



#CNYROTARYROCKS

Spreading happiness one rock at a time

FIND
SHARE
MOVE
PAINT

HOW TO START THIS PROJECT

GATHER ROCKS

Without taking something that doesn't belong to you, seek out smallish rocks that have enough surface to decorate or are an inspiring shape for some artwork. If each Rotarian in District 7150 put out just one rock, that's over 1,200 messages of kindness we could spread in our communities!

WASH & DECORATE THE ROCKS

Give them a good rinse and let them dry. Then paint them up or decorate them however you wish. You can use any materials (paint, marker, glitter), design (a sunset or inspiring phrase), colors (make them stand out), etc.

Just make sure you fit this criteria:

1. It's positive - either the words or the imagery are pleasant, joyful, inspiring, happy, etc.
2. On the back of the rock you include our project hashtag #CNYRotaryRocks

The hashtag on the back will signal people who stumble upon a rock to look us up and all of our social media presence will help them learn more about our kindness movement (AND ROTARY!).

Consider making this an upcoming meeting program so all members can get involved. You can pool craft resources and get a bunch of rocks done in one sitting.

PLACE THEM AROUND THE COMMUNITY

As soon as the artwork dries on your rocks, get them out into the community.

Rules for rock placement :

- No trespassing or private property - place rocks in public spaces like parks, paths and other shared outdoor spaces
- Be gentle - please don't throw rocks, but rather place them gently
- Make sure they are visible - people shouldn't have to move or climb on something to reach the rock

WE NEED ROCKS GOING OUT OVER THE NEXT 2 WEEKS
SOCIAL MEDIA PROMOTION WILL START SOON

Hopefully the community will jump on this idea and start participating, creating more rocks to put out, posting about what they found on social media, relocating rocks around the area, etc. We just have to get this started with the Rotary name associated with it and hope that it goes viral!

FOR QUESTIONS OR HELP CONTACT LIZZY FLINN-BROWN AT
(315) 470-2107 or ebrown@AdvanceMediaNY.com