



Thanks for checking out Love This Space! We hope it provides a useful framework for encouraging generosity and connecting with those outside our normal circles.

Whether you're using our artwork or designing your own project there are a few key components that will help your project fly...

LOCAL FOCUS

When something's produced exclusively for your hometown, it feels extra special. That's why it's great to include it in the name: Love Eastbourne, Love Seaford, Love _____.

It also helps to create a link between your town and your church. With your own web address printed on each token given, it can help connect people back to you.



www.loveeastbourne.uk forwards to a page on our own church website. There's nothing religious on the page itself – but they're on our site. They can explore and find out all about us if they wish. The greater the act of generosity they receive, the more likely they are to check us out. And it will be driven by their own curiosity, which is the best way.

Just find a web domain that's free, it doesn't matter if it's .org .uk .co.uk .net or .info. Don't worry if there's already a similar sounding website (e.g. lovechichester.net is the local tourism website). It's all good fun, just pick a domain that's free and use it to forward to a project page on your church website.

POSITIVE, PLAYFUL TONE

The positive, playful tone is a key part of the branding. It's fun and friendly. It's all about celebrating life, being creative and loving where you live.

It's also neutral: there's no mention of church anywhere on the token. This helps make it a universal project the whole town can join in on, whatever a person's beliefs or background.

It's also part of loving our town, *no strings attached*. On this project we're not immediately trying to promote our church. The primary goal is to be generous and bless people we wouldn't normally interact with.

But that missional edge is still there: great things can happen when you take the time to love others. Conversations can open up. "Why are you doing this?" Well, since you ask...

RUN TIME

We currently focus our own Love Eastbourne project to three weeks in January. This helps make it sustainable. We advertise and talk it out to our church in the run up and then have a big drive where we distribute tokens share stories and encourage everyone to get involved.

Limiting our run time to three weeks also creates an intensity that we wouldn't otherwise achieve. When everyone pulls together at the same time, it can pack a bigger punch. We get stories back where several unrelated acts of kindness have happened to individuals, couples and groups of friends. When there's a lot going on all at once it can have a bigger impact.

STORIES + SOCIAL MEDIA

Driving your project on social media is key and helps you gain momentum. Each post serves to remind the church, inspire others, share ideas and celebrate generosity.

When we're actively running Love Eastbourne we try and post 3 to 4 times a day with a good mix of the following types of content:

1. CONCEPTUAL IDEAS



"Catching the train today? Love this space and send your tokens for miles!"



"Who's enjoying the new Starbucks in town? It's #amazing ! If you're in there, why not leave some money at the till to pay for the person behind you. Bless someone today"

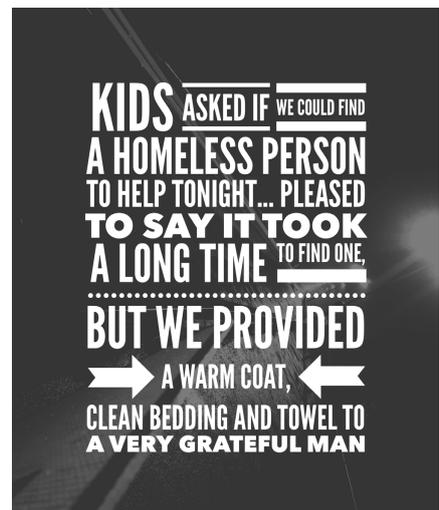
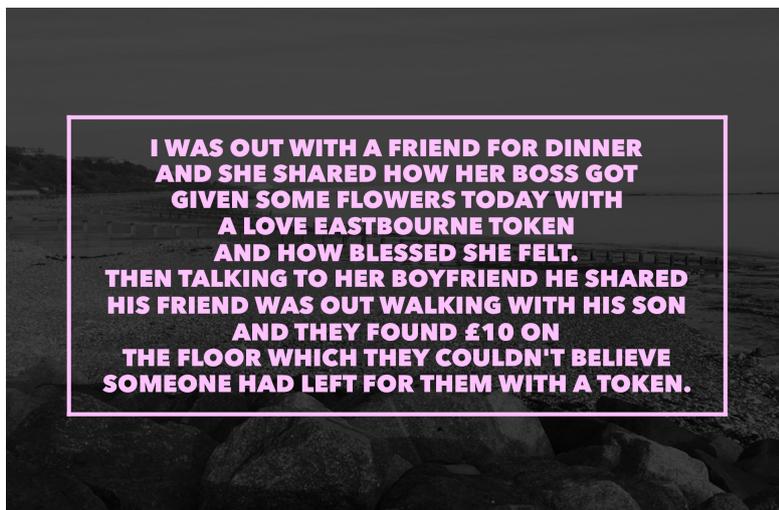


"It's still true! How can you bless the people down your street or welcome a neighbour that's new? And if you live next to the elderly, how can you love and support them, or do something kind?"

