



# Be Kind Mural Toolkit

## *Scaling For Impact Project*

**Special Olympics**





## Toolkit Overview

Since 2018, Special Olympics has funded youth-led projects for inclusion around the globe through the Youth Innovation initiative. The projects have inclusive opportunities at their core, but have ranged in focus from Unified Schools, Unified Sports, recreational activities, and so much more. **Over 600 projects, led by over 1,000 Youth Leaders with and without intellectual disabilities, have been successfully implemented in over 150 Special Olympics Program.** The Youth Innovation Initiative has reached over 100,000 young people with and without intellectual disabilities all around the globe.

In 2022 Special Olympics capitalized on the success of the Youth Innovation Initiative by launching the Scaling for Impact Project where we identified 7 youth-led projects to become example projects for other young people to model after. The toolkit and resources created from the top 7 projects can be used by other young people as a guide for how to implement this specific project within their local school/community.

**This following Be Kind Mural Toolkit will serve as roadmap for future Youth Innovation Project Leaders to learn how to spread inclusion in their home communities through the making of a community mosaic.**



## THE TABLE OF CONTENTS

1. Project Development .....	4
<b>II. Project Description</b> .....	5
<b>III. Project Goal and Metrics</b> .....	5
<b>V. Identifying Your Project Team</b> .....	6
<b>VI. Creating a Budget</b> .....	7
<b>VII. Outlining a Timeline</b> .....	8
2. Project Implementation .....	9
<b>II. Phase 1</b> .....	10
<b>III. Phases 2 and 3</b> .....	10
<b>IV. Phase 3</b> .....	10
<b>V. Phase 4</b> .....	11
<b>VI. Phase 5</b> .....	12
<b>VII. Phase 6</b> .....	12
3. Project Reflections .....	14
<b>II. Project Highlights</b> .....	15
<b>III. Project Challenges</b> .....	15
<b>IV. Opportunities for Project Sustainability</b> .....	15
<b>V. Testimony</b> .....	15
4. Project Resources .....	16

# **Project Development**





- I. In this section Youth Leaders will learn how to begin planning and implement the [Be Kind Mural Project](#) in their home community. *In the resources section of this toolkit, Youth Leaders can find a planning worksheet to help them develop the Be Kind Mural Project in their community.*

## II. Project Description



III.

- a. Youth Leaders who complete the Be Kind Mural Project will work together alongside their project team to create a physical mosaic or mural in their community or school. The project will bring together youth with and without intellectual disability (ID) to create art, and the mural will have a message promoting messages of inclusion and togetherness.

## III. Project Goal and Metrics

- a. The goal of the Be Kind Mural Project is to create a space in a school or a local community that promotes positivity, inclusion, and kindness; a place where young people can come reflect and be reminded that they are not alone.
- b. Youth Leaders implementing the Be Kind Mural Project will need to develop target metrics that they hope to achieve at the completion of the project.



- c. Here are the metrics that Youth Leader Ella and SO Connecticut achieved in the first implementation of the project:

	Target Number	Metrics Achieved
Number of youth with and without ID actively engaged in planning of the project	1	1
Number of Unified Schools with expanded programming	1	0
Number of new Unified Schools	0	0
Number of new Unified Champion Schools	0	0
Number of new youth leaders	20	20
Number of Special Olympics athletes (people with ID) engaged by the project	30	30
Number of people without ID engaged by the project	100	70
Total social media impressions	10,000	38,000
Number of new Unified Sports Clubs	0	0

#### **IV. Project Activities**

- a. The core activities of the Be Kind Mural Project include:
- Identify a project team
  - Select the mural location
  - Create a budget for materials
  - Outline a timeline for the installation
  - Fundraise for additional costs
  - Recruit volunteers
  - Install mural and reveal to public

#### **V. Identify Your Project Team**

- a. Youth Leaders will need to identify who will support them in the Be Kind Mural Project.

*i. A Mentor*

- This could be someone from your Special Olympics Program, school, or community.



*ii. An organization or individual who can supply mosaic equipment*

1. In the first implementation of the project, Ella used the organization [Ben's Bells](#). However, Youth Leaders can source their own materials and complete the installation themselves.

*iii. Volunteers to help decorate mosaic pieces*

1. In the first implementation of the project, Ella had local elementary children support in painting mural pieces.

*iv. A Videographer*

1. If Youth Leaders are choosing to do a reveal of the mural/mosaic they should plan to have someone take photos of videos to share online and create a greater impact.

*v. Stakeholders at Location of Installation*

1. Once a location is identified for the mural installation, Youth Leaders will need to regularly communicate and update those at the location of the mural.

