



## COMMUNITY OUTREACH GUIDELINES

Do the Deed's all about attitude and action. Spreading a good vibe. Doing small acts of kindness that create ripples. That spread and grow. Thanks for helping put the movement in motion.

Just a little housekeeping before you get underway. Please read the guidelines below – and follow them to ensure positive outcomes. After all, the idea is to do good. Not damage property or break the law.

- A number of great businesses and individuals have offered to let us put up posters and yard signs and to stencil their walkways/parking lots. We hope you'll expand our reach by getting the Do the Deed message out to places you frequent – church, restaurant, dorm, apartment, gym.
- Prior to hanging a poster, placing a yard sign or spraying a stencil graphic at a private business or residence, it's your responsibility to receive approval from the appropriate business owner, resident or representative.
- There are limitations and permits required for placing on public property. Please do not hang posters or place signs or stencil on public property. It is your responsibility to ensure posters, signs and stencils are displayed on private property only and prior permission is granted from the appropriate property owner representative.
- Be respectful of and do not damage property, buildings or landscaping while hanging posters, placing signs or stenciling.
- Please use only temporary spray chalk for the stenciling. In addition to the obvious negatives of permanent spray paint, it's also extremely toxic and bad for your health.
- Be sure to stencil only on private property, and only after permission has been granted from the appropriate business owner, resident or representative.
- Stenciling on public streets and sidewalks is illegal. Don't do it, unless you want to risk a fine or arrest.
- If you need to make additional stencils, you can download the template on [DoTheDeed.org](http://DoTheDeed.org). Stencils you plan on painting once can be made out of just about anything, including regular printer paper. If you want the stencil to last a little longer, try cutting it out on a manila file folder.
- Additional spray chalk can be purchased at local hardware stores. Make sure you purchase white temporary "Spray Chalk" and not aerosol spray paint.

**BE THE GOOD VIBE YOU WANT IN THE WORLD**

A movement fueled by The Wichita Eagle, Greteman Group and many other community-minded supporters.

# DO THE DEED .ORG



## ONE ACT OF KINDNESS CREATES A RIPPLE THAT SPREADS AND GROWS

**FLIP SOMEONE THE PEACE SIGN** SMILE AT A STRANGER, BUT ANYTHING OVER 30 SECONDS IS CREEPY  
**HELP AN ELDERLY PERSON ACROSS THE STREET, OR A HOT BLONDE, WHICHEVER** **SEE RED, GIVE BLOOD**  
**DONATE CLOTHES TO GOODWILL, AND NOT JUST THE EMBARRASSING CRAP YOU WORE IN THE '70S**  
**BE AS NICE TO YOUR FAMILY AS YOU ARE TO YOUR BUDS** GALLANTLY GIVE AN ELDER YOUR SEAT  
**DOLE OUT SWEET COMPLIMENTS LIKE CANDY** **TAKE ACTION WHEN YOU SEE AN ANIMAL IN NEED**  
**BRING COOKIES TO WORK, OR IF YOU'RE IN ONE OF "THOSE" OFFICES, SOMETHING HEALTHY**  
**PUT A BUN IN THE OVEN, BAKE SOMEONE A LOAF OF BREAD** CALL YOUR MOTHER, AND LISTEN  
**SAY PLEASE AND THANK YOU, A LOT** **PUT THE LID DOWN, YOUR MAMA TAUGHT YOU BETTER**  
**PICK UP TRASH, EVEN IF IT ISN'T YOURS** WRITE A FORMER TEACHER, NO MISSPELLINGS, PLEASE  
**SCOOP THE POOP WHEN WALKING YOUR DOG** **GIVE PARENTS A BREAK, BABYSIT**  
**LEAVE THE WAITER A LITTLE EXTRA** PASS ALONG STUFF THAT'S WEIGHING YOU DOWN ANYWAY  
**HOLD THE ELEVATOR FOR SOMEONE, IT'S A GREAT OPPORTUNITY TO PRACTICE YOUR YODELING**  
**INVITE SOMEONE TO CUT IN FRONT OF YOU** **GIVE SOMETHING ANONYMOUSLY AND TELL NO ONE**  
**SOME LIKE IT HOT, TAKE THEM SOME SOUP** PRAISE A WORKER WHO GAVE YOU GREAT SERVICE  
**SHOVEL A SHUT-IN'S WALK** **STICK IT TO THE MAN AND PUT A QUARTER IN AN EXPIRED PARKING METER**

## BE THE GOOD VIBE YOU WANT IN THE WORLD

Join in the fun. Do nice little things for others – and prompt them to pay the kindness forward. Check out our website – [DoTheDeed.org](http://DoTheDeed.org). See what others are doing. Vote on your favorite simple acts.

Submit your own deeds. Upload photos and videos. Find out how you can even track your efforts. We have a kit you can download to get started. Add a little joy. One deed at a time.



## HOW TO USE YOUR DEED CARD

Personalize your card with a series of letters or numbers in the spaces provided. You can use as few as three and as many as eight (3-8). Create a code you can remember or jot it down. You'll use this code to track your card later. (Special note for groups or organizations. Want to track your deeds as a group? Simply use the same code for every card your group gives out.)

After you do your deed, come back to the site.

- Go to Track a Card.
- Fill out the form and tell us your deed.
- Click submit to view your entry.
- Check back every now and then to see if anyone else has submitted a deed using your code.

**DO THE DEED .ORG**





## STENCIL GUIDELINES

For best results, print the stencil onto an 11"x17" piece of cardstock, or trace it onto a manila file folder. Regular printer paper will work for a single use, but heavier card stock or cardboard will allow for making multiple stencils.

Use a sharp hobby knife to carefully cut out the black areas of the stencil. Be sure to leave all white areas intact.

Always get permission from the property owner before stenciling.

Never stencil on public streets or sidewalks. If you do, you may risk a fine or arrest. Do not damage property when stenciling.

Use temporary spray chalk, NOT aerosol spray paint. Spray chalk can be purchased at local hardware stores.