

Neighbor Outreach “CheerLeader” Guidelines

Dear Friend of Upcycle Parts Shop,

Thank you for joining forces with our Neighbor Outreach project as a CheerLeader!

If “Parts” wasn’t already our middle name, it would probably be “Cheer”, and as an Upcycle Cheer Shop would do, this is a handy dandy guide for learning all the techniques you need for making QUALITY Cheer Cards.

That’s not to say we have rules or anything. We already know you’re the right type of person who can knock this volunteer work out of the park. BUT, we have learned a lot along the way about what makes an effective, beautiful, and sturdy soul-shining piece of cheer that will last. We’d like to share that wisdom with you here...

“Who will get my Cheer-Card?”

The majority of our Cheer-Card audience is composed of elderly and/or differently abled people in the St. Clair Superior neighborhood who are experiencing feelings of isolation. Some of these individuals rarely get mail- some don’t at all- but everyone deserves a chance to feel part of a community.

That’s where you come in!

Here is our Guiding Quote:

Our goal with this project is to brighten someone's day by sending them handcrafted mail that suggests — with both our imagery AND our words— “Hey! Someone out there in the world is thinking of you. We might not know each other but we are still neighbors. Here is a card full of sunshiney goodness to warm you.”

Write that quote down and keep it at your workstation. Read it back to your art and allow it to inform your work until you think, “YEP. That’s a card that 100% represents the vibe of that quote.”

“How many do I make? When are they due?”

We'd like you to make a minimum of ten cards to start.

That's ten potential friends you haven't met yet. Ten people who have lived long beautiful lives and who could use some color in that life right now. Think you can deliver? (We hope!)

Can't think of ten things to say? Make one card 10 times!

Turn in your cards anytime! We have a drop-box inside Upcycle Parts Shop that's available whenever the shop is open. We also have special front porch drop off's on both the East and West side area. Just ask!

Want to go for a second round (or third)? We would LOVE THAT! Maybe you can elicit the help of the family or friends (using our handy guide below).

“This is really neat, how can I meet other volunteers to get ideas or share our work?”

We meet every 1st and 3rd Tuesdays of the month 4:30 - 5:30 PM. Just reach out to our Community Outreach Specialist, Dasha, for more information. Her email is **dasha@upcyclepartsshop.org**

“What kinds of materials will I need??”

At Upcycle Parts Shop, **we encourage you to use what you have!**

Explore that paper bin for firm bases like cereal boxes. Pull out the junk drawer for old markers, pens, and tape. Cut out images from magazines or packaging from the store. Reuse and Recycle old greeting cards by adhering plain paper to the face and/or inside of your cards to give it new potential with a brand new design.

We also have FREE card making kits at the shop which are a great place to start! Just ask for one when you are at the shop!

“Okay, so how should it LOOK?”

Pffff, you're the artist! You decide! But we DEFINITELY have some guidance.

As mentioned above, we're fans of using what you already have (or come shop second hand with us). Here are some suggestions for the other things though...

<div><div>—YAY—</div><div>Techniques to master</div><ul style="list-style-type: none">• Use clear, legible handwriting.• DARK writing on LIGHT backgrounds (or it will be hard to read)• Joyful Imagery: Whether doodles or collage, think: what makes YOU happy and makes your heart sing? Colors, smiles, places, landscapes, and nature, design• Good Craftsmanship. Cards should be neat, not flimsy or easily damaged, and should be free of scuffs, creases, or messiness.• Sturdiness is key. If you're making a folding card, opt for a thicker paper or cardstock rather than printer paper.• Sign your first name (or make one up if you feel uncomfortable) BONUS: Include a smiley face- who doesn't love a smiley face?</div>	<div><div>—NAY—</div><div>Avoid these at all cost</div><ul style="list-style-type: none">• PLEASE NO GLITTER...• Sloppiness: Cards that arrived damaged, bent, aren't securely glued, have rough edges, or are assembled carelessly may not be sent.• Whitewashing: Our audience primarily identifies as Black, Asian/Pacific Islander, and Caucasian. If you are including images of people in your cards, please use the opportunity to include graphics of people with varying complexions. Outdated or insensitive representations of different races/ethnicities (Geishas, native wear/headdresses) will be NOT be accepted, and will be discarded.</div>
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“Do you have ideas on what it should say, too?”

OF COURSE WE DO!

Message Inspiration!

- **Channel the Guiding Quote.** Your words should be sincere - pretend you're writing to an elder in your own life and think of what you would want to say to them if they were feeling blue. (Examples further down)
- **Keep it positive:** We want a happy cozy feeling, not solemn. **Always end on a good note!**
- **Length:** As short or long as you'd like
- **Lighthearted Examples:**

“Hey friend! I thought you might be due for a little sunshine in your life. Here's a picture of a sun wishing you a beautiful, warm, and radiant day. I hope it brings you a smile.

“Hello Friend, I hope this card finds you well and brings you a smile! It made me smile, thinking of you! You are thought of and you are loved!
- **Uplifting Example:**

“Hi friend. Hoping this message finds you in good spirits - and if things aren't so good today - here's a wish from my heart to yours that tomorrow is a little brighter. I'll be thinking of you and cheering you on! Keep shining.

Try not to say...

- **Religious/Spiritual language.** These cards go to folks of ALL faiths and beliefs. Please refrain from targeting one group specifically, or using language that references a divine creator, prayers, quotes of scripture, etc.
- **No Holidays/Seasons.** We're not exactly sure if your card will be delivered next week, or kept to save up for a drop in a month. Keep timely mentions like holidays or seasons out of your card.
- **Respect of Privacy:** Besides your name, don't include any personal information in your card OR request personal information of the recipient.

Questions or comments?

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We look forward to working with you!