

# 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.]~~

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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"

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## 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

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## 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"

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## 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"

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## 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"

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## 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"

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## 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