## **VI. Creating a Budget**

- a. In the first implementation of the Be Kind Mural Project, the entire budget was spent on the equipment and materials for the mosaic.
- b. However, in the re-implementation of this project, Youth Leaders may find they have additional cost. Outlined below are the categories Youth Leaders may need to allocate budget towards.
  - i. Transportation: \$0.0 USD
  - ii. Venue: \$0.0 USD
  - iii. Supplies: \$500.00 USD
  - iv. Food: \$0.0 USD
  - v. Advertising/Marketing: \$0.0 USD
  - vi. Equipment & Maintenance: \$1000.00 USD
  - vii. Printing: \$0.0 USD
  - viii. Photography/Videography: \$0.0 USD
  - ix. Miscellaneous: \$0.0 USD



## **VII. Outlining a Timeline**

- a. The Youth Leaders will determine a frame of time of 6 to 9 months out to effectively carry-out their project plan. In the first implementation, Ella completed the Mural from design to installation within 6 months. *In the project implementation section of the toolkit, it outlines what was completed in each phase of the project.*



# **Project Implementation**





- I. In this section, Youth Leaders will learn what they need to complete each phase to re-implement the Be Kind Mural project.

**II. Phase 1**

- a. Identify your project team and stakeholders
- b. Outline budget and if there will be any funding gaps that would require fundraising
- c. Decide on the target metrics
- d. Research and reach out to local schools or community spaces to get permission for mural.

**III. Phase 2**

- a. Finalize the location and date of the mural installation
- b. Identify if Youth Leaders will be hiring an external organization to support with the installation of the mural or if Youth Leaders will complete it on their own
- c. Recruit volunteers, local schools, and Special Olympics Program to be involved in the painting of the mural pieces
- d. Create a social media page
  - i. In the first implementation of the project, Ella created a Facebook page called ["Project Kindness."](#) She used the Facebook page as a platform to update her community on the progress of the project.
- e. Develop a ***fundraising*** plan to cover any additional funding required.
  - i. In the first implementation of the project, Ella fundraised by:
    - 1. Creating and selling "Be Kind" yard signs (for a \$25 or more donation) which looked like the mural that would eventually be installed at the school. Community members pledged their support for the project in the way of buying a yard sign to proudly display on their lawn.
    - 2. Reaching out to the school hosting the mural installation and requested additional funding
- f. Assign someone on the project team to be a photographer and videographer for the project or if there is budget to hire a professional

**IV. Phase 3**

- a. Plan and host a mural piece painting event with the volunteers, schools, and Special Olympics Programs you recruited.



- i. Utilize social media to share more about the painting process.
  1. A tip from Ella: Create buzz for your mural by giving followers a sneak peek each time a section of the mural is complete, but never quite revealing the whole thing. This will drive up excitement in project participants and create for a “grander” grand reveal.
- ii. Create a sign-up sheet for the event so Youth Leaders can record how many people participated.



## **V. Phase 4**

- a. Begin preparing for the mural installation by confirming the dates and time with the host location
  - i. If Youth Leaders are hiring an organization, confirm with them on time, location, and any materials/resources needed
- b. Plan Gran Reveal
  - i. Invite speakers and local community members to grand reveal
  - ii. Create a run of show for the event
    1. In the first implementation, Ella’s run of show was:
      - a. Welcome and thanks by Ella
      - b. School Representative Speech
      - c. Special Olympics Connecticut Unified Sports Coordinator Speech
      - d. Final Reveal



- e. Photographs with mural for guests
- iii. Hire or assign a videographer/photographer
- c. Share on social media the dates and times for the event.

## **VI. Phase 5**

- a. Complete Installation



- b.
- c. Hold Grand Reveal
  - i. Youth Leaders should post on social media the final events. In the first implementation of the project, the grand reveal was also live streamed on Facebook for those who could not be in person.



ii.

## **VII. Phase 6**

- a. Share success and event photos/videos on Social Media
- b. Calculate all metrics achieved



- c. Reflect and celebrate with Project Team



# **Project Reflections**



- I. In this section, Youth Leaders will read about Ella's personal reflection when she completed the Be Kind Mural project

## **II. Project Highlights**

- a. Creating meaningful art in a school that will have a lasting impact on the community
- b. Introducing a younger audience to Special Olympics and the inclusion movement
- c. Overwhelming online and social media engagement

## **III. Project Challenges**

- a. On the day of the grand reveal, it was raining but Ella was prepared with extra tape to keep the tarp up and the mural hidden until it was time to reveal it.
- b. At the start of the project, Ella had insufficient funds as the mural organization quote exceeded the original budget. This was when Ella had to begin her fundraising efforts.

## **IV. Opportunities for Project Sustainability**

- a. This project has already been scaled and replicated locally a couple of times and is projected to reach even more schools/communities soon. There will hopefully one day be kindness murals popping up all over the world!

