

Tuolumne County Green Cross Brochure – Membership And Volunteer Version:

This brochure is meant to be placed in grocery stores and other locations where it will be seen by people who are less interested in making massive monetary contributions and more interested in either volunteering for the Green Cross or are interested in the services the Green Cross.

PANEL 1	<p><i>IS YOUR LIFE LEADING YOU TO A DEAD END?</i></p> <p><i>VISUAL: camera facing an anonymous person's back (person should be depicted as ambiguous in race and gender); the person him/herself is facing an obviously "dead end" brick alleyway wall, full of graffiti writing "hopeless", "despair", "suicide", and other "negative" words; to the side is a subtle and intentionally shadowed green sledgehammer</i></p>
PANEL 2	<p><i>LET THE TUOLUMNE COUNTY GREEN CROSS SMASH YOUR WAY TO FREEDOM!</i></p> <p><i>VISUAL: the same anonymous person smashing the wall down with a/the green sledgehammer; sledgehammer has a green "+" painted on it; behind the wall is a bright light shining onto the person; the person is holding/using the sledgehammer in such a way that their face and gender features are obscured</i></p>
PANEL 3	<p><i>A COMMUNITY OF CARING</i></p> <p>Life can sometimes deal us a bad hand; it happens to even the best of us. But while some people are just the kind of people who can take bad news in stride, some of us instead fall apart. It's times like that when we need a hand-up in life... someone to pick us up, dust us off, and send us back on our way.</p> <p>The Green Cross's mission is to be there for you. And each Green Cross location is specially tuned to their community's needs, simply because our staff comes right from your own community! It's not like we get people from some other part of the world come in and try to "fix" you without knowing where you come from... our volunteers are right from your community; they understand the problems, they know what your struggles are like. They are there to help you grab the world by the tail and stuff it in your pocket.</p> <p><i>VISUAL: an exterior of a Green Cross location, with a few "down-and-out" people congregating in front, looking happy and pleased</i></p>
PANEL 4	<p><i>VOLUNTEER YOUR TIME, VOLUNTEER YOUR HOPE</i></p> <p>Sometimes too, maybe it's not enough to have someone give you a hand with your problems. Maybe what's right for you is to help someone else with their own problems. It could just be that in aiding someone else, you</p>

	<p>see yourself in them and can see new solutions to your own life that you never saw before.</p> <p>Well the Green Cross certainly has a place for you! Our core foundation is rooted in volunteers and staff members from around the county who understands what it's like to live in this day and age and knows how to stand on top of the world around them rather than get flushed into the gutter. It is our mission to help everyone around us, and we just cannot do it without the kind-hearted souls who make it their business to help others survive in this world.</p> <p><i>VISUAL: a person helping another, less-fortunate person, possibly going length-wise on the side of the panel</i></p>
<p>PANEL 5</p>	<p><i>THE GREEN CROSS WILL ALWAYS BE THERE FOR YOU!</i></p> <p>Help, hope, faith and fortune... this is what the Green Cross provides. Whether it's because you're in dire need of it, or wish to share some of what you have to others, the Green Cross can make it happen for you.</p> <p style="text-align: center;">JOIN THE GREEN CROSS!</p> <p><i>VISUAL: the Green Cross staff outside a Green Cross location, waving and/or holding their arms out to the viewer, smiling and enjoying life</i></p>
<p>PANEL 6</p>	<p><i>[MAILING FACE OF BROCHURE]</i></p> <p>Tuolumne County Green Cross [] 14560 Long Ave. [stamp] Moose River, CA. 95222 []</p> <p style="text-align: center;">JOHN DOE 1234 Whatever St. Anytown, CA 98765</p>