

Sunday Streets

Activation

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How do we bring “a thousand things” to life at Sunday Streets? By putting the community-focused spirit of the campaign in action.

We’ll invite kids (and parents) at Sunday Streets to create their own unique cards for kids in our hospitals. It’s a fun and creative way to give back to the community. And leaves people feeling good knowing that they’re brightening someone’s day. That’s something way more valuable than a tchotchke.

The Setup

To make the most out of our 10x10 space, we'll keep the craft cards inside the tent area. It'll be set up as communal tables and chairs.

The Instagram wall will live outside. It's a fun way to draw in people who are passing by.



Entry Sign

Upon entering the tent, Sunday Streets visitors will learn a little about our craft cards station.

Copy:

It's just a card.

But it's special. Because it's one you get to make for a young patient at a local Sutter Health Hospital. We hope you'll give a few minutes of your time and creativity to design a card that's sure to brighten someone's day.

*It's making a difference just by making something.
It's a thousand things, big and small.*

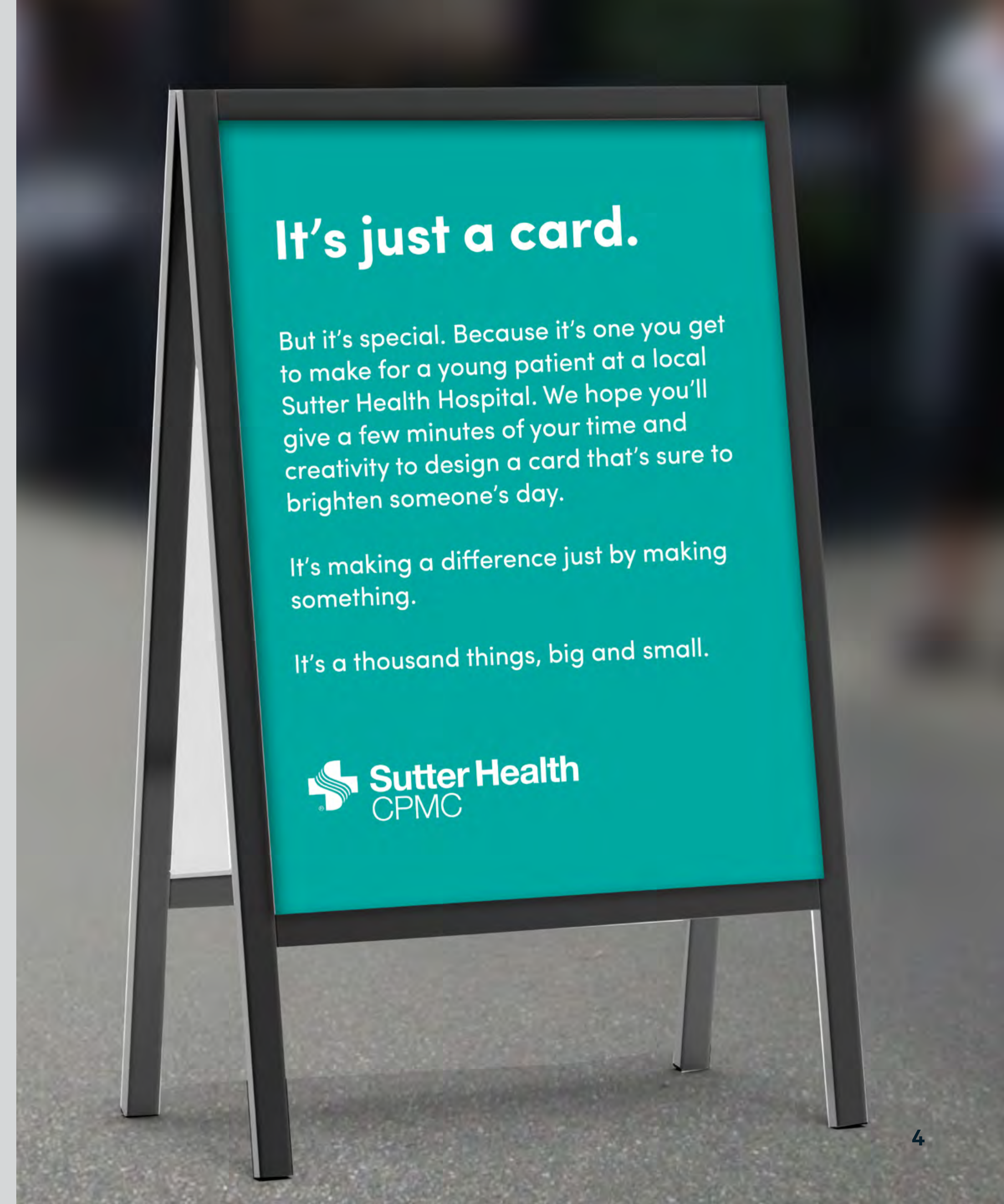


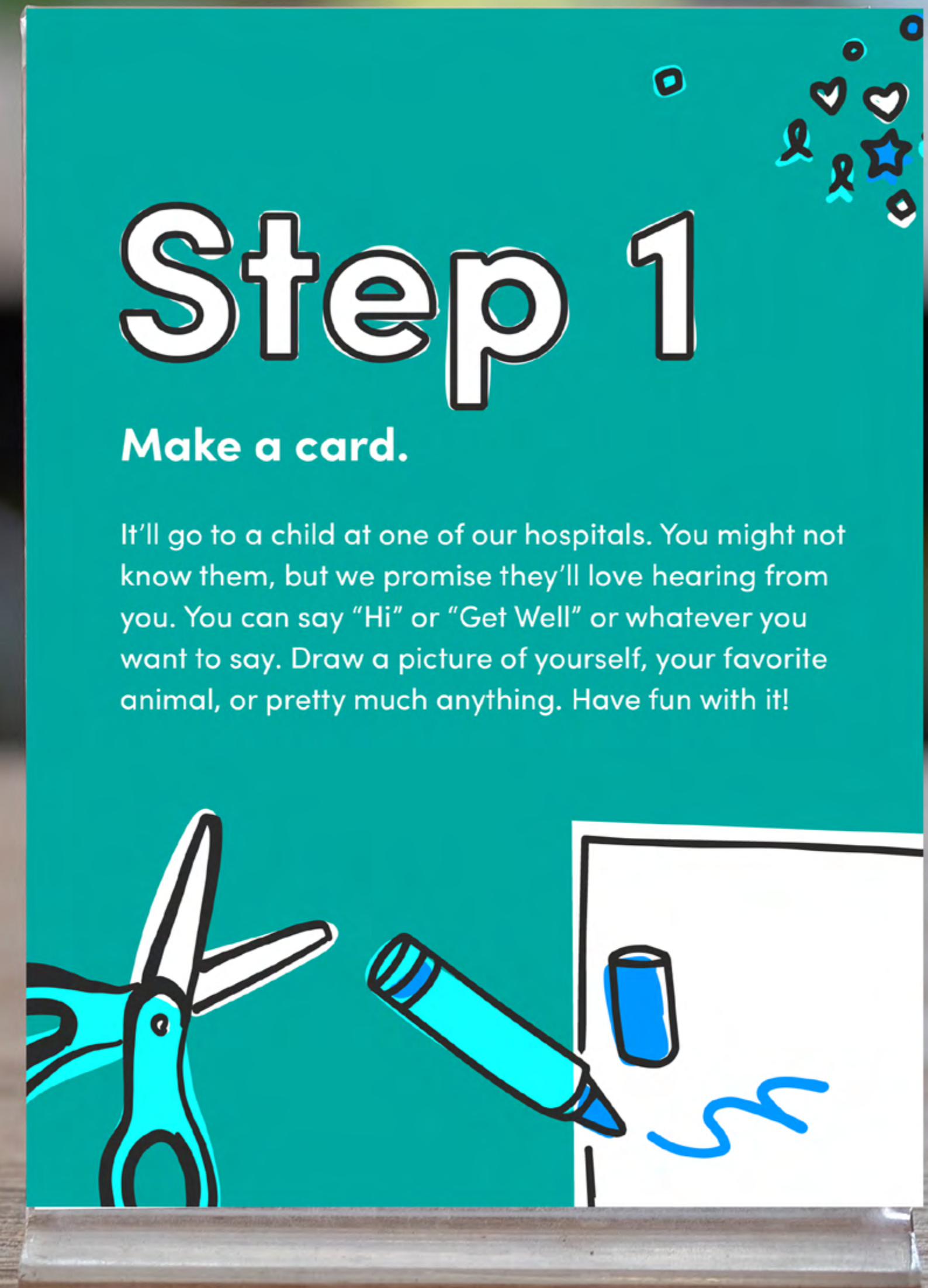
Table Talker - Step 1

We'll place some table talkers with a simple message about making one of our care cards. It will explain who the cards are going to and offer some suggestions on how to get creative.

Copy:

Step 1: Make a card.

It'll go to a child at one of our hospitals. You might not know them, but we promise they'll love hearing from you. You can say "Hi" or "Get Well" or whatever you want to say. Draw a picture of yourself, your favorite animal, or pretty much anything. Have fun with it!



