



LA HOPE DEALER

PROJECT HOPE

ACTIVATION DOSSIER



SEPTEMBER 15, 2026

PROJECT HOPE

ACTIVATION DOSSIER

YOUR MISSION

ON SEPTEMBER 15TH
15 ORGANIZERS TRANSFORM
CAMPUSES INTO
COMMUNITY-BUILT PUBLIC ART.

INSTALL YOUR PHRASE OF HOPE.
INVITE THE COMMUNITY.
LET THE FLOCK GROW.

WHEN YOUR PHRASE IS
SURROUNDED BY DOVES
THE ARTWORK IS COMPLETE

YOUR PHRASE OF HOPE:

PROJECT HOPE

ACTIVATION DOSSIER

WHAT'S IN YOUR KIT

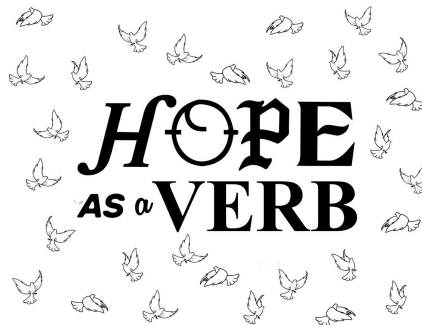
- **(1)** LARGE PHRASE OF HOPE STENCIL
- **(6)** DOVE FLOCK STENCILS
- **(1)** PROJECT TAG STENCIL
- **(4)** TEMPORARY CHALK SPRAY PAINT
 - *DELIVERED SEPERATELY*
- **(2)** HEAVY DUTY TAPE
 - MASKING
 - GORILLA
- **(1)** VOTER REGISTRATION QR CODE
- **(1)** INSTALLATION INSTRUCTION
 - FOR ORGANIZERS (YOU)
 - AND PARTICIPANTS (YOUR COMMUNITY)
- PARTICIPANT GRAB BAGS
 - TAKEAWAY MATERIALS

PROJECT HOPE

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EXHIBIT A. PHRASE OF HOPE

FIND YOUR ASSIGNMENT CIRCLED



PROJECT HOPE

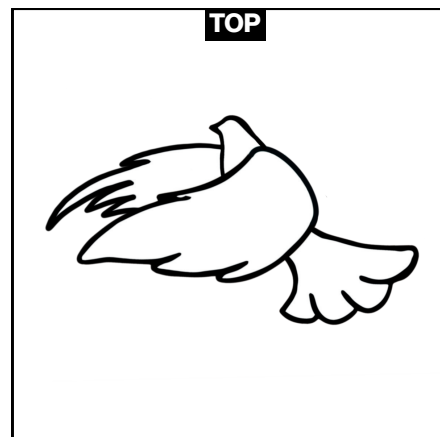
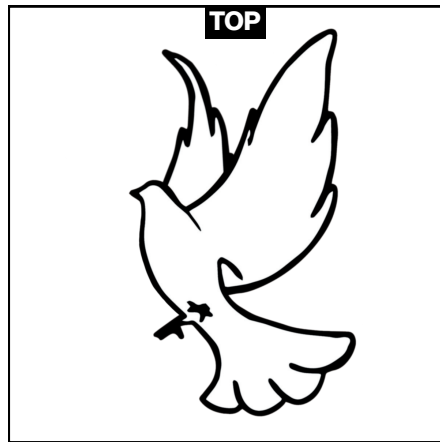
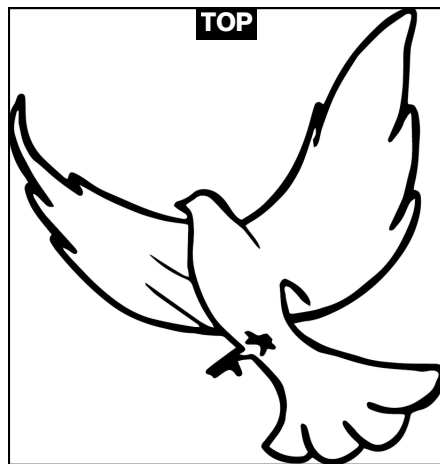
ACTIVATION DOSSIER

