

CAMPAIGN CALENDAR

2011



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MARCH FOR MEALS

MARCH—MARCH 31

From **March 1 to March 31**, Senior Nutrition Programs nationwide celebrate *March For Meals*, a national campaign designed to assist MOWAA Members in raising awareness and promoting community action on a local level. MOWAA Member programs are encouraged to develop their own *March For Meals* campaigns and apply for MOWAA's *March For Meals* grants, which are awarded to Member programs every May. MOWAA provides various tools to assist Member programs with their campaigns, such as customizable radio and television advertisements, press releases and fundraising ideas.

MAYORS FOR MEALS

MARCH 23

Mayors For Meals is a component of *March For Meals* that involves Mayors and other elected officials to raise community support and media attention for their local Meals On Wheels program. More than 1,300 local officials from across the United States delivered meals on March 23, 2011, and many officials continue to volunteer year-round. Save the date for next year's *Mayors For Meals* on **Wednesday, March 21, 2012**.

MEALS FOR MOMS

APRIL 1—MAY 9

In 2010, MOWAA created *Meals For Moms*, which runs from **April 1 until the Monday after Mother's Day**. Money raised from this campaign goes into MOWAA's Meals for Moms Fund, which will help feed homebound senior moms throughout the country around Mother's Day the following year.

AMERICAN VOLUNTEER

JUNE 15—AUGUST 1

In order to nationally recognize our vast army of up to 1.7 million Meals On Wheels volunteers, MOWAA created the *American Volunteer* video contest. This contest, which runs from **June 15 to August 1** on Facebook, honors these individuals and gives the American public an opportunity to vote for their favorite volunteers.

ANNUAL CONFERENCE

AUGUST 30—SEPTEMBER 1

MOWAA's **Annual Conference** offers MOWAA Members one-of-a-kind educational opportunities, dynamic speaker sessions and an excellent chance to network with hundreds of other MOWAA Members. Highlights include the Common Goods Expo, where Members can explore the latest products and services available and meet the vendor representatives in a face-to-face setting; and the Special Event, which will be hosted at the Chicago Museum of Science and Industry at the 2011 Conference. MOWAA's 2011 Annual Conference will be held **August 30 to September 1** in Chicago, Illinois. The 2012 MOWAA Annual Conference will be held **August 29 to August 31** at the Gaylord, National Harbor, Maryland.

For more information contact the Membership Department at membership@mowaa.org or at 703-548-5558.