THE PEACE & LOVE PROJECT

Peace Leader packet.

Tips, tricks, and best practices for starting something good in your own city.



A few people. Some colored paper. An open heart.

Inspired by our first Brooklyn Bridge gathering. Kevin Ellerton. October 2026.

peaceandloveproject.org

START SMALL

You already have the most important thing.

The willingness to show up with kindness. A Peace Leader makes it easy for other people to join in.

Choose a beautiful, welcoming spot.

Look for somewhere people enjoy being: a roomy park edge, plaza, waterfront or community space. Favor shade, nearby restrooms, accessible routes and somewhere to rest. Check with the people responsible for the space about gatherings, music and filming before you announce it.

Make room for the city around you.

Keep paths, curb ramps, crossings, entrances, bike lanes and transit access clear. Stay out of the road. Choose a place where someone can pause without creating a bottleneck. If people begin to cluster, spread out or move.

Invite a small circle first.

Ask friends, neighbors, a local community group or people who enjoy making things. Show the Brooklyn photos and the website so they can picture the idea. Share your own event details clearly; concept scenes on the website are not scheduled events.

Give it an easy shape.

Start with a 60-90 minute gathering, including time to make signs together. Name a meeting point, host, end time and weather alternative. A handful of people is enough. You do not need a stage, a big audience or a perfect plan.

The aim: offer a good moment, not a pitch. No one owes us their attention, their story, a hug, a photo or a signup.

THE SIGN-MAKING WORKSHOP

Make the signs while you are there.

The making is part of the gathering. Let people sit, talk, draw and ease into the afternoon together.

Choose light, flexible materials.

Kevin recommends large sheets of colored paper instead of bulky, stiff boards. Paper is easy to carry, roll up and share. Use a folder or simple carrying tube for transport. Choose a smaller sheet when it is windy; keep hold of every piece.

Bring a rainbow of markers.

Pack colorful Sharpies or other bold markers, plus dark ink for contrast. Use washable, age-appropriate markers for younger children. Protect the surface underneath, replace caps and collect scraps. Skip loose glitter.

Keep the message short and the letters big.

Try three to six words. Leave space around them. A dark message on light paper is easier to read at a distance. Add flowers, suns, rainbows or hearts around the words. Handmade is the point.

HAVE A BEAUTIFUL DAY	**YOU ARE LOVED**
JUST BE	**FREE HUGS**
SMILE	**TELL ME ABOUT YOUR DAY**

For FREE HUGS, always ask and wait for a clear yes. A wave, smile or conversation is just as welcome.

BRING YOUR PEOPLE

All ages.
Different kinds of joy.

There is no one way to take part. Make space for people who are outgoing, quiet, energetic or ready for a rest.

Invite children who will enjoy it.

Kevin found that children around four or five and older can add a lot: they draw, invent messages and bring a fresh kind of enthusiasm. Readiness matters more than a strict age rule. Make participation optional and let them take breaks.

Keep families comfortable.

Younger children and babies may need more hands, feeding, naps and supplies. Help their caregivers decide whether a shorter visit works. Welcome them without expecting them to manage signs, film or host at the same time.

Give everyone a useful role.

A child can decorate a sun. A grandparent can share a story. A quieter friend can make signs, welcome arrivals or watch the flow of people. A musician can play gently where appropriate. Match the role to the person.

Care comes before content.

Caregivers stay responsible for their children. Keep children close and away from roads and platform edges. Ask before taking pictures, and agree separately with caregivers before sharing identifiable images of their children. Children can say no, too.

Design for comfort.

Bring water, shade, seating options where allowed and a clear plan for restrooms. Offer a camera-free way to join. Let people keep their eyes open during a quiet moment, decline touch or leave early without explanation.

AN EASY FIRST AFTERNOON

A simple rhythm. Plenty of room to improvise.

Suggested 90-minute gathering. Adjust for your group, the weather and the place.

First 10 minutes | Arrive and look around

Check the space and walking routes. Meet your helpers, put bags somewhere suitable, and agree on who will watch pedestrian flow.

