



Learning. Lending. Building.

Good Neighbor – 2nd Annual Front Porch Bench Recognition Campaign ***Seeking 12 artists to design benches that will be awarded to “Good Neighbors”***

In 2015, Trellis, a housing and community development nonprofit, kicked off a new “Good Neighbor Initiative”. Local artists took front porch benches (the iconic symbol for neighborhoods that are friendly, inviting, connected and safe), and creatively designed them to become unique works of art. The benches were displayed at an art exhibit, and were then awarded throughout the year to 12 individuals who were nominated as “Good Neighbors” within their respective communities. Trellis will now launch its 2nd annual Good Neighbor Initiative.

We have purchased wooden benches and are seeking 12 local artists who are willing to donate time and talent to creatively design these “front porch benches” that will serve as the focal point of our “Good Neighbor Initiative”. We will provide a stipend of \$100 to purchase supplies you need to design your bench with the theme of “creating opportunity”. Our “Good Neighbor” recipients will be located in neighborhoods throughout Maricopa County, so we are hoping that participating artists will be too.

Artists who are selected to participate in the campaign will be highlighted in social media and through media outreach that will be conducted to generate attention for our award winners and front porch bench designers. Specific activities that are currently planned to support this campaign include:

- **First Friday Kick Off** – We will showcase the 12 front porch benches during a First Friday event that will take place at Desoto Market in downtown Phoenix. The public will be invited to tour the front porch bench exhibit, meet the artists, and submit nominations for “Good Neighbors.” We hope all of our front porch bench artists will be available for this event.
- **“Call for nominations”** – We will conduct outreach through social media and mainstream media channels to solicit nominations for “Good Neighbors.” Images of the artistically designed front porch benches will provide the visuals we need to draw attention to this campaign.
- **Silent Auction Fundraiser** – This year, four of the benches will be auctioned away at the art show to support Trellis’ mission to make stable homes and communities possible through educating, building and lending.
- **Monthly “Good Neighbor” announcements** – We will distribute a press release to announce our monthly “Good Neighbor” recipients, and highlight the artist and front porch bench that will be awarded in our media outreach efforts.

To be considered as one of the artists for the “Good Neighbor” front porch bench initiative, please complete the below form, and email it back to goodneighbor@trellisaz.org. Questions can be directed to Natalie McKenna at (602) 424-4031. If you would like more information about Trellis, visit www.trellisaz.org.

GUIDELINES FOR INTERESTED PARTICIPANTS

- Please complete the below questionnaire and return no later than Wednesday, May 4. Scan and email the information to goodneighbor@trellisaz.org. If you are selected as a “Good Neighbor” front porch bench artist, we will contact you by email or phone and make arrangements to get the bench in your hands within a week. If you have questions regarding the form, please call Natalie McKenna at (602) 424-4031.
- “Good Neighbor” benches can be designed in any way you choose. We will provide you with a \$100 stipend to purchase art supplies. All we ask is that the materials be weather resistant and that finished work depicts the theme of “creating opportunity” and the positivity that is associated with this program.
- All benches should be completed no later than Tuesday, May 31, 2016. Please contact us when your bench is complete so we can make arrangements for drop off/pick up.
- **EARLY BIRD GETS THE WORM!** We will be taking photographs of the finished benches to include in our publicity outreach prior to First Friday, so the sooner your bench is ready, the better the opportunity that it will included in any resulting advance news coverage about this program. Please let us know if your bench can be delivered prior to the May 31 deadline.
- Mark your calendar to attend our campaign kick-off on First Friday, June 3, 2016. We will let you know the exact time and exact details as soon as that information is confirmed.

ARTIST NAME: _____

EMAIL: _____

ADDRESS: _____

WEBSITE: _____

PHONE NUMBER: _____

PLEASE SHARE YOUR INSPIRATION FOR A FRONT PORCH BENCH: _____
