

 THE **CUPID** PROJECT
Organizer's Handbook



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Introduction

Welcome to The Cupid Project

Thank you for taking the initiative to spread love and joy through The Cupid Project. As an organizer, you play a vital role in creating a positive impact on the lives of those who may feel isolated or lack family support. Your dedication is the driving force behind our mission to spread love one greeting card at a time. This Handbook includes a comprehensive overview of the entire process to successfully execute on the Cupid Project Mission. We understand this document may seem long, but do not be discouraged. We have done our best to help your experience as an organizer go as smoothly as possible and have broken down the process to the best of our abilities. This document will guide you step-by-step to a successful, fun, and impactful Cupid Project experience.

Your Role as an Organizer

As an organizer, you are the heart of The Cupid Project in your community. Your responsibilities include:

1. Coordinating the cardmaking event
2. Identifying delivery locations
3. Ensuring the smooth delivery of heartfelt cards

Suggested Timeline

1. Early January: Plan Event

- Determine the event date and time.
- Secure a suitable venue.
- Begin gathering materials or arranging for donations.
- Draft promotional materials to spread the word.

2. Late January/Early February: Execute and Complete Card Making

- Host the cardmaking event at the chosen venue.
- Provide cardmaking guidelines to participants.
- Express gratitude to participants.
- Foster a creative and positive atmosphere.
- Ensure all created cards follow The Cupid Project's guidelines.
- Confirm the total number of cards created.

3. Before or On Valentine's Day: Identify Delivery Locations and Deliver Cards

- Identify local facilities (nursing homes, assisted living centers, etc.).
- Coordinate with local contacts at selected facilities.
- Confirm delivery logistics and adhere to local safety protocols.
- Personally deliver cards to selected facilities on or before Valentine's Day.
- Share the joy with residents and local contacts.
- Capture delivery moments through photographs.

4. Post-Event: Report Back to The Cupid Project

- Collect photographs from the event.
- Collect feedback from the event.
- Share images on social media and tag The Cupid Project.
- Share feedback via email to getconnected@thecupidproject.org.
- Email photographs to getconnected@thecupidproject.org for a possible feature.
- Share the total number of cards created

Planning a Card Making Event

Creating a successful cardmaking event is a fantastic way to engage your community and contribute to The Cupid Project's mission. Follow these steps to organize an impactful and memorable event:

Set a Date and Time

Choose a date that allows ample time for card creation and review before the delivery deadline in early February. Consider the availability of your group members or participants. For example, this can take place during a regularly scheduled organization meeting.

Secure a Venue

Find a suitable location for your event. This could be a classroom, community center, or any space that accommodates your group size. Ensure the venue provides ample seating and table space for participants.

Gather Materials

Collect the necessary cardmaking materials, such as paper, crayons, markers, and any additional decorative items. Consider incorporating environmentally friendly practices into your event.

Here are some tips:

- **Recycled Materials**
Encourage the use of recycled paper and materials during card creation. This aligns with the mission of spreading love while being mindful of our environmental impact.
- **BYOS (Bring Your Own Supplies)**
Suggest participants bring their own card-making supplies, reducing the need for additional materials and minimizing waste.

Promote the Event

Spread the word within your community or organization about the upcoming cardmaking event. Utilize social media, flyers, and word of mouth to maximize attendance. Feel free to share the content from The Cupid Project Facebook or Instagram (@thecupidproject).

Public Relations and Media Coverage

As an organizer, consider reaching a wider audience by engaging with local media outlets and utilizing social media platforms. Here are some tips:

- **Drafting Press Releases:**

Craft a compelling press release detailing your event's mission, date, and venue. Share this with local newspapers, TV stations, and community blogs to increase visibility.

- **Social Media Engagement:**

Leverage social media platforms to create buzz. Share event updates, behind-the-scenes moments, and stories of the positive impact The Cupid Project aims to achieve. Encourage participants to use event-specific hashtags.

Execute and Complete Card Making

Provide Card Making Guidelines and Ideas

Share The Cupid Project's card creation guidelines and ideas with participants. Emphasize the importance of positive and inclusive messages. (See [Card Creation Guidelines](#) & [Card Making Guidelines](#))

Encourage Creativity

Foster a creative atmosphere during the event. Consider playing background music and creating a positive, uplifting ambiance.

