing Matters

- **Housing is the foundation.** Without stable housing, it is nearly impossible to:
 - * Excel in school
 - * Hold a job
 - * Care for a family
- **On any given night in Evanston, over 1000 people are homeless** including individuals and families.
- Plus, **almost 10% of households in Evanston are at risk of becoming homeless** because they need to spend more than 30% of their income on housing.

The Contest

Entries Due: May 1, 2017

Judging Criteria:

1. How well the posters communicate one or all of the following themes:
 - Home is the foundation for everything.
 - Affordable housing is a necessity in our community.
 - Our community needs the people who need affordable housing.
2. How suitable they are for use as yard signs and window posters (e.g., readable from the street).
3. Creative and compelling use of words and graphics

Submission Requirements:

See the back of this sheet or go to www.connect2home.org for instructions on how to submit entries.

- All submissions must include a completed Identification and Release Form (available online).
- All entries must be submitted by midnight on March 24, 2017.

Distribution:

Winning entries could be used in a variety of promotional media including posters, yard signs, brochures, note cards, etc.

Prizes:

Prizes will be awarded to 3 winners and could include Kweku Collins benefit concert tickets or \$50 VISA giftcards.



Specifications and Instructions for Students

Please submit a poster electronically or in hard copy that conveys a message about affordable housing and is suitable for use as a yard sign that is 18" x 24" and a window poster that is 12" x 18".

Format	Specs	Where to Send Your Submission
Hard Copy	11" x 18" flat	Andrew Seibert Connections for the Homeless 2121 Dewey Ave. Evanston IL 60201
Electronic	PDF saved as High-Quality Print or Press-Ready	as@cfthinc.org

Identification and Release Forms

All submissions must include a completed Identification and Release Form. These are available at www.connect2home.org/posters.

Other Support

- Information about homelessness and affordable housing is available on Connections' website, www.connect2home.org. Check out the Connections Blog, in particular.
- Connections would be happy to send a representative to speak to groups of students and to answer questions. Contact Lisa Todd at lt@cfthinc.org if you would be interested.

Use of Artwork after the Contest

1. Connections does not guarantee that it will use artwork from the contest in its materials. The choice of whether to use artwork will be at Connections' sole discretion and will be based on Connections' determination of the artwork's ability to convey Connections' messaging about the importance of affordable housing to our community.
2. Connections staff will determine where and how winning entries will be used and reserves the right to use any entries submitted with a release form.
3. Connections will retain ownership of all artwork and will have the right to and may use artwork on yard signs and posters; on its website; in mailings to donors, volunteers, and prospective contributors to Connections; in promotional, marketing, and outreach materials such as calendars, postcards, and holiday cards.
4. In any and all usage, artwork will be attributed to the artist, unless the artist indicates on the release form that he or she wishes to remain anonymous.

For More Information

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