EXHIBIT B. DOVE STENCILS

ONE OF EACH LEFT

ONE OF EACH RIGHT

LEFT



RIGHT

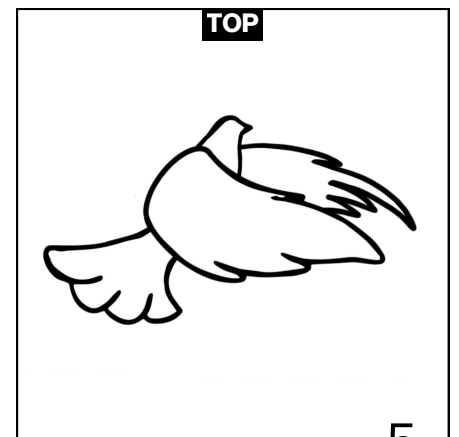
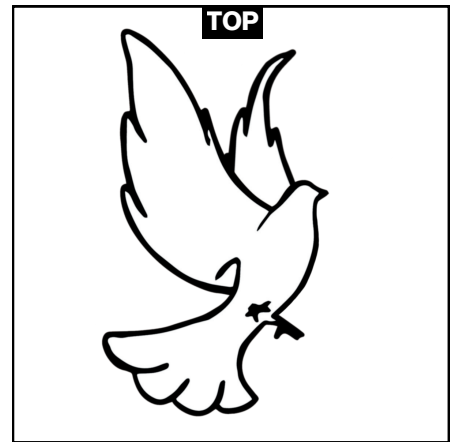
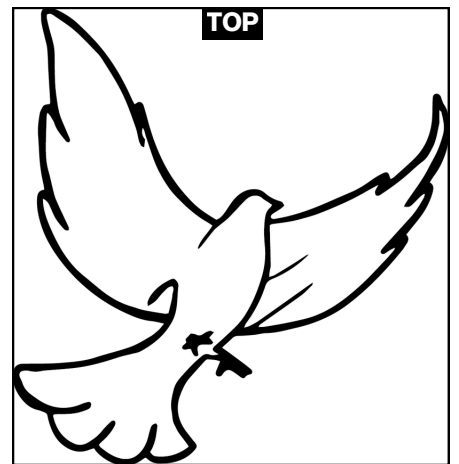


EXHIBIT C. INSTALLATION SPECS

WALL (C.1) OR GROUND (C.2)

C.1



Center point:
48in from ground

C.2



PROJECT HOPE

ACTIVATION DOSSIER

PLANNING PHASE

BEFORE SEPTEMBER 15

1. CONFIRM YOUR LOCATION

CHOOSE A SMOOTH, SEALED, NONPOROUS SURFACE SUCH AS SEALED CONCRETE, SEALED ASPHALT, PAINTED PAVEMENT, OR AN APPROVED PAINTED WALL

IDEAL LOCATION SPACE NEEDS: 10X12FT

STENCIL SIZE: 36IN X 77IN

MAKE SURE THE LOCATION IS APPROVED BY CAMPUS FACILITIES OR YOUR EVENTS TEAM.

2. CHECK VISIBILITY

USE WHITE CHALK SPRAY PAINT ON ALL SURFACES. TEST A SMALL AREA FIRST TO CONFIRM THE COLOR SHOWS CLEARLY AND RINSES OFF WITH WATER.

3. PLAN FOR WEATHER

IF RAIN IS POSSIBLE, IDENTIFY AN INDOOR OR COVERED BACKUP LOCATION IN ADVANCE.

4. CHOOSE YOUR SITE LEAD

ASSIGN ONE PERSON TO OVERSEE SETUP, GUIDE PARTICIPANTS, AND MAKE SURE ALL SPRAYING HAPPENS INSIDE THE APPROVED INSTALLATION AREA.