Capture Moments

Encourage participants to take photos during the event. Share these images with The Cupid Project to inspire others and showcase your community's involvement. You can send us your photos on Instagram, Facebook, or through email getconnected@thecupidproject.org. We would love to showcase your organization on our social media platforms!

Express Gratitude

Thank everyone who participated and contributed to the event, and consider recognizing outstanding contributions.

Review Created Cards

Once the card-making event has concluded, it is crucial to review all created cards to ensure that they align seamlessly with The Cupid Project's mission. This step is essential in maintaining the integrity of our initiative and guaranteeing that every card spreads love, positivity, and inclusivity.

Identify Delivery Locations and Deliver Cards

Identify Delivery Locations

Organizers play a crucial role in identifying suitable delivery locations for our card-giving initiative. To discover potential facilities, we recommend researching local nursing homes, assisted living centers, retirement communities, or similar establishments. In addition to traditional locations, we have successfully delivered cards to homeless centers and women's shelters, expanding our reach to those in need. If you have any inquiries, suggestions, or require assistance during this process, please don't hesitate to reach out to us at getconnected@thecupidproject.org. Your proactive efforts in selecting diverse and meaningful delivery locations contribute to the broad impact of The Cupid Project.

When to Deliver Cards

Card delivery must take place before or on Valentine's day on February 14th. Effective coordination is key to successful card delivery. Work closely with the delivery location's contact to ensure seamless delivery and address any specific requirements.

Safety Protocols

Ensuring the safety of both volunteers and recipients is of utmost importance to us. The delivery team is required to strictly adhere to local safety protocols, guaranteeing a secure and seamless delivery process. It is crucial to communicate with the recipient facilities beforehand to confirm any specific protocols or guidelines that need to be followed. For instance, this may include adherence to COVID-19 safety measures, such as mask-wearing, social distancing, and other facility-specific requirements to create a safe environment for everyone involved. Your diligence in adhering to these guidelines contributes to the wellbeing of both volunteers and the communities we serve.

Coordinate Delivery

Organizers are also responsible for the card delivery. Please coordinate with your contacts at delivery locations on logistics and safety protocols. Ensure you are prepared to deliver cards before or on Valentine's Day.

The Power of Personal Delivery

The act of delivering the heartfelt cards created during The Cupid Project adds an immensely personal and tangible dimension to our mission. Beyond the creative process of card-making, the delivery phase becomes a transformative experience, fostering direct conversations and interactions with the recipients.

Impact on Recipients

The personal delivery of cards brings joy, warmth, and human connection directly to the doorstep of those who may be in need of it the most. It's more than just a delivery; it's a moment of shared humanity, a reminder that they are seen, valued, and cherished.

Creating Lasting Memories

For the recipients, the face-to-face interaction leaves a lasting impression. It transforms a simple card into a symbol of compassion and care, creating memories that resonate far beyond the delivery moment. This personal touch elevates the entire experience, making it meaningful and memorable.

Inspiring Participants

For organizers and volunteers involved, the act of personally delivering cards imparts a sense of fulfillment and a firsthand understanding of the impact they are making. It instills a desire to continue spreading love not just through cards but in various aspects of their lives.

Teaching the Value of Giving

The personal delivery phase becomes a powerful teaching moment, illustrating the profound impact that small acts of kindness can have on individuals and communities. It goes beyond the cards, imparting the value of empathy, compassion, and the joy that comes from making a positive difference in someone else's life.

Building a Connected Community

The face-to-face interactions create a sense of community, linking organizers, volunteers, and recipients in a shared experience of kindness. It strengthens the fabric of a community connected by the common goal of spreading love.

In essence, **the delivery phase is not just a logistical step — it's a key element that transforms The Cupid Project from a card-making initiative into a catalyst for positive change.** It exemplifies the potential for human connection to inspire and uplift, creating a ripple effect that extends far beyond the initial act of crafting and delivering cards.

Report back to The Cupid Project

Feedback and Reflection

Gather feedback from participants to improve future events and reflect on the event's success and areas for enhancement. Consider creating a simple feedback form to distribute after the event. This could include questions about the event experience and suggestions for enhancements.

Collecting Recipient Stories and Photographs

After delivering the cards, encourage organizers to share stories or testimonials from the recipients. This adds a personal touch and demonstrates the real impact of The Cupid Project. Organizers can collect written or video testimonials, respecting the privacy and consent of the recipients. Organizers can also collect any and all photographs from the card making event and delivery from participants for social media to spread our mission to all corners of the Earth.