## **V. Testimony**

- a. "Within a high school it is often difficult to find a space where anyone can go to not only relax, study, and make new friends while it also being an upbeat and enjoyable space to be in. MY goal is to create this space for students of my school while also increasing the amount of kindness and inclusion within our school community through this simple reminder the mural gives off. It will leave a lasting impact on the school and hopefully inspire other students to form inclusive relationships and spread the message of kindness." – Ella

# **Project Resources**



- I. Project Planning Worksheet
- II. First implementation Worksheets
- III. [Be Kind Mural Project Highlight Video](#)



## **Scaling for Impact Project Planning Worksheet**

### *Project Development*

#### **Participant and Program Information**

Please provide information about Youth Leaders within the following questions.

Special Olympics Program

---

First Youth Leader Name, Age, and Role

---

Second Youth Leader Name and Role

---

Additional Project Team Member Name and Role

---

Additional Project Team Member Name and Role

---

Additional Project Team Member Name and Role

---

Additional Project Team Member Name and Role

---





**Project Overview:**

What is the **problem** in your community you want to solve?

---

---

---

---

---

---

What are the **activities and steps** to complete the project?

1. 

---
2. 

---
3. 

---
4. 

---
5. 

---
6. 

---
7. 

---

---

How will you **scale the impact** of the project from the original implementation?

---

---

---

---

---



**Metrics:** Please indicate the metrics that will be achieved during this project.

**For a full glossary of the metrics, please click [here](#).**

Key Performance Indicator	Target Number
Number of youth with and without ID actively engaged in planning of the project	
Number of Unified Schools with expanded programming	
Number of new Unified Schools	
Number of new Unified Champion Schools	
Number of new youth leaders	



Number of Special Olympics athletes (people with ID) engaged by the project

Number of people without ID engaged by the project

Total social media impressions

Number of new Unified Sports Clubs

### Budget Proposal

Please enter the amount you will spend on each category in US dollars. If a category does not apply to you, please write 0. **Budgets for projects must equal \$500, \$1000, \$1500, or \$2000.**

Transportation:	
Venue:	
Supplies	
Food	
Advertising/Marketing	
Equipment & Maintenance:	
Printing	
Miscellaneous ( <b>Miscellaneous expenses may <u>NOT</u> exceed 10% of total budget</b> )	
<b>Total (\$500, \$1000, \$1500, or \$2000):</b>	



**Project Duration:** The project must be completed within 6 to 9 months.

Proposed Start Date:

---

Any Key Activation Dates:

---

---

---

Proposed End Date:

---

**Content Gathering:** What tools or technology (camera, phone, etc.) do you have access to?



## Youth Innovation Scaling Project

### *Project Overview*

#### **Participant and Program Information**

Please provide information about Youth Leaders within the following questions.

Special Olympics Program

\_\_\_Watertown High School (Special Olympics CT)\_\_\_\_\_

First (given) name of first Youth Leader

\_\_\_Ella\_\_\_\_\_

Last (family) name of first Youth Leader

\_\_\_Makowski\_\_\_\_\_

Languages spoken by first Youth Leader

\_\_\_English\_\_\_\_\_

First (given) name of second Youth Leader

\_\_\_N/A\_\_\_\_\_

Last (family) name of second Youth Leader

\_\_\_N/A\_\_\_\_\_

Languages spoken by second Youth Leader

\_\_\_N/A\_\_\_\_\_





## **Project Overview:**

What is the **problem** in your community you are trying to solve?

Within a high school it is often difficult to find a space where anyone can go to not only relax, study, and make new friends while it also being an upbeat and enjoyable space to be in. MY goal is to create this space for students of my school while also increasing the amount of kindness and inclusion within our school community through this simple reminder the mural gives off. It will leave a lasting impact on the school and hopefully inspire other students to form inclusive relationships and spread the message of kindness.

---

What are the **activities and steps** for completing the project?

- Recruit Volunteers
  - Make and design tiles out of clay
  - Paint fired tiles
  - Create outline of mural on wall
  - Install tiles into outline
  - Apply a final grout to secure the tiles
  - Clean up mural to eliminate extra grout
- 

How will you **scale the impact** of the project from the original implementation?

I think this extension project is going to greatly increase the impact. The original mural was at our high school and the new mural is going to be placed at the primary school (Pre- k through second grade) so an entirely different age of students will get to experience and appreciate the mission. It will also reach an entirely new group of adults as many who have kids in high school do not have kids in primary school. Being that the school PTO contributed the final \$1000 towards the project and they have such a heavy influence within the school I am hoping their participation and support will also help to increase the impact of the project.



**Metrics:** Please indicate the metrics that will be achieved during this project.

For a full glossary of the metrics, please click [here](#).

