

# 2009 Homeward Bound Walk Campaign



“Small Steps Together Toward a Bright Future”

## Cardboard Box House Guidelines

The Homeward Bound Walk Committee has engaged in a community wide marketing campaign to educate the community on “What is Homeward Bound”. To increase awareness, advertise the walk, and build team spirit we are initiating the “Homeward Bound Little Houses” campaign. Our goal is to have businesses, community & faith based organizations, sororities, and schools create a cardboard house to display in their lobbies. By displaying your cardboard house you educate the community about the Walk, on local homelessness issues, and raise funds for the benefiting agencies.

Your Homeward Bound Walk Cardboard Box House should represent your organization’s support for Homeward Bound. Be creative with your cardboard house, but keep these things in mind; if you opt to bring your house to the walk for judging it is your responsibility to transport it to the Third Street Park, review the size and structure to avoid transportation issues, the size should not intrude on the location in which it is being displayed, and fit through a standard doorway. If you have any questions, suggestions or need any information please contact Co-Chair, Kathy Mayer at mayerk@bloomington.in.gov or 812-349-3430, and Co-Chair Janet Cravens at Janet.cravens@ge.com or 812-334-9568.

Thank you for supporting Homeward Bound!!!

## DO’S

- 1. Must reference Homeward Bound Walk** (a copy of the standardized Homeward Bound documents will be provided)
  - a) The Walk Date – April 19<sup>th</sup>, 2009
  - b) Location of Walk – 3<sup>rd</sup> street park
- 2. Someone from the Homeward Bound Walk Committee must review the house before being displayed.**
- 3. The true identity of the organization providing financial support must be disclosed. In other words, the organization that writes the check must be recognized.**
- 4. All publications and construction must observe contemporary standards of good taste.**
- 5. Keep the size appropriate for your display space, and fits through a standard doorway.**

Optional criteria:

6. Contact information – website address – homewardboundindiana.org.
7. Note the benefiting agencies.
8. Any homelessness statistics should reference **local** Homelessness, hunger and poverty issues.
9. Briefly and quickly sums up what you do, and implies what you do to help the Homeward Bound efforts.
10. Differentiates Homeward Bound Walk from any other organization.
11. Be original.
12. Be simple.
13. Be neat.
14. Helps the Homeward Bound donation recruitment efforts.

## DON’T

1. Prompt a sarcastic or negative response.
2. Be pretentious or offensive.
3. Be negative.
4. Political language is not permitted (vote for).
5. Language that creates a direct call to action is not permitted.
6. Express views of any person with respect to any matter of politics or political/moral view.
7. Support or oppose any candidate for public office.



## SUGGESTED IDEAS AND OPTIONS FOR MATERIALS

- Cardboard boxes – any size small or large (keep you space planning in mind when creating your house) cardboard can be pickup at any retail store (Kroger, WalMart, Lowes, etc.) call before you go to make sure they have not broken down the boxes. Ask to have them save you a few. You can also contact one of our committee members to see if we have any leftover.
- Painting your house is an option but before you do – check your basement, garage, or other storage areas for leftover paints, also check with friends and family, or check the Monroe County Solid Waste Management District's Central Station, located at 3400 S. Walnut St. The station is open Monday through Friday 8-4 and Saturday 8-4. Call 349-2020 for information. They usually have all kinds of leftover paints they would love to get rid of.
- Printing - pictures from “ClipArt” or other programs is always a great option they can be resized to meet your needs, and using a heavier card stock is helpful (remember to keep them focused on Homelessness).
- Other materials – RECYCLE – leftover flooring, trim, curtains, dried flowers (just be creative with any leftover materials). You never know what you might find at the Monroe County Solid Waste Management District's Central Station that would look great on your house.
- TIME – schedule plenty of time to work on your house.
- Most of all HAVE FUN!!!

Thank you  
Homeward Bound Walk Committee

