

REPLICATION  
GUIDE

FOUNDED BY  
*causeway*

# gratefull

A CITY-WIDE THANKSGIVING MEAL



**Gather as strangers,  
eat as family.**

Gratefull is a city-wide Thanksgiving potluck. Once a year, we shut down a block in the city's center for strangers and friends to gather and share a meal in the middle of the street at one long table.

Through Gratefull we are removing barriers and bringing people together from across social boundaries, simply to get to know each other and build understanding. In order to build a city that is an honest reflection of its residents, everyone should be invited to the table. So there is no fee, no expectations, and no agenda—just an open invitation.



gratefull

[YOUR CITY'S NAME HERE]

The background of the entire page is a vibrant yellow floral pattern. The pattern consists of various stylized flowers and leaves, drawn with thick, hand-painted yellow lines. The flowers have multiple petals, and the leaves are elongated and pointed. The overall effect is bright, cheerful, and organic.

**WE WANT  
YOU TO HOST  
GRATEFULL  
IN YOUR CITY.**

**5** History

**8** Overview

**13** Fundraising

**16** Branding

**25** Checklists



# HISTORY

---

Originally called One Table, this event was born from a desire to unite different groups of people in Chattanooga, Tennessee. In 2014 the staff of Causeway, a local nonprofit, were walking to lunch discussing the invisible wall that stood on Martin Luther King Boulevard, dividing two of the city's green spaces. One was known as a popular venue for outdoor concerts and played a key role in Chattanooga's startup culture. The other was known as a place for people experiencing homelessness, or who lived in the nearby public housing unit. They decided to invite both sides, and the broader groups that they represented, to share a meal at one table in the middle of that dividing line.

The first year 700 people showed up to what everyone thought would be a one-time event. Because the city embraced

it so much, it has since become a beloved tradition. Each year, it grew in numbers and in heart. Last year, 1500 neighbors showed up and 100% of the people who took our survey said that they had a conversation with someone they had never met before.

After five years of bringing together neighbors from across social boundaries for a shared meal, we are growing. One Table has already been replicated in Huntsville, Alabama, and Milan, Tennessee. Over the years we have had many other cities reach out with a desire to bring their neighbors together at their very own One Table.

Since we never expected One Table to grow in the way that it has, we were not initially prepared. Nationally, we ran into some competing brands. In order to be able to share the idea, we renamed the event "Gratefull."

The concept remains the same: The week of Thanksgiving, we shut down a city block and invite strangers and friends to gather and share a potluck meal in the middle of the street at one long table. There is no fee, no expectations, and no agenda—just an open invitation. We invite any other city