PROJECT HOPE



VISUAL QUICK START GUIDE

Turn one approved campus space into a community-built public artwork.

IN YOUR KIT



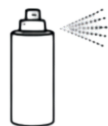
LARGE PHRASE
STENCIL



DOVE
STENCILS



PROJECT TAG
STENCIL



CHALK SPRAY
PAINT



TAPE

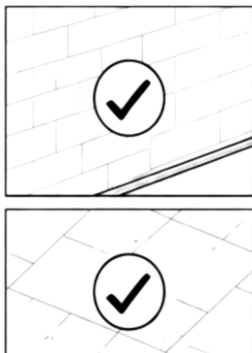


POSTERS /
STICKERS



VOTER REG.
QR

1 CONFIRM LOCATION



Choose a clean, flat,
approved surface.

2 TAPE DOWN STENCIL



Secure all edges before
spraying.

3 SPRAY THE PHRASE



Use short, even passes.

4 LIFT STENCIL



Lift straight up for
crisp edges.

5 SPRAY PROJECT TAG



Spray tag in the lower
right corner.

6 PARTICIPANTS SPRAY DOVES



Invite people to add doves
around the phrase.

7 DOCUMENT EVERYTHING



Capture setup, process,
and final piece.

8 CLEAN UP + SAVE STENCILS



Rinse or power wash.
Roll and store stencils.

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PROJECT HOPE

ACTIVATION DOSSIER

ORGANIZER TABLE SETUP

DAY OF ACTIVATION - SEPTEMBER 15

STEP 1: INSTALLING THE PHRASE OF HOPE STENCIL

THE LARGE PHRASE STENCIL IS APPROXIMATELY **36 INCHES TALL BY 77 INCHES WIDE** AND IS DESIGNED TO BE HANDLED BY TWO PEOPLE.

FOR A GROUND INSTALLATION: ROLL THE STENCIL OUT FLAT AND POSITION IT EXACTLY WHERE YOU WANT THE PHRASE TO LIVE. ONCE PLACED, USE THE HEAVY-DUTY TAPE TO SECURE ALL EDGES TO THE GROUND. PRESS FIRMLY ALONG EVERY EDGE TO KEEP THE STENCIL FROM LIFTING OR SHIFTING WHILE SPRAYING.

FOR A WALL INSTALLATION:

ALIGN THE CENTER OF THE STENCIL AT 48 INCHES FROM THE GROUND. TAPE THE TOP CENTER IN PLACE, PULL LEFT SIDE TAUGHT, LEVEL AND TAPE. REPEAT FOR RIGHT SIDE. TWO PEOPLE SHOULD WORK TOGETHER, ONE HOLDING THE STENCIL IN PLACE WHILE THE OTHER TAPES.
TAKE YOUR TIME.

STEP 2: SPRAY THE PHRASE

1. SHAKE THE CHALK SPRAY PAINT CAN FOR A FULL TWO MINUTES BEFORE SPRAYING.
2. HOLD THE CAN **6 TO 8 INCHES** FROM THE STENCIL SURFACE
3. USE SHORT, LIGHT SWEEPING STROKES ACROSS THE STENCIL.
4. DO NOT HOLD THE NOZZLE DOWN CONTINUOUSLY.
5. LIGHT, EVEN PASSES WILL CREATE CLEANER EDGES THAN ONE HEAVY COAT.
6. FILL IN ALL LETTERS UNTIL THE PHRASE IS SOLID AND READABLE.
7. ONCE COMPLETE, CAREFULLY LIFT THE STENCIL STRAIGHT UP AND SET IT ASIDE
8. STEP BACK AND CHECK THE PHRASE.
9. IF LETTERS NEED A TOUCH-UP, REALIGN THE STENCIL AND ADD A LIGHT PASS OF PAINT.
10. IF OVERSPRAY OCCURS OUTSIDE THE STENCIL EDGES, WIPE IT AWAY IMMEDIATELY WITH A DAMP CLOTH OR WET RAG BEFORE IT DRIES.