	Target Number
Number of youth with and without ID actively engaged in planning of the project	100
Number of Unified Schools with expanded programming	1
Number of new Unified Schools	0 (I would love to have a new Unified School start but I think this age range is too young)
Number of new Unified Champion Schools	0
Number of new youth leaders	20
Number of Special Olympics athletes (people with ID) engaged by the project	30 (Could be more I am not certain of the number of students at this school who have an IDD)



Number of people without ID engaged by the project	100
Total social media impressions	10,000
Number of new Unified Sports Clubs	0 (Again, I would love to be able to start one at JTPS but I am not sure if the age is too young for it to run)

### Budget Proposal

Please enter the amount you will spend on each category in US dollars. If a category does not apply to you, please write 0.

**This must add up to the \$3,000 funding that will be provided to support with the Scaling Project.**

Transportation: \$0

Venue: \$0

Supplies: \$0

Food: \$0

Advertising/Marketing: \$0

Equipment & Maintenance: \$3000

Printing: \$0

Photography/Videography: \$0

Miscellaneous (Miscellaneous **expenses may NOT exceed 10% of total budget**): \$0

Total: \$3000



**Project Duration:** How much time it will take to complete the project?

Proposed Start Date:

Now (currently planning)

Any Key Activation Dates:

Tile Making- April 21<sup>st</sup>

Tile Painting- Between April 30<sup>th</sup> and May 6<sup>th</sup>

Installation and tile application- May 25<sup>th</sup>

Final Grouting- May 26<sup>th</sup>

Proposed End Date:

The last day of creating the project would be May 26<sup>th</sup> however the grand reveal would be the complete end. A final date has not been set for the grand reveal but I am hoping for the 27<sup>th</sup> or 28<sup>th</sup>.

**Project Team Monthly Meeting Confirmation:** Please confirm the time and day that works best for the Project Team (Youth Leaders, Program Staff, Regional Staff and SOI staff) to meet every month.

Monthly Meeting Date:

\_\_\_April 25\_\_\_\_\_

Monthly Meeting Time (include time zone):

\_\_\_\_\_3 pm EST\_\_\_\_\_

**Content Gathering:** What tools or technology (camera, phone, etc.) do you have access to?

I have access to a phone which is what I have been using to document pictures and videos with and upload to our projects Facebook page.



## Project Implementation

### Youth Innovation Scaling Toolkit

**PLEASE OUTLINE SPECIFICALLY WHAT YOU DID EACH MONTH DURING YOUR PROJECT**

#### **MAY**

This month was spent doing a lot of coordination and preparation including the following:

- Meeting with Special Olympics to coordinate project requirements and conditions. It is very important to be clear on what the guidelines are so nothing is missed and everything is understood between both parties
- Confirming dates with Ben's Bells and the school where the mural was going for install dates
- Begin recruiting volunteers
  - Always start sooner than later because you want some wiggle room for time in case the needed amount of needed volunteers aren't initially reached
  - Creating a sign up genius is always great as it is organized, easily sharable, and important info such as dates and times are clear to volunteers

- Tile making- over 200 tiles were made from clay that would all be put into the mural (using the volunteers that signed up through the previous step)

- Tile painting- all tiles had to get 3 coats of paint and fired before they could be installed (again using the volunteers that signed up)

#### **JUNE**

Install month!

Final Coordination such as:

- Special Olympics confirming details for the videographer and what was needed from me on install dates so once again every detail was solid and clear
- Communication with the school to make sure necessary materials such as ladders and hoses would be out and ready for installation and the area would be clear of people during school pick up times
- Reaching out to volunteers as a reminder of their commitments because sometimes people accidentally forget

The project install occurred over 2 days one being placing all of the tiles on the wall and the other was applying grout and cleaning all the tiles. Volunteers were always treated with lunch as a way to thank them for their help with the project. Progress pictures were posted as a way to keep the community engaged and excited leading up to the grand reveal.

Many social media posts across various sources such as the newspaper, facebook, and instagram were used to promote the reveal.

On reveal day I gave a speech explaining the significance of this project and the mission as well as speeches from the principal of the school and a director at special olympics to further explain the impact this project was making on the community.

#### **JULY**

Continued promoting stories of kindness on our project facebook page and helped to promote the installation of a third be kind mural as a continuation of the Project Kindness mission



## ***AUGUST***

Begin working on Project Worksheets,

## ***SEPTEMBER***

Finish working on project worksheets and submitting all necessary materials to Special Olympics. While this may be the end of the physical project the mission will always continue through sharing stories of kindness and and hopefully inspiring others to be kind and live an inclusive lifestyle.

## ***OCTOBER***

**Send this completed worksheet and any attachments to  
[innovationgrants@specialolympics.org](mailto:innovationgrants@specialolympics.org)**





## Developing Your Presentation

### Youth Innovation Scaling Toolkit

#### HOW DID YOU DECIDE ON WHAT MEDIUM TO USE FOR YOUR PRESENTATION?

Being that this was an outdoor presentation I didn't have any sort of PowerPoint. The school's principal, unified sports coordinator, and myself all gave speeches. We had a giant white tarp covering the mural which was pulled off when it was time for the reveal.