Send Everything to The Cupid Project

Please send us all collected feedback, photos, and testimonials. We would love to showcase your hard work and results with our greater community to inspire others and ignite a catalyst for change.

Email: getconnected@thecupidproject.org

Instagram: [@thecupidproject](https://www.instagram.com/thecupidproject)

Facebook: [The Cupid Project](https://www.facebook.com/TheCupidProject)

Card Creation Guidelines

Addressing Cards

Given that we do not have information about the recipient's name, it's important not to address the card to a specific individual. However, if you wish to include a friendly greeting or write within the card, here are some suggested phrases:

- "Hey You!"
- "Hi There!"
- "Hello Friend!"
- "To a very special person,"
- "Dear Pal,"
- "To Someone Special,"
- "Hello there"
- "To a Kind Fellow,"
- "Dear Friend,"

Signing Cards

Feel free to sign your first name on the card. If you'd like, you can also include your state or affiliated group in your signature. Examples:

- "From, Christopher at Microsoft"
- "Love, Matthew from Stanford"
- "Theresa from Texas"

Card Size

Please ensure that the cards you create are no larger than a standard piece of paper (8.5 x 11 inches). This size ensures easy storage and delivery, making the cards accessible to a broad range of recipients.

Materials

The only materials you need are paper and a writing tool like crayons or markers. While some may opt for extra supplies, the choice is entirely yours.

Restricted Materials

To maintain a clean and mess-free process, avoid using glitter or any materials that may create a mess during handling and delivery. We aim to make the experience enjoyable for both volunteers and recipients. A simple test is to gently shake or run your finger across the card to ensure nothing falls off.

Restricted Information

Do not include any personal information such as social media accounts, email, phone number, etc. Other than signing your first name, please do not include any personal information.

Themes

While card themes should primarily focus on Valentine's Day, we also encourage uplifting messages that bring joy to the recipients. Your creativity will play a crucial role in brightening someone's day.

Use Inclusive Language

Choose language that uplifts without affiliating with any faith, maintaining a secular and inclusive tone. Avoid religious phrases like "God loves you"; use general expressions such as "You are loved." Keep messages respectful, steering clear of assumptions about beliefs., opting for expressions like "Wishing you joy." Be culturally sensitive, avoiding references that may not resonate universally. Focus on universally positive and uplifting messages instead of specific cultural symbols.

Remember, our goal is to spread love and joy universally, making everyone feel valued and appreciated. By keeping language inclusive, we can ensure that the Cupid Project brings smiles to individuals of all backgrounds and beliefs.

Card Making Ideas

Spread joy and warmth with uplifting phrases! Below are creative suggestions to make your cards extra special and bring smiles to the faces of the recipients. Puns and jokes are a great way to get a great smile! Incorporate drawings, stickers, or whatever else you can think of. Just be sure to keep them appropriate and steer clear of things that may be controversial or politically incorrect. Feel free to mix and match or let your creativity flow with personalized messages.

Uplifting Phrases

- "You are cherished beyond measure."
- "Sending you an abundance of joy and warmth."
- "Your presence makes the world brighter."
- "In every heartbeat, you'll find love."
- "Your smile has the power to light up the room."
- "You are surrounded by love and kindness."
- "May your days be filled with laughter and love."
- "You make a positive difference in the lives of others."
- "Wishing you happiness that multiplies every day."
- "Your spirit radiates kindness and warmth."
- "You are a beacon of light in our community."
- "May love and joy follow you wherever you go."
- "You are a treasure, and you deserve all the happiness."
- "Sending heartfelt wishes for a day filled with love."
- "You are not alone; you are surrounded by caring hearts."

Valentine's Day Phrases

- "Celebrating the beautiful bond we share."
- "Love knows no boundaries, especially on Valentine's Day."
- "May your day be filled with love and sweet moments."
- "Embracing the spirit of love on this special day."
- "Valentine's Day is a celebration of love, and you are loved."
- "Sending you love and warm wishes on Valentine's Day."
- "Love is the universal language, and today, it speaks to you."
- "In the tapestry of life, love is the most vibrant color."
- "May your heart be filled with the love that surrounds you."