THE CHALK SPRAY IS WATER SOLUBLE AND EASY TO CLEAN UP WHEN CAUGHT QUICKLY.

PROJECT HOPE

ACTIVATION DOSSIER

ORGANIZER INSTALLATION INSTRUCTIONS

DAY OF ACTIVATION - SEPTEMBER 15

STEP 1: INSTALLING THE PHRASE OF HOPE STENCIL

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ALIGN THE CENTER OF THE STENCIL AT 48 INCHES FROM THE GROUND. TAPE THE TOP CENTER IN PLACE, PULL LEFT SIDE TAUGHT, LEVEL AND TAPE. REPEAT FOR RIGHT SIDE. TWO PEOPLE SHOULD WORK TOGETHER, ONE HOLDING THE STENCIL IN PLACE WHILE THE OTHER TAPES.
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PROJECT HOPE

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ORGANIZER INSTALLATION INSTRUCTIONS

STEP 3: ADD THE PROJECT TAG STENCIL

ONCE THE PHRASE LOOKS CLEAN, USE THE PROJECT TAG STENCIL WITH THE INSTAGRAM HANDLES AND HASHTAGS.

PLACE THE STENCIL IN THE BOTTOM RIGHT CORNER OF THE INSTALLATION AND SPRAY LIGHTLY. THIS GIVES PARTICIPANTS A CLEAR TAG TO REFERENCE WHEN THEY SHARE PHOTOS AND HELPS CONNECT EACH CAMPUS ACTIVATION BACK TO THE LARGER PROJECT HOPE CAMPAIGN. REMIND PARTICIPANTS TO USE #VOTEREADY AND #LAHOPEDEALER WHEN POSTING.

STEP 4: GUIDE THE PARTICIPANTS

THE PHRASE IS THE ANCHOR. THE COMMUNITY BUILDS THE FLOCK.

THROUGHOUT THE DAY, INVITE STUDENTS, STAFF, AND COMMUNITY MEMBERS TO ADD THEIR DOVE TO THE INSTALLATION.

EACH PARTICIPANT MAY CHOOSE WHERE THEY WANT TO PLACE THEIR DOVE AROUND THE PHRASE.

FOR EACH PARTICIPANT:

- HAND THEM A DOVE STENCIL AND CHALK SPRAY PAINT CAN.
- PLACE THE STENCIL FLAT AGAINST THE SURFACE.
 - EACH STENCIL IS MARKED WITH "TOP" TO SHOW THE CORRECT ORIENTATION BEFORE SPRAYING.
- HOLD THE CAN 6 TO 8 INCHES AWAY.
- USE SHORT, LIGHT SPRAYS RATHER THAN HOLDING THE NOZZLE DOWN.
- LIFT THE STENCIL STRAIGHT UP WHEN FINISHED.

ENCOURAGE PARTICIPANTS TO PLACE DOVES AT DIFFERENT ANGLES AND DISTANCES FROM THE PHRASE SO THE FLOCK FEELS NATURAL AND ALIVE, NOT OVERLY UNIFORM.

PARTICIPANTS SHOULD ONLY SPRAY THROUGH THE PROVIDED STENCIL AND ONLY WITHIN THE APPROVED INSTALLATION AREA. PLEASE HAVE A STAFF MEMBER, VOLUNTEER, OR SITE LEAD NEARBY TO GUIDE THE PROCESS THROUGHOUT THE ACTIVATION.

THE INSTALLATION GROWS WITH EVERY PERSON WHO PARTICIPATES. BY THE END OF THE DAY, THE CENTRAL PHRASE SHOULD BE SURROUNDED BY A FULL FLOCK CREATED BY YOUR CAMPUS COMMUNITY.