#### WHAT MATERIALS DID YOU PREPARE FOR YOUR PRESENTATION? PLEASE ATTACH.

The videos are unable to be attached here but the whole presentation was recorded and is posted in the comment section of the grand reveal post on the Project Kindness Facebook page (dated May 30).

#### WHAT WERE THE 3 KEY TAKEAWAYS FROM THE EVENT?

1. Prepare for multiple scenarios.
  - a. Ex. It rained for the grand reveal which caused the tape holding up the tarp to become loose. Luckily we had ladders and extra tape on hand to make adjustments. It also rained on install dates, but since we had rain dates planned for every event there was no significant delay.
2. When advertising your project use various strategies to target multiple demographics.
  - a. Ex. Not everyone uses social media so hang up flyers, get an article in the newspaper, if involving your school have administrators send out emails.
3. Don't underestimate yourself.
  - a. In the beginning I would constantly second guess what I was doing or if people would appreciate the project as much as I did. If you show your love and passion for something others will become interested, learn more about the project, and then share the same love and passion as you. There is no limit to the impact you can make.

**Send this completed worksheet and any attachments to  
innovationgrants@specialolympics.org**



# Budget

## Youth Innovation Scaling Toolkit

### WHAT WAS THE MOST IMPORTANT PART OF THE PROJECT TO SPEND MONEY ON?

The most important thing to spend money on for this project was the materials because without the tiles, glass, or grout there would be no mural. Materials was really the only cost of this project.

### PLEASE PROVIDE A BUDGET BREAKDOWN OF HOW YOU SPENT \$3,000 USD

The cost to install a Be Kind mural is \$4000 so all \$3000 were spent on materials. Everyone who helped to make and paint tiles as well as on the install days were volunteers who just wanted to be a part of the project and spread the message of kindness. Pizza that was purchased for everyone volunteering was paid for with leftover money from the sign fundraiser or out of pocket as a simple thank you for helping to make my project come to life.

### IF YOU WERE ONLY GIVEN \$1,500 TO REDO YOUR PROJECT, HOW WOULD YOU ALLOCATE YOUR BUDGET?

If I was only given \$1500 to redo my project I would allocate the budget exactly the same, all of the money going towards materials. In that situation I would've just had to complete additional fundraising to cover the remaining cost.

**Send this completed worksheet and any attachments to**

**[innovationgrants@specialolympics.org](mailto:innovationgrants@specialolympics.org)**



# Capturing Impact of Project

## Youth Innovation Scaling Toolkit

### PLEASE PROVIDE A BREAKDOWN OF THE ACTUAL METRICS YOU ACHIEVED

#### Social Media (Facebook):

Total followers- 510

Total shares- 54 (only includes shares from the official Project Kindness page, not reshares off of personal pages)

Total likes on pictures- 1,026 (only includes likes from the official Project Kindness page, not likes from personal pages after shares)

Number of people reached- 38,921 (the total number of people reached on each post added together from all posts for second mural)

\*Only based on posts that have occurred since starting the second mural, first mural posts are not included in metrics\*

#### Prep Attendance:

Tile making- About 20

Tile painting- Unknown

Installation- About 35

#### Grand Reveal Attendance:

About 55 people in person

Many more watched the video posted of reveal but that number can't be recorded

### HOW DID YOU CAPTURE YOUR METRICS?

- ♦ *Did you have a sign in sheet for participants?*

For social media, Facebook provides metrics that the owner can access such as the number likes, shares, comments, and people reached.  
For tile making and installation days we created a sign up genius where volunteers signed up for specific times.  
For the tile painting it was completed by the school so I am not certain on how many people participated.  
For the grand reveal metrics I referenced pictures to take a guess on how many were in attendance.

### HOW DID YOU MEASURE THE SUCCESS OF YOUR PROJECT WITH PARTICIPANTS?

- ♦ *Did you have a questionnaire or survey? If so, please attach it*

I did not complete a questionnaire or survey to measure the success but rather just made observations.