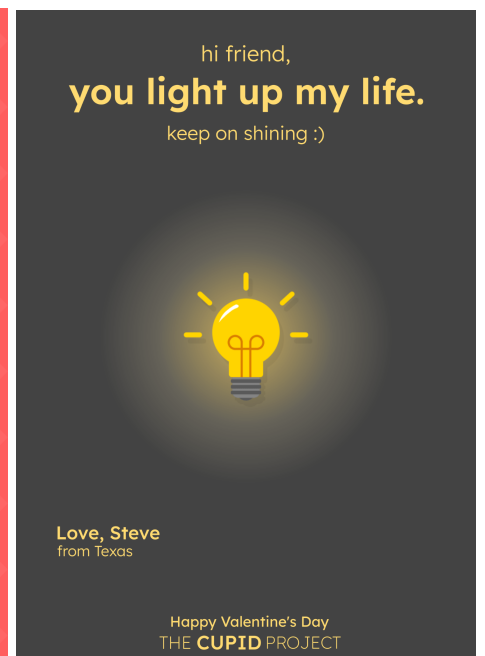
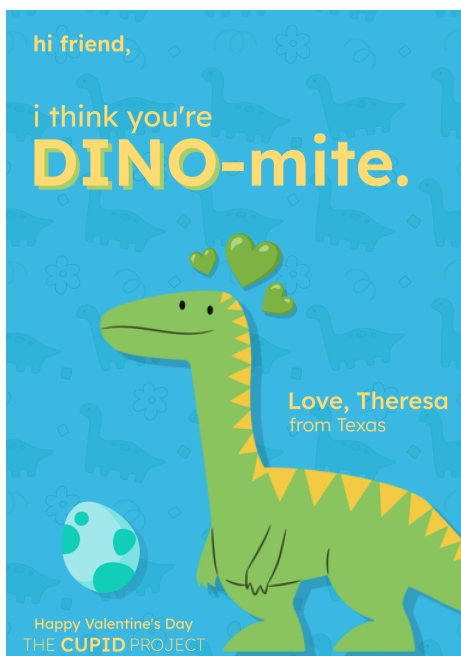
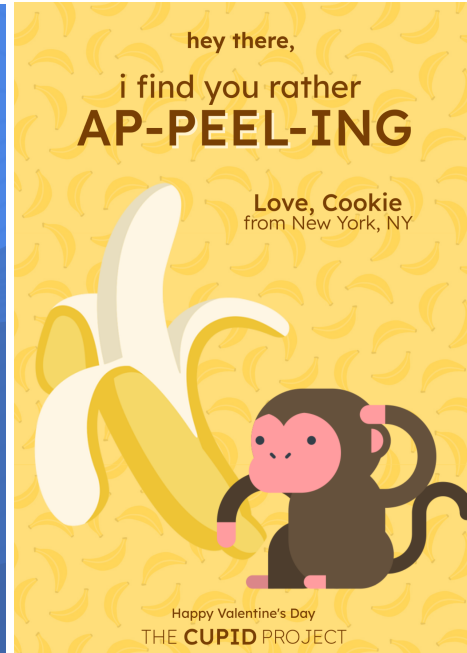
- "Celebrating the joy of love, today and always."
- "Wishing you a Valentine's Day filled with love and laughter."
- "Love is the melody that plays in our hearts today."
- "On this Valentine's Day, feel the love that's sent your way."
- "Love is the greatest gift, and you deserve it in abundance."
- "Every heartbeat is a reminder of the love that surrounds you."

Puns and Jokes

- "Hey friend, I whaley like you" (whale)
- "Hey there, I find you rather a-peel-ing" (banana)
- "To a beary special pal: Will you be my bam-BOO" (panda)
- "Hi friend, I think you're DINO-mite" (dinosaur)
- "Hi friend, you light up my life" (lightbulb)
- "You're an un-BEE-lievable person!" (bee)
- "You're the koala-ty friend every koala deserves!" (koala)
- "You're the pick of the bunch!" (banana)
- "Olive you so much, my friend!" (olive)
- "You're one in a melon, buddy!" (watermelon)
- "I'm nuts about our friendship!" (acorn)
- "You're a purr-fect friend!" (cat)
- "You're a-maize-ing, corn-gratulations!" (corn)
- "You're the foxiest friend in the forest!" (fox)

Examples of Cards

These digital examples may serve as inspiration for your card-making process.



Frequently Asked Questions (FAQ)

Q: How do I sign up to organize a card-making event?

A: Visit our website and fill out the Organizer Sign-up Form.

Q: Can anyone organize a cardmaking event?

A: Absolutely! Whether you're a teacher, group leader, or individual, everyone is welcome to organize an event.

Q: What materials do I need for a cardmaking event?

