

CARE COLLECTIVE

Home Page Content

Website Text & Style Guide

Generated: December 16, 2025

This document contains all the text content from the home page of the CARE Collective website. Edit the text as you wish, adjust font sizes to your preferences, and send it back. We'll update the website to match your changes.

Quick Reference Guide

Font Size Reference

Current font sizes used on the website:

Style	Size	Usage
Hero Title	36px → 48px → 96px 48px → 72px → 108px	Main headline only
Section Titles	30px → 36px → 48px 36px → 48px → 60px	Major section headings
Subsection Titles	20px 22px → 24px → 26px	Card titles, feature names
Body Text (Large)	18px 20px → 21px → 22px	Descriptions, paragraphs
Body Text (Regular)	16px 17px → 18px → 19px	Standard content
Small Text	14px I think we determined this is fine as is?	Footer content

Font Weight Reference

Ultra Bold (Black): Hero main headline

Bold: Section titles, card headings

Semibold: Subtitles, feature names

Medium: Emphasized descriptions

Regular: Standard body text

Color Palette

PRIMARY COLORS

- Sage (Primary Green): #5A7E79 - Primary buttons and accents
- Sage Dark: #4A6B66 - Hover states
- Sage Light: #A3C4BF - Light backgrounds
- Dusty Rose (Pink/Coral): #D8A8A0 - Secondary accent
- Dusty Rose Accessible: #9A6B61 - WCAG compliant

LEGACY/ADDITIONAL COLORS

- Terracotta: #BC6547 - Orange-red accent
- Navy: #324158 - Header background
- Brown: #483129 - Main text color
- Cream: #FBF2E9 - Page background
- White: #FFFFFF - Card backgrounds

ACTION COLORS

⚠ Logout Button Red: #D32F2F (The red from the logout button!)

- Success Green: #388E3C
- Warning Orange: #F57C00

Home Page Content

Section 1: HERO (Top of Page)

Main Headline (Ultra Bold, 96px on desktop):

Southwest Missouri CARE Collective

Subtitle (Semibold, 24px):

Caregiver Assistance and Resource Exchange

Description (Regular, 18px):

The CARE Collective is a network of family caregivers in Southwest Missouri who support each other through practical help and shared resources.

Buttons:

1. "Join Our Community" (Sage button, white text)
 2. ~~"Learn How It Works"~~ (White button, sage text) [Delete this button.]
-

Section 2: HOW IT WORKS [Let's make this section three boxes across. We can call it "What is CARE Collective?" Box 1 can be How It works, Box 2 can be Why Join?, and Box 3 can be Kinds of Help (new).]

[Box 1] How It Works

Three Steps:

Step 1: Create an Account (Card Title, Bold, 20px)

Sign up with your basic information to become part of our trusted community network.

Step 2: Request or Offer Help (Card Title, Bold, 20px)

Post what you need help with and browse requests from others who need help.

Step 3: Build Community (Card Title, Bold, 20px)

Become a valuable part of our community that is making caregiving sustainable.

Button: "Get Started Today"

Section 3: WHY JOIN?

[Box 2] Why Join?

Subtitle (Semibold, 24px):

Are you caring for an aging loved one?

By joining the CARE Collective, you can connect with other caregivers who understand caregiving and are ready to help and be helped.

As a member, you'll have access to:

1. Mutual exchange (Bold, 18px)

Give what you can and receive what you need.

2. Flexibility ~~that works for you~~ (Bold, 18px)

Engage when and how you can.

3. Learning opportunities (Bold, 18px)

The Collective offers workshops on topics chosen by members.

4. No pressure (Bold, 18px)

~~You belong here, and it's okay to be in a season where you mostly need support.~~

Button: "Join Our Community"

[Box 3] Kinds of Help

Members help each other with:

Health & Caregiving

Groceries & Meals

Transportation & Errands

Household & Yard

Technology & Administrative

Social & Companionship

Section 4: ABOUT CARE COLLECTIVE

About CARE Collective

Who We Are (Card Title, Bold, 24px)

The CARE (Caregiver Assistance and Resource Exchange) Collective is a network of family caregivers in Southwest Missouri who support each other through practical help and shared resources. The Collective is powered by caregivers themselves, along with students and volunteers who help maintain the site and coordinate outreach and engagement. Together, we are ~~building a space where caregivers find connection, practical help, and the mutual support that~~ making caregiving sustainable.

[Add my photo here, like I mentioned in the email.]

Academic Partnership (Card Title, Bold, 24px) [Delete this section.]

This project was created by **Dr. Maureen Templeman**, Department of Sociology, Anthropology, and Gerontology at Missouri State University, with support from community partners and funding from the **Southern Gerontological Society Innovative Projects Grant**.

Button: "Learn More About Us"

Section 5: WHAT'S HAPPENING

What's Happening

Two Columns:

Column 1: Upcoming Events (Header, Bold, 24px)

Events load dynamically from database. Fallback text: "Events Coming Soon"

Column 2: Community Updates (Header, Bold, 24px)

Updates load dynamically from database. Fallback text: "Stay Tuned"

Button: "View All in Member Portal"

Section 6: COMMUNITY RESOURCES

Community Resources

Subtitle (Regular, 18px):

Connect with trusted local and regional organizations that offer practical support, guidance, and connection.

Four Resource Cards (Card Title, Bold, 20px):

1. Essentials

Food, housing, and everyday needs

2. Well-Being

Emotional health and caregiving support

3. Community

Local programs and connections

4. Learning

Training and educational programs

Button: "View All Resources"

Section 7: GET IN TOUCH

Get in Touch

Subtitle (Regular, 18px):

Have questions or feedback? We're here to help.

Email Card:

Email Us

swmocarecollective@gmail.com

Button: "Visit Full Contact Page"

Section 8: FOOTER (Navy Background)

Four Columns:

Column 1 - Branding:

Heading: "CARE Collective" (Sage light)

[We changed this during our meeting to the statement about MSU and SGS.]

Tagline: "Community mutual support for Southwest Missouri"

Column 2 - Contact:

Heading: "CONTACT"

Dr. Maureen Templeman

Springfield, MO

swmocarecollective@gmail.com

Column 3 - Get Started:

Heading: "GET STARTED"

Join Community

Member Login

Column 4 - Resources:

Heading: "RESOURCES"

Help & Support

Terms of Service

Privacy Policy

Copyright:

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Instructions for Editing This Document

How to Edit This Document:

1. Changing Text:

Simply click on any text and type your changes.

2. Adjusting Font Sizes:

Refer to the Quick Reference Guide (Page 2) for current sizes, then:

- Select the text
- Use the font size dropdown in Word
- Try different sizes to see what works best

3. Making Text Bold/Unbold:

Select text and press Ctrl+B (Windows) or Cmd+B (Mac)

4. Color Changes:

Colors are reference only in this document - we'll apply them on the website

5. Adding New Sections:

Just add new text anywhere - we'll format it to match the website style

6. Save & Send Back:

Save this document and email it back when ready

Important Notes:

- Don't worry about making it look perfect - focus on the text content and sizing preferences
- Mark any sections you want removed with "DELETE THIS SECTION"
- Add notes in [BRACKETS] for special instructions
- The actual website will look polished - this is just for content editing