Next 20 minutes | Make the signs

Lay out colored paper and markers in a suitable place. Invite people to draw, chat and choose their own message. Keep supplies together.

Next 35 minutes | Share a little kindness

Hold signs where they can be seen without stopping people. Smile. Offer a flower, conversation or optional hug. No shouting, chasing or second pitch after a no.

Next 15 minutes | Take a quiet pause

If the space allows, offer a short conversation, gentle music or a one-minute meditation. Rugs, bowls and cushions belong in a roomy, suitable area, never a walking lane.

Final 10 minutes | Close together

Thank everyone, gather all supplies, pick up scraps and check nobody has left a bag behind. Ask what felt good and what you would change next time.

Keep it gentle. Use natural breathing and an invitation to notice your surroundings. Music should let people talk comfortably. Skip burning incense in shared public spaces; a welcoming atmosphere should be easy to opt into.

LISTEN WELL

An invitation.
Never an obligation.

Connection is the event. Photos and videos are a way to share it, not a reason to pressure anyone.

A simple hello

“We’re here to share a little kindness. Want to tell us something that made you smile today? It’s completely okay to keep walking.”

A few questions worth asking

- What has made you happy lately?
- When did a stranger last make your day?
- What helps you feel connected to people?
- What would you say to someone having a hard day?

Before you record or share

- ☐ Ask separately before recording. Explain where you want to share the clip, and make saying no easy.
- ☐ For featured interviews, keep a clear record of the person’s permission and the uses they agreed to. Get appropriate local guidance for a repeat filming program.
- ☐ Do not feature children without caregiver permission and the child’s willingness. General attendance is not photo permission.
- ☐ If someone wants to stop, stop. Keep vulnerable moments private and honor requests not to publish.
- ☐ Keep private contact details and permission records out of public photos and shared signup lists.

A quiet minute: “Feel your feet. Notice something you can see and something you can hear. Let your breathing be natural. There is nothing to achieve.”

PACK LIGHT / SHARE THE WORK

The bring-along checklist.

The basics fit in a small bag. Add music, flowers or meditation supplies only when they make sense for your group and location.

- ☐ Large colored paper, a folder or carrying tube, and a few smaller spare sheets.
- ☐ Colorful Sharpies or other bold markers; washable markers for young children.
- ☐ A reusable surface protector, clips, a few pens and a bag for scraps.
- ☐ Water, weather-appropriate layers, sun protection and comfortable shoes.
- ☐ Charged phone, power bank, and clear meeting instructions.
- ☐ A small join sign or the website link for interested adults. Test any QR before using it.
- ☐ Optional: flowers, guitar, bowls, cushions or a rug for a suitable seated area.

Share three simple jobs

Welcome host

Greets arrivals, explains the idea, keeps the gathering warm and notices who needs a break.

Space keeper

Watches pedestrian flow, bags and exits. Suggests a pause or move before a crowd becomes an obstacle.

Memory keeper

Makes signs, takes only agreed photos, notes useful lessons and helps tidy up. One person can rotate between roles; nobody has to do everything.

Before leaving home: check the weather, confirm the location and any required permissions, share the plan with your group, and choose an alternative if the spot is too crowded.

YOUR NEXT CHAPTER

Make a little plan.

Fill this in with your co-host. Keep personal phone numbers and children’s details off any version you share publicly.

Our city and gathering place

Date, start time and end time

Our host and helpers

Where we meet / how to find us

Weather or crowding alternative

What we will bring / who brings it

Invite your community

“We’re getting together to make colorful signs and share a little peace and love in [place] on [date/time]. Bring your creativity, a friend, and an open heart. We’ll make signs together when we arrive. No experience needed, and every activity is optional.”

Show people the website, your photos and, as you post them, videos on your project channels. Afterward, share only agreed images, thank your helpers and choose one thing to improve next time.

Instagram **@PeaceAndLoveProject**

TikTok **@ThePeaceAndLoveProject**