

Info and Designs for the “Mercy – Courage – Action” Campaign

In this document you will find instructions for how to use several designs we created for our national “Mercy – Courage – Action” campaign. Feel free to share this document and any related materials with others who want to join our movement.

The visuals presented in this document are also [available online](#) and were created for our campaign by the artist A’Shadrian “Shay” Clayton, who also helped with the creation of a Civil Rights mural at Christ the King Episcopal Church in Valdosta.

What are the key aspects of our campaign, so that we create a brand that will be recognized nationwide to show our support for members of the Latinx and LGBTQ+ communities, for other marginalized peoples, and for Bishop Budde and her courageous homily on inauguration day?

Our mission statement:

“Rooted in Mercy, fueled by Courage, and moved to Action, we choose grace over division, justice over indifference, and love over fear.”

The keywords for our Campaign are:

“Mercy – Courage – Action” / “Misericordia – Coraje – Acción”

What designs are we making available for what campaign materials?

- Wristbands
- Buttons
- Yard signs
- T-shirts
- Stickers
- Billboards

For each of these items, we make graphic files available online, so they can be used for the creation of materials you are interested in. The general idea is that whoever you are, or wherever you live, you, your parish, or your group can independently use our instructions and designs to produce and order campaign materials in weeks and months to come. You can find the graphic files for our campaign on the [website of Christ the King Episcopal Church in Valdosta](#) (see “[Designs for individual campaign materials](#)”). - Please notify us if you encounter any issues with our graphic files.

Note: It is important for our campaign’s success that we nationwide use the SAME design when it comes to the creation of our materials. Although we are suggesting some online sites where you can order your campaign materials, you can also work with other companies, especially with local minority businesses. No matter who produces your campaign materials for you, make sure they match our brand as closely as possible.

Wristbands / “Mercy – Courage – Action” Campaign:

The least expensive item we can use for our “Mercy – Courage – Action” campaign is a wristband. Depending on how many you order, the price ranges quite a bit. The more you order, the less expensive they are, with the lowest price less than 20 cents apiece.

To create the wristband for our “Mercy – Courage – Action” Campaign, you can go to <https://imprint.com/>. Once you are on the website, follow these steps:

- Under **products**, select **wristbands**, then go to **printed wristbands**, and start designing.
- Choose the wrist band size of **1/2 inch**
- Pick the **wristband color purple** and fill in and save the **quantity** you want to order (adult size is recommended). You are now provided with the estimated cost.
- Next you **customize your wristband** by following these steps:
 - Click on **Text/Clipart**
 - Under **Message Style** choose **Wrap Around Message**
 - Type in **Mercy-Courage-Action Misericordia-Coraje-Acción**
 - Choose the text font **Agency FB Bold** and the text color **white** (*Note: There is no text for the “inside message” of the wristband.*)
 - Under **digital proof request** select **Yes** and insert “Please ensure equal distances between English and Spanish portion” in **Comments**.

Mercy-Courage-Action Misericordia-Coraje-Acción

Inside Message

This is only a rendering of your designed product; it does not reflect exact positioning or color.
Questions? Please call us at 1-855-711-4467.

Selected Colors

Preview

Message Style ⓘ

Wrap Around (+\$0.02)

Wrap Around Message

Mercy-Courage-Action Misericordia-Coraje-Acción

Inside Message ⓘ (+\$0.10)

- Skip **additional options** and go to your final step where you decide on production location and shipping option before ordering your wristbands.

Buttons / “Mercy – Courage – Action” Campaign:

Another inexpensive item we can use for our “Mercy – Courage – Action” campaign is a button. The price ranges quite a bit depending on how many you order. The more you order, the less expensive they are, with the lowest price being around 20 cents apiece.

To create buttons for our “Mercy – Courage – Action” Campaign, you can go to <https://www.purebuttons.com/>. Once you are on the website, follow these steps:

- Select **custom buttons**
- Depending on your preference, select the **1.75”** or the **2.25” button**
- Decide on the **quantity** of buttons you want
- Click on **add & customize**
- Click on **design online** on the left side of the screen
- Click on **add image** and use the **button.jpg** file that comes with these instructions
- Select **show proof** and this is what you should see:



- You now can **add to the cart** but it will still ask you to **approve** the design.
- Once you are done, you just need to provide your info on production speed, shipping address, and contact info, and you are ready to **order** your buttons.

Yard Signs / “Mercy – Courage – Action” Campaign:

Another affordable item we can use for our “Mercy – Courage – Action” campaign is a yard sign. Here too, the price ranges quite a bit depending on how many you order. The more you order, the less expensive they are, with the lowest price at around \$4 apiece.

To create the yard sign for our “Mercy – Courage – Action” Campaign, you can go to <https://www.signsonthecheap.com/>. Once you are on the website, follow these steps:

- Click on [Yard Signs](#), then on [Community Signs](#)
- Click on “[Customize It](#)” under “Click to Edit”
- Click on “Add Images” on the left side of the page and upload the yard-sign image you received, so it is added to the yard sign. If everything worked out correctly, this is what you should see on your screen:



- Click “continue” at the bottom of the page. You now see the yard sign on the left, and on the right you can select your options. The pre-selected choices are “18 inches by 24 inches” for size, “corrugated plastic” for material, “single sided” for number of sides, “I do not need a protective coating” for finishing options, and “No holes or Grommets” for holes and grommets. These options are fine, unless you want a double-sided yard sign? That’s your choice. When it comes to stakes and frames, choose the option “24 inches x 10 inches wire stake”.
- Now check out the “Quantity/Price Breakdown” to see how many yard signs (including wire stakes) you might want to order.
- Finally, enter the desired number of yard signs into box next to “Add to Cart”, click on “Add To Cart”, and from there on everything is straightforward. You just must provide your contact info, your shipping info, and then pay for your order.