Craft Table

Inside the tent, we'll have communal tables set up with craft supplies like construction paper, markers, etc. A Sutter Health representative will man the table and encourage kids to create their own cards.

We'll also have some pre-made cards on display as examples and inspiration.



Standing Sign - Step 2

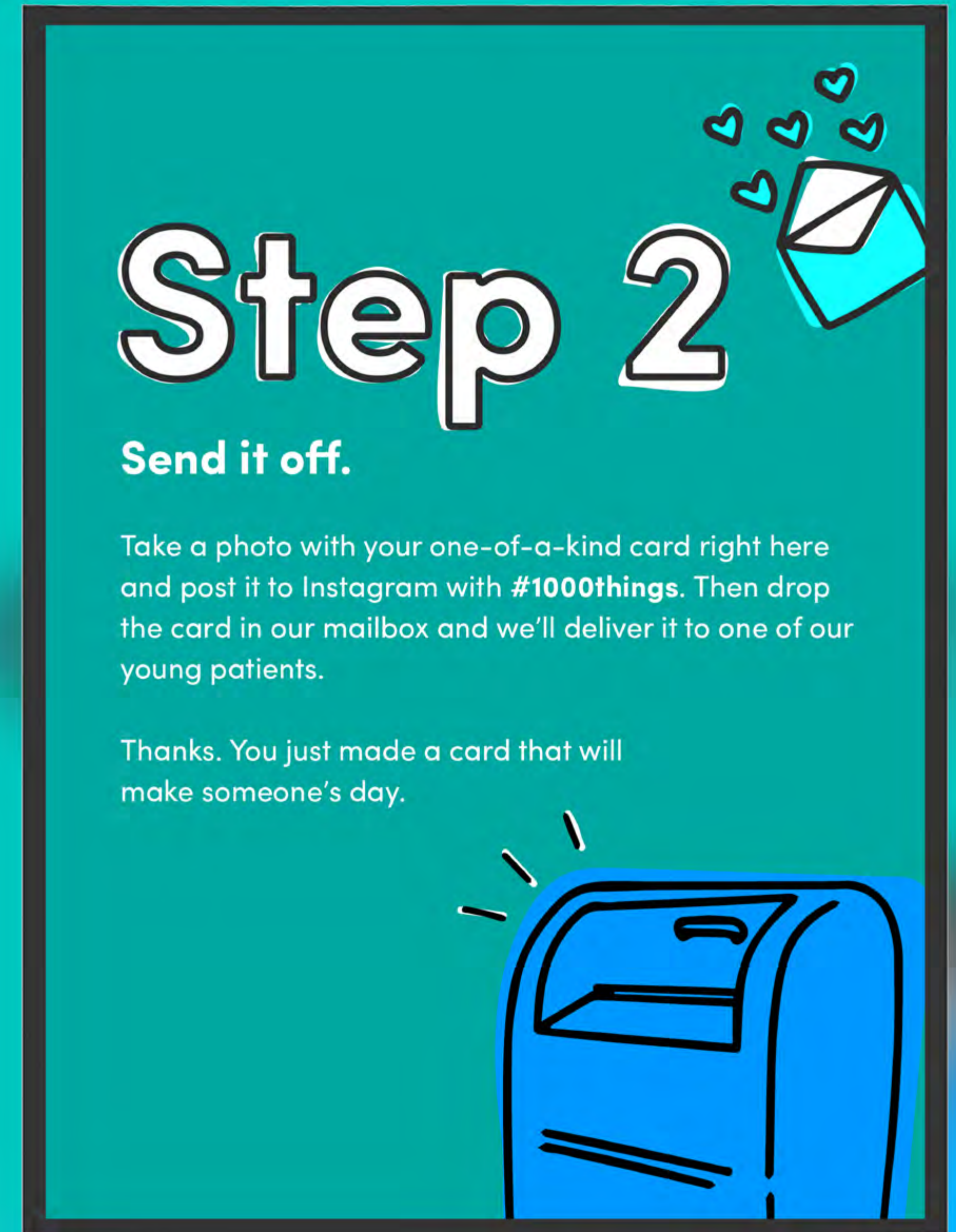
After people have made their cards, they'll see another sign that tells them what to do next. It'll lead them to the Instagram-able wall and encourage them to share their creations.

Copy:

Step 2:

Take a photo with your one-of-a-kind card right here and post it to Instagram with #1000things. Then drop the card in our mailbox and we'll deliver it to one of our young patients.

Thanks. You just made a card that will make someone's day.