- I've had many people recognize me in public and say how they have seen the mural and how much they love it
- Parents and students were constantly stopping during the install days to admire the mural during pick up and drop off
- Other teachers and administrators reaching out and asking how they could get a mural at their school (with one already being completed at my brothers school)
  - Comments on posts that say "Need this at every school for a reminder"
- I think the biggest observation I've made that lets me know it was a success is just seeing the way people stop and their faces light up when they see the mural. It shows the beauty and message is reminding and inspiring others to be kind.
  - During the install week students were cheering for the mural during their lunch periods (the video is in the comments of one of our posts)

## WHY SHOULD THIS PROJECT CONTINUE TO BE SCALED REGIONALLY AND GLOBALLY?

- ♦ *What impact do you see this project having on other participants?*

Two main parts of this project that I love so much are the fact that it is permanent and it takes a different approach to reiterating the importance of kindness. The mural will never come down. Once it is on the wall it is on there forever so everyone who attends any of the schools where one has been installed will have the honor to witness and become inspired by it. The second part is that the mural isn't a forced program. Coming from a students perspective no one pays attention to the presentations schools put on about kindness and anti-bullying. Many go on their phones throughout them or treat it like a joke. While it is incredibly unfortunate it is true. Students do not like being forced into doing something, it needs to come at their own free will or else it won't be genuine. With the mural it simply serve as a reminder. It glistens from the sunlight in the courtyard attracting the attention of all who walk by and stop to read the message. Even the so called bullies who would've just ignored the standard presentations have stopped at the courtyard and taken time to view the mural. I believe seeing it everyday, having a meaningful and beautiful reminder will truly make a difference in the long run by inspiring one person at a time which is why there should be a mural everywhere.

**Send this completed worksheet and any attachments to  
[innovationgrants@specialolympics.org](mailto:innovationgrants@specialolympics.org)**



# Community Engagement

## Youth Innovation Scaling Toolkit

### HOW DID YOU REACH OUT TO COMMUNITY MEMBERS, INDIVIDUALS, OR SCHOOLS TO PARTICIPATE IN THE PROJECT?

*Please provide examples of the correspondence you had with partners*

- Email
  - Email correspondence was one of the biggest forms of communication when planning the mural as it was easiest with conflicting schedules and far distances. Email also allows there to be a record of what was discussed and planned in case something is forgotten or confused. These were also mostly used when reiterating important subjects that were discussed over zoom calls.
- Zoom Calls
  - I did zoom calls with Special Olympics and Ben's Bells when discussing topics for the first time and initial brainstorming and overviews of the project. This way ideas can just be spit out and talked through in a formal discussion.
- In person meetings
  - All of the in person meetings were done with those more local to me and then for the installation days. I used in person meetings to get students in my school, best buddies chapter, and unified sports teams involved in the project as most of them don't use email regularly enough to know about the project. In person meetings were also used for when meeting with the principal of the school where the mural was being installed so we could finalize plans and do a walkthrough to find a great spot.
- Social media
  - Social media was used to reach out to the community as most people in today's age are on facebook and it doesn't require personal information to be given out (such as an email or phone number) if they want to follow the project. This method was also beneficial because of facebook's sharing option. It allowed the project to be spread throughout the community in a time efficient and simple way as well as reach people outside of my own region.

### HOW DID YOU MARKET YOUR EVENT OR PROJECT?

All of our communication for events and updates were given through facebook and at one point there was a news articles published as well. In order to help market events and increase excitement we had a couple different strategies the first being through a bandwagon approach. While we were in the fundraising stage and selling be kind yard signs we posted a picture of every single sign that was installed. It's common for people to want to join in on an event when they see how popular it is becoming and that there are mass amounts of the community involved, no one wants to be the only not a part of something huge. The second perk of posting all of the signs was that when someone saw their picture posted they would share it to their personal facebook page which would reach a new audience and draw them to the Project Kindness page. Once all of the pictures started getting posted and posts were getting shared the amount of followers to the page was growing at an exponential rate. The second strategy we used was teasers. Especially during the week of installation we did a lot more posts of slow progress or only pictures of certain sections of the mural. This helped to create buzz within the community from people such as "ooo I wonder what it's going to look like when complete" or "this is so cool!" The excitement from anticipation created more social media interaction as people kept checking back for the final results. Additionally, for the second mural we did a grand reveal and were able to advertise that with a white tarp covering the mural and a come back soon sign on top of it to help promote our grand reveal to families when students were picked up from school. A grand reveal is always a fun way to engage the community and show off all of the hard work.

## DID YOU USE SOCIAL MEDIA?

- ♦ *Did you have a project specific social media page? How*
- ♦ *many times did you post a week?*
- ♦ *What level of engagement did you see?*
- ♦ *Did you leverage your Programs or Regions social media?*