T-Shirts / “Mercy – Courage – Action” Campaign:

Another relatively inexpensive item we can use for our “Mercy – Courage – Action” campaign is a T-shirt. To simplify the process by which you can order up to 25 T-shirts at once, without having to worry about any designing aspects, we used Printify.

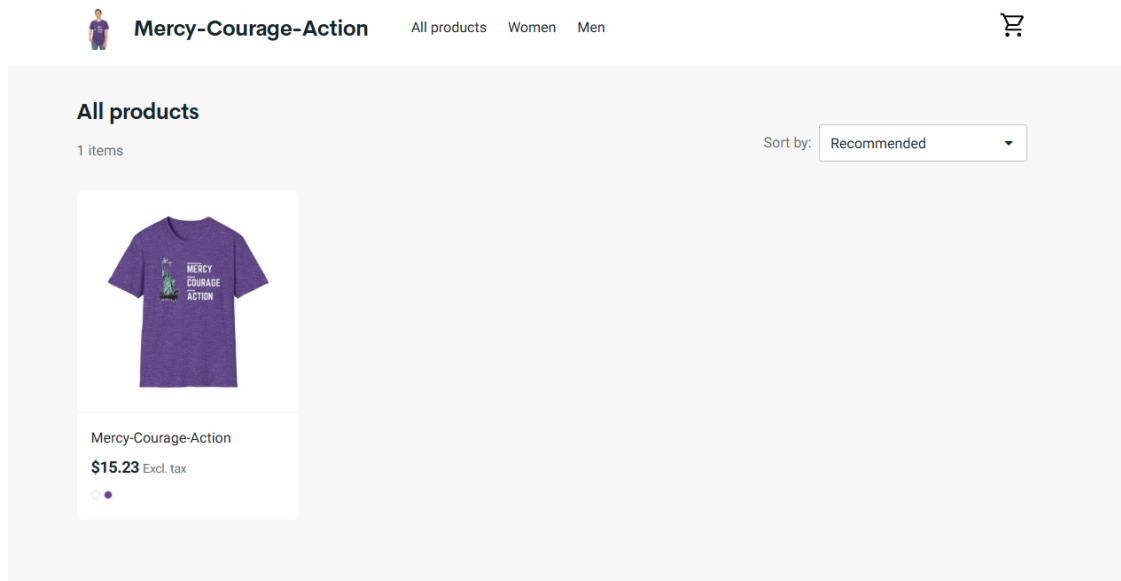
In our Printify store, you can find T-shirts in sizes S, M, L, and XL for \$15.23 and in size 2XL for \$16.58. These prices do not yet include shipping costs or taxes. (If you purchase just one T-shirt, you pay a total of \$20.76, including taxes and cost for shipping.)

Note: the pricing of these T-shirts at Printify is configured “at cost” from our end.

How do you order any T-shirts? – It’s easy. All you must do is go to the following link:

<https://mercy-courage-action.printify.me/>

Once you do, you see the following on your computer screen, tablet, or smart phone:



As you will notice, there is only one product available. Click on this product and decide what sizes you want and in what quantity. Note: printed on the back of the T-shirt is our mission statement “Rooted in Mercy, fueled by Courage, and moved to Action, we choose grace over division, justice over indifference, and love over fear.”

Stickers / “Mercy – Courage – Action” Campaign:

Another inexpensive item we can use for our “Mercy – Courage – Action” campaign is a sticker. Traditional bumper stickers are rectangular, often large, and limited in terms of their usage. Hence, we decided on a sticker design that is circular and smaller, so that it can be put on a car, a bottle, or any other surface you can imagine. Because we already have a circular design for buttons, we are reusing it for stickers to reiterate our brand. The more you order, the less expensive they are, with the lowest price of <\$1 apiece.

To create a sticker for our “Mercy – Courage – Action” campaign, you can go to <https://www.carstickers.com/>.

- On the menu select “[Custom Stickers](#)” and then go to “[Circle Stickers](#)”
- Once you get to “[Circle Stickers](#)” the default for the material is “Standard Vinyl” and the adhesive “Standard”, both of which are fine.
- Under “Size” enter 4 inches for width and height.
- Next you select your desired quantity which will also tell you the price per sticker.
- Now click on “Choose Your Design”, which gets you to where you can “Upload a File”. You then upload the sticker JPG file you received and click on “Continue”.
- Now you can check your product summary and finalize your product (see also image below). The defaults for your “finishing options” (gloss lamination, standard backing, no retail packaging, and no vectorization) are fine.



- Everything else that follows is straightforward, from approving the design, double-checking your order, and adding it to the cart, before you pay for your order and provide your contact and shipping information.

Billboards / “Mercy – Courage – Action” Campaign:

By far the most expensive but perhaps also the most effective item we can use to spread the word about our campaign is billboards. Depending on where you put them up, thousands if not tens of thousands of motorists can see them every single day. The price you pay to produce a canvas, and then rent a billboard to display it, varies dramatically, depending on your market and your location. In smaller towns or more rural areas they may cost you hundreds of dollars a month, in larger cities and more urban areas they can cost you thousands of dollars a month.

Below are two designs with different dimensions for our campaign:

- 1) Within cities you can often find “posters” with the dimensions of 10’ by 22’:



- 2) Along major highways “bulletins” with the dimensions of 14’ by 48’ are common:



You can find the graphic files for these billboard designs [online](#). Note: with the help of your billboard company, you can also add a text box at the bottom of the billboard to include additional information, such as the URL for your website.

Mercy-Courage-Action Misericordia-Coraje-Acción

Inside Message

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Wrap Around (+\$0.02) ▼

Wrap Around Message

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Inside Message ⓘ (+\$0.10)