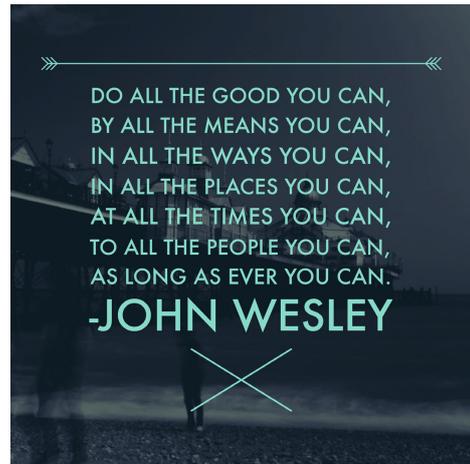


"#ideas Bless your friends and cook for free. Invite someone you should get to know — your best friend was a stranger once"

2. STORIES



3. INSPIRATIONAL QUOTES



4. CELEBRATING OUR TOWN



"It may be cold but there's some epic sunrises waiting for you in the mornings"

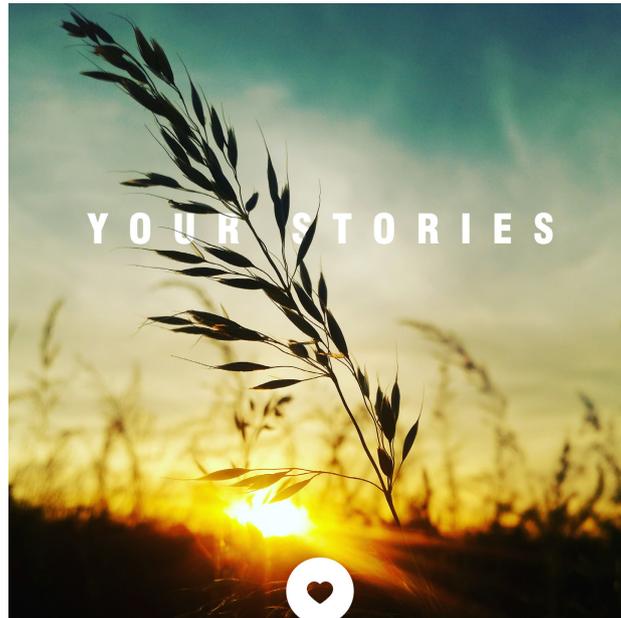


"Touch the rainbow, taste the rainbow. Captured up in Meads just now"



"Eastbourne is amazing! We are blessed to live in such a beautiful place"

5. STORY REQUESTS



"Did an act of kindness or received one? We'd love to hear about it. Take a photo and send it to hello@loveeastbourne.uk, message us directly, or tag us in a post with @loveebo"

A few notes on social media:

- It's great to write posts with a positive, celebratory tone. They can be fun, creative and playful. Try not to inadvertently criticise things about your town, the weather, our country and so forth (harder than you think, being British and all!).
- Sharing stories is the most useful content for driving your project, but getting people to submit them can be tricky. Often church members will do lots of things but not tell you – possibly not wanting to boast. Having an anonymous way to submit stories can help. But to get started, think about getting a core group of volunteers to help out. If ten people can do five things each, you already have 50 stories for your feed.
- Using local photos for your posts will make it feel a lot more authentic than a feed that's largely driven by generic stock imagery. It will also help you celebrate your town and create that local focus. If you have photographers in your church, get in touch and see if they're happy to share pictures you can use as story backgrounds.
- There's quite a strong correlation between how much you drive your project online and how many stories come in. Once you stop the drive the stories tend to dry up pretty quickly.

To help get you started you'll find a set of social media posts in our template files download [available here](#). Some can be used directly on your own feed, others are ideas to copy.

USEFUL RESOURCES

The [WordSwag](#) app on the iPhone is really great for typesetting stories. It gives you a reasonable level of design very quickly.

[Unsplash.com](#) is a pretty amazing (and completely free) collection of stock images for when you need them.

Find some great ideas at www.randomactsofkindness.org/kindness-ideas

ARTWORK

Our template download files includes the following artwork which can be adapted by a designer in Adobe InDesign, Illustrator and Photoshop:

Tokens

Ordered from

<https://uk.orakel.com/products/tokens/tokens-printed-full-colour>

These work out at about 5p each depending on quantity. Not a top-quality print, but perfectly acceptable and great for the price point.

A6 Flyers

Ordered from <https://www.solopress.com/flyers-leaflets/a6/>

Great to go for a matt laminated finish (a much nicer print) and then use sticky dots to attached the tokens to the front of the flyer. Great for giving out in town or presenting the idea to schools.

Square Beachflags

Ordered from <https://www.helloprint.co.uk/squarebeachflags>

Snapback Caps

Ordered from <https://www.banana-moon-clothing.co.uk/caps-hats-and-beanies/product/original-flat-peak-snapback-b660>

Balloons

Ordered from <https://www.helloprint.co.uk/balloons>

Lanyards

Printed on inkjet printer. Lanyards ordered from https://www.amazon.co.uk/dp/B0745JCTXV/ref=pe_1909131_77697001_tnp_email_TE_AMZLdp_1

Lanyard straps can be ordered from

<http://www.brandthat.co.uk/office-conference/lanyards-and-accessories>

Fonts

The main fonts used are:

– Swiss 721: <https://www.myfonts.com/fonts/bitstream/swiss-721/>

– Chaparral: <https://www.myfonts.com/fonts/adobe/chaparral/>

– Reforma Grotesk: <https://www.myfonts.com/fonts/paratype/reforma-grotesk-bold-e/>

WEB CREDIT

If you're able to include a credit line somewhere on your website that would be amazing. Either:

"A [Love This Space](#) project"
(where you've kept to our branding)

OR

"Inspired by [Love This Space](#)"

KEEP IN TOUCH

It's been great seeing the idea start take off. If you're running a project we would love to keep up-to-date with what's happening and where. Ping us an email with your project web address to hello@lovethisspace.uk

And maybe, just maybe, we'll publish you all on our site!