A: Basic materials include paper and writing utensils. Feel free to get creative with markers, crayons, and more.

Q: Can The Cupid Project provide materials for the event?

A: While we encourage groups to supply their own materials, if you face challenges, contact us at getconnected@thecupidproject.org for assistance.

Q: How do I find facilities to deliver cards to?

A: Organizers are responsible for identifying local facilities such as nursing homes, assisted living centers, or shelters. Utilize online resources or community contacts. Try Google Maps!

Q: Can I deliver cards to a specific facility?

A: Yes, organizers have the flexibility to choose facilities. We encourage diversity, including nursing homes, homeless centers, etc.

Q: Is there a specific theme for the cards?

A: Themes can include Valentine's Day or uplifting messages. Be creative and spread joy!

Q: Can I use religious messages in the cards?

A: To ensure inclusivity, please avoid religious statements or content.

Q: How should I address the cards if I don't know the recipient's name?

A: Use inclusive greetings like "Hey You!" or "To a Very Special Person." See [Card Creation Guidelines](#)

Q: Can I add a personal touch to the cards?

A: Absolutely! Add personalized messages, drawings, or heartfelt notes to make each card unique. See [Card Creation Guidelines](#)

Q: Can I organize an event for a specific group, like a student club or company?

A: Yes, events can be organized for any group, big or small.

Q: Can I include my state in my signature on the cards?

A: Yes, feel free to sign your first name and include your state for a personal touch.

See [Card Creation Guidelines](#)

Q: Can I participate even if I'm not in the United States?

A: Of course! The Cupid Project operates globally, and anyone worldwide can organize an event.

Q: How many cards should I aim to create at the event?

A: There's no specific target, but aim for a quantity that suits your group size and enthusiasm.

Q: What if I can't deliver cards on Valentine's Day?

A: While it's ideal to deliver on Valentine's Day, aim for the closest date BEFORE Valentine's Day.

See [When to Deliver Cards](#)

Q: Can I share photographs of the event on social media?

A: Absolutely! We encourage sharing the joy on social media and tagging The Cupid Project.

Email: getconnected@thecupidproject.org

Instagram: [@thecupidproject](#)

Facebook: [The Cupid Project](#)

Q: How can I get featured on The Cupid Project's page?

A: Email or send your event photographs for a chance to be featured.

Email: getconnected@thecupidproject.org

Instagram: [@thecupidproject](#)

Facebook: [The Cupid Project](#)

Q: What if I face challenges or have questions during the event?

A: Reach out to us at getconnected@thecupidproject.org, and we'll assist you promptly.

Q: Can I use copyrighted materials in the cards?

A: Please avoid copyrighted materials. Use original or freely usable content.

Q: Is there a deadline for signing up to organize an event?

A: While there's no strict deadline, we recommend signing up well in advance to allow ample preparation time.

Q: Can I organize multiple events in different locations?

A: Absolutely! Feel free to organize events in various locations and spread the love.

Q: Are there specific guidelines for photographing the event?

A: Ensure everyone's consent for photographs and capture the positive spirit of the event.

Q: Can I organize an event as a surprise for my group?

A: Yes, surprises add a special touch! Just ensure participants are aware it's a cardmaking event.

Q: Can I collaborate with local businesses for event materials?

A: Definitely! Collaborations with local businesses are encouraged to enhance your event.

Q: How can I ensure safety during the card delivery process?

A: Adhere to local safety protocols and coordinate with facilities for a smooth and safe delivery.

See [Safety Protocols](#)

Q: Can I use The Cupid Project's logo for promotional materials?

A: Yes, our logo is available for use. Contact us for logo files and usage guidelines.

Q: Is there a minimum age requirement for organizers?

A: There's no minimum age; anyone passionate about spreading love is welcome.

Q: Can I organize an event for a specific age group, like children or seniors?

A: Absolutely! Tailor the event to your chosen age group for a more personalized touch.

Q: Can I organize an event if I'm not part of any particular group or organization?

A: Yes, individuals without formal affiliations are more than welcome to organize events.

Q: Can I organize events for occasions other than Valentine's Day?

A: While our primary focus is Valentine's Day, feel free to organize events for other occasions. Contact us for guidance.

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Instagram: [@thecupidproject](https://www.instagram.com/thecupidproject)

Facebook: [The Cupid Project](https://www.facebook.com/TheCupidProject)

Printable Collateral

Card Making Guidelines

Card Making Ideas