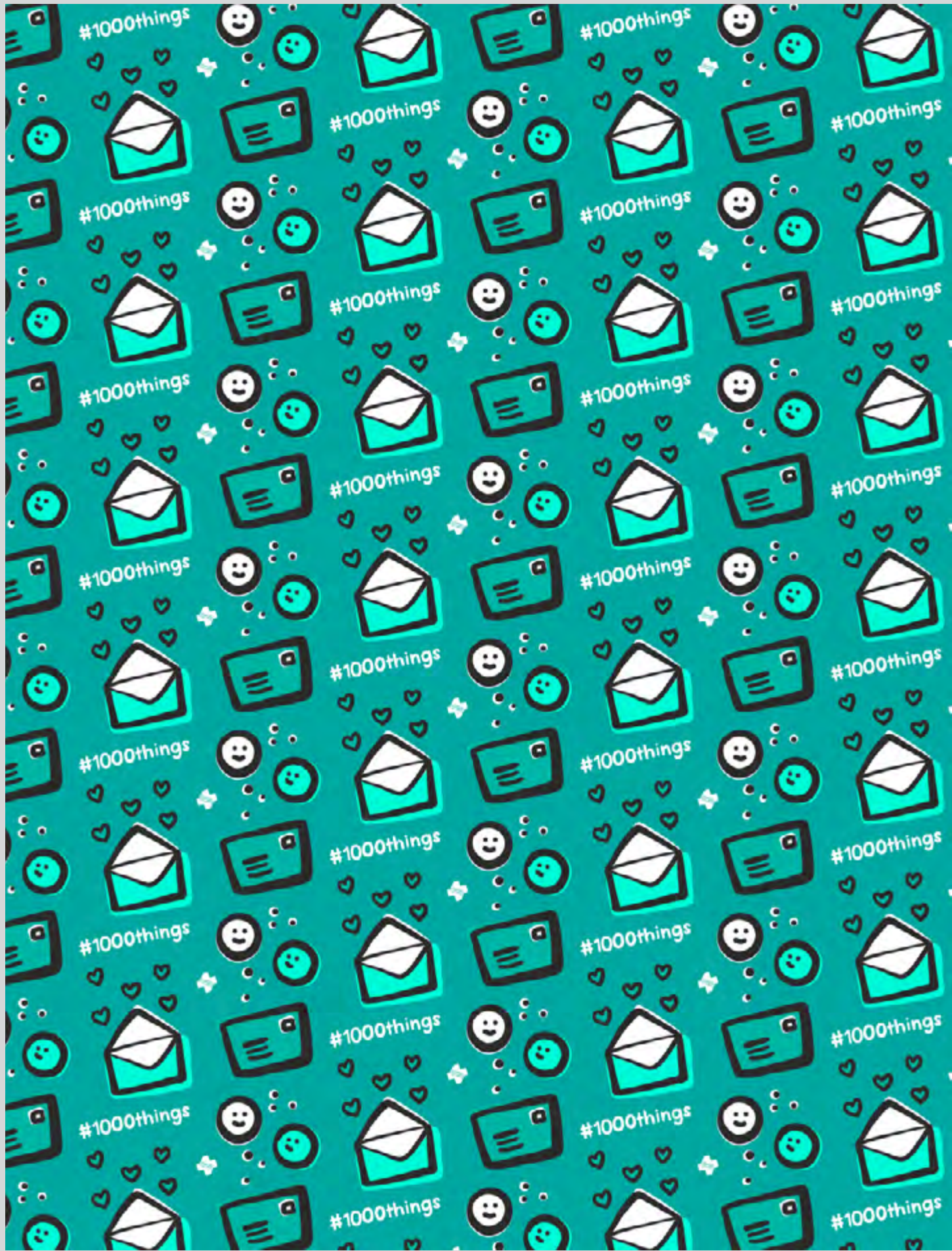
Instagram Wall / Mailbox

Let's turn our craft station into an Instagram-able moment. Anyone who makes a card will be asked to drop it off in our mailbox and take a photo to share with #1000things.

Our backdrop will live large behind an oversized mailbox, making the photo-op that much more fun. A Sutter Health rep will be nearby to encourage participation.



Background Options



Hand Sanitizer

Our hand sanitizer station will include the line “It’s giving hugs, not germs.”



Staff Buttons

By having staff wear buttons on the day of the event, we can help visitors to Sunday Streets know who to direct questions to and share a friendly message at the same time.



Overview

1. A-Frame sign
2. Tablecloth logo
3. Low folding table for crafting
4. Tent top with logo
5. Hanging banner
6. Tabletop sign “Step 1”
7. Hand sanitizer stand
8. Instagram wall
9. Mailbox
10. Standing sign “Step 2”



Thanks!