- Yes, we had a facebook page completely dedicated to everything Project Kindness where we would share important information, sign ups, signs in the community, and mural install pictures. It allowed people to follow along during the process as well as share to their personal pages. The use of social media was definitely what contributed to the success of the project because it didn't just confine Project Kindness to my community. It allowed it to be shared to surrounding towns and states. Social media is such a big part of society today if it is used to its full potential it can completely elevate and enhance a project.
- How many times I posted on the facebook page was dependent on what stage of the project we were in. But the most important part was consistency and finding a happy medium because if you go too long without a post the shares stop, people forget about the project, and become disengaged but with posting too many times in a week people can also become disengaged as no one likes having their feed spammed.
  - Sign building- Between 1 and 3 posts a week depending on how much work was done during the week
  - Sign installation period- 1 post a week with all of the photos from signs installed in yards that week (typically between 10 and 25 photos per post) This helped to keep it organized and confined
  - Mural install- 3 posts per install week. one for initial work, one for tile application, one for grouting and/ or final reveal
  - There were also other posts that don't fit into any of these categories that were made during less eventful periods of the project to continue to promote the message and keep followers engaged (ex. Happy Holidays, Anniversary of Sandy Hook, sharing stories of acts of kindness that I've seen and loved)
- We saw incredibly high levels of engagement, some posts reached upwards of 10,000 people and we currently have 510 followers
- Important social media tips I learned:
  - Make sure there aren't multiple images that are similar because it appears repetitive and then people stop scrolling through
  - Have the most important/significant pictures as the cover
  - Share the post to your own personal page. On facebook the number of shares is public so when people see others sharing it encourages them to do the same (bandwagon approach)
  - Consistency is key BUT don't spam
  - Engage with followers by responding to comments and having a quick response time to inquiries about the project
  - Utilize the stories option on social media platforms for reminders about upcoming events as sometimes people just scroll through there and not the actual feed
  - Use hashtags and tag the location of where you are if possible as people who follow those will then see your post
  - Make your project social media page public
- I did not use my programs social media but I had my towns Board of Education and principal share the posts on their social media page as a majority of families follow them
- Try and utilize as many different platforms as possible to reach different demographics (ex. Facebook is a lot of parents; Instagram is typically teenagers, and the newspaper is read by many senior citizens who aren't on social media)

## PLEASE INCLUDE LINKS TO ANY OF YOUR MARKETING MATERIALS (WEBSITE POSTS, SOCIAL MEDIA GRAPHIC AND HANDLES)

[https://www.primepublishers.com/towntimesnews/news/community\\_news/watertown-high-school-student-creates-and-installs-project-kindness-mural/article\\_b3cfc5fa-b5c2-11ec-be9d-9f8b61c22bf9.html](https://www.primepublishers.com/towntimesnews/news/community_news/watertown-high-school-student-creates-and-installs-project-kindness-mural/article_b3cfc5fa-b5c2-11ec-be9d-9f8b61c22bf9.html)

<https://www.facebook.com/WHSPProjectKindness/>

**Send this completed worksheet and any attachments to  
[innovationgrants@specialolympics.org](mailto:innovationgrants@specialolympics.org)**



# COVID-19 Pre-Cautions

## Youth Innovation Scaling Toolkit

### WHAT COVID-19 PROTOCOLS DID YOU PUT IN PLACE?

At the time of the first mural installation the current protocol was that masks had to be worn in school but were optional when outdoors. So volunteers wore their mask when walking through the school to get to the courtyard but took them off once outside. Groups were already kept small as that is what helps the install run smoothly all together.  
For the second mural schools were back to functioning as normal so there were no protocols in place.

### HOW DID YOU MONITOR THOSE PROTOCOLS?

We made sure everyone knew to wear a mask through the school before arriving for the first mural and for the second mural there were no protocols to monitor.

### COULD THIS EVENT BE DONE DIGITALLY?

*If so, how you would implement this project online?*

Being that this was a physical project it could not be implemented online.

**Send this completed worksheet and any attachments to  
[innovationgrants@specialolympics.org](mailto:innovationgrants@specialolympics.org)**



## Event Management

### Youth Innovation Scaling Toolkit

#### WHAT WAS THE SCHEDULE OF THE EVENT?

April 21- Tile making  
April 30- May 6- Tile Painting  
May 3- Mural location approval from Ben's Bells  
May 7- Return painted tiles to Ben's Bells for firing  
May 24- Night time mural sketch  
May 25- Tile application on mural  
May 26- Mural grouting and cleaning  
May 28- Grand reveal!!  
\*Throughout all of these bigger events there were also countless meetings and email communications with school admin, Special Olympics, and Ben's Bells to make sure everything went smoothly\*

#### PLEASE DESCRIBE IN DETAIL HOW YOU MANAGED THE DAY OF EVENT

- ♦ *How did your adult mentor support you through this process?*

Planning everything out in advance definitely helped to manage all aspects of the event. We knew who was signed up to volunteer and when for the installation and on the grand reveal I reached out to all key people a week in advance to ask about giving a short speech. I specifically asked certain people to take photos or record so nothing was confused or missed.