PROJECT HOPE

ACTIVATION DOSSIER

PARTICIPANT INSTRUCTIONS

FOR EACH PARTICIPANT:

- HAND EACH A DOVE STENCIL AND CHALK SPRAY PAINT CAN.
- EACH STENCIL IS MARKED WITH "TOP" TO SHOW THE CORRECT ORIENTATION BEFORE SPRAYING.
- PLACE FLAT ANYWHERE AROUND THE PHRASE OF HOPE
- SECURE PLACEMENT WITH TAPE
- SPRAY 6 TO 8 INCHES FROM THE STENCIL.
- USE SHORT, LIGHT SPRAYS.
- LIFT THE STENCIL STRAIGHT UP WHEN FINISHED.

PROJECT HOPE

ACTIVATION DOSSIER

CLEAN UP AND STORAGE

PROJECT HOPE USES **TEMPORARY ERASABLE CHALK SPRAY PAINT**. ON SMOOTH, SEALED SURFACES, THE INSTALLATION IS DESIGNED TO FADE NATURALLY OVER TIME AND CAN BE REMOVED WITH WATER OR PRESSURE WASHING.

AFTER YOUR EVENT, NOTIFY YOUR CAMPUS FACILITIES TEAM SO THEY CAN REMOVE THE INSTALLATION AT THEIR CONVENIENCE. MOST CAMPUS MAINTENANCE CREWS CAN REMOVE THE CHALK SPRAY PAINT QUICKLY WITH A PRESSURE WASHER. IF ANY RESIDUE REMAINS AFTER WASHING, A SECOND PASS SHOULD REMOVE IT.

ONCE THE EVENT IS COMPLETE, ROLL UP THE LARGE PHRASE STENCIL AND STORE THE 12 INCH BY 12 INCH STENCILS IN A SAFE PLACE. BOTH CAN BE REUSED FOR FUTURE ACTIVATIONS.

IF YOU HAVE LEFTOVER CHALK SPRAY PAINT CANS, STORE THEM IN A COOL, DRY PLACE AWAY FROM DIRECT SUNLIGHT, HEAT, OR OPEN FLAME.

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DOCUMENTATION

CAPTURE PHOTOS AND VIDEOS OF:

- THE BLANK SPACE **BEFORE** SETUP
- THE PHRASE INSTALLED **BEFORE** DOVES ADDED
- **DURING** PARTICIPANTS ADDING DOVES
- YOUR TEAM AT THE EVENT
- THE FLOCK GROWING THROUGHOUT THE DAY
- **AFTER** THE FINAL COMPLETED INSTALLATION

PLEASE PRIORITIZE GROUND-LEVEL PHOTOS AND VIDEOS THROUGHOUT THE ACTIVATION. DRONE FOOTAGE IS BEING COORDINATED SEPARATELY.

SOCIAL MEDIA

WHEN POSTING, USE **#VOTEREADY** AND **#LAHOPEDEALER** SO THE ACTIVATION CAN BE FOUND, SHARED, AND CELEBRATED.

PROJECT HOPE

ACTIVATION DOSSIER

PROGRAM CHECKLIST

SETUP

- ☐ CONFIRM THE APPROVED SURFACE. (*BEFORE SEPTEMBER 15*)
- ☐ INSTALL THE PHRASE OF HOPE. (BY MORNING OF SEPTEMBER 15)
- ☐ INSTALL THE PROJECT TAG.

ACTIVATION (ON SEPTEMBER 15)

- ☐ PLACE ACTIVATION MATERIALS (QR CODE, ABOUT LAHD, GRAB BAGS)
- ☐ INVITE PARTICIPANTS IN.
- ☐ GUIDE DOVE PLACEMENT.
- ☐ CAPTURE (ON SEPTEMBER 15)
- ☐ PHOTOGRAPH THE INSTALLATION BEFORE, DURING, AND AFTER.
- ☐ RECORD GROUND-LEVEL VIDEO THROUGHOUT THE DAY.

WRAP

- ☐ NOTIFY CAMPUS FACILITIES FOR CLEANUP.
- ☐ ROLL AND SAVE ALL STENCILS.
- ☐ STORE ANY REMAINING MATERIALS SAFELY.