#### WAS THERE ANYTHING YOU COULD HAVE DONE DIFFERENTLY TO MAKE THE EVENT MORE SUCCESSFUL?

The one thing I would've added to make the event more successful is have the principals at each school in town send a blast email to all students and parents about the grand reveal. This would've given a little more publicity to anyone who may not of seen the flyer posted at the school or on social media.

# Volunteers

## HOW MANY VOLUNTEERS DID YOU REQUIRE TO MAKE THE EVENT SUCCESSFUL?

Tile making- About 20  
Tile painting- Unknown  
Tile installation- About 35

## HOW DID YOU RECRUIT YOUR VOLUNTEERS?

- ♦ *What roles did the volunteers have?*

Volunteers were recruited by posting a sign up genius on our facebook page so anyone interested could sign up. Depending on what they volunteered for roles could've included making tiles, painting tiles, installing tiles, or grouting and clean up. The sign up genius specified what role they would have when picking a time slot.

## WHAT TRAINING DID YOU PROVIDE YOUR VOLUNTEERS WITH?

- ♦ *How much time was needed to train your volunteers? Did*
- ♦ *you train them the day of or prior to the event?*

Training was done the day of the event. All volunteers were given a quick 5-10 minute explanation of what was expected and how to complete it. All of the tasks were relatively basic so there was no need for a thorough training. Additionally, Ben's Bells employees were there throughout the entire process in case there were any problems or questions.

Send this completed worksheet and any attachments to  
[innovationgrants@specialolympics.org](mailto:innovationgrants@specialolympics.org)



## Fundraising and Partnerships

### Youth Innovation Scaling Toolkit

#### WERE ANY PARTNERS INVOLVED WITH YOUR PROJECT?

*If so, what was their role?*

*How did you secure the partnership? Please include relevant documents (such as MOU's etc.)*

There were two main partners within this project, my parents and Ben's Bells.

My parents:

They were key in helping to organizing the fundraising, recruiting volunteers, and managing all aspects from start to finish. It is very important to have a strong support system when taking on a big project so you don't have to go through all of it alone.

Bens' Bells:

This is the organization that supplies the materials and some experienced volunteers for the mural install. They guided us through the entire install process to ensure it came out in the best possible way.

#### DID YOU FUNDRAISE ADDITIONAL FUNDING FOR THIS PROJECT?

*If so, how did you fundraise?*

*What was your goal amount vs actual amount fundraised?*

Total cost of project- \$4000 per mural

Special Olympics Grant Coverage- \$2000 for the first mural \$3000 for the second mural

Additional fundraising- For the first mural we sold handmade yard signs that mimicked what the mural was gonna look like. Wood boards were cut, sanded, painted a background color of green, and then we had two different stencils to spray paint the flower outline and be kind saying inside the flower. Signs were sold for a minimum donation of \$25 and we had just over 200 orders creating a profit of a little over \$2000 after material reimbursement. While this was a fundraiser it also helped to engage the community in the project and spread the message even further than the actual mural at school. Being able to engage more people through a fundraiser also helps make the impact of the overall project larger. By sharing pictures of the installed signs on facebook it allowed more people to hear, become interested, and make a donation.

For the second mural the additional money was raised through a donation by the PTO of the school where the mural was going. Always reach out to local organizations that will have a direct connection to your project because they may be more than willing to contribute especially if it means their organization being acknowledged for publicity.

**Send this completed worksheet and any attachments to  
[innovationgrants@specialolympics.org](mailto:innovationgrants@specialolympics.org)**



## Project Sustainability

### Youth Innovation Scaling Toolkit

#### HOW IS THE IMPACT OF THIS PROJECT GOING TO CONTINUE NOW THAT YOUR EVENT IS OVER?

Even though this is the end of my specific event I know it is still only the beginning of Project Kindness. There has already been a third mural installed at my brothers high school in a different town after he and a friend were inspired by my project and wanted to continue the mission. There have also been teachers who have reached out to me for guidance on how to get a mural at their school after hearing about Project Kindness. Spreading kindness is something that can never just end which is one of the things I loved so much about this.

#### HOW COULD THIS PROJECT BE SCALED IN YOUR SCHOOL OR LOCAL COMMUNITY?

This project could be scaled in the community by having more schools install murals. While it is a financial commitment I believe the long term benefits of this message are worth it. I have seen first hand at my own school how people have fallen in love and been influenced by the mural creating a more unified environment. Fundraising could even scale the project further. When fundraising for the first mural signs were displayed in multiple towns and even multiple states. Schools could also do kindness weeks to not only make the money but it still is working towards the goal and scaling the project.

#### WOULD YOU CHANGE ANYTHING ABOUT YOUR PROJECT?

I would change nothing about this project. It has become even bigger and reached more people than I ever could've imagined which has been an amazing thing to witness.

**Send this completed worksheet and any attachments to  
[innovationgrants@specialolympics.org](mailto:innovationgrants@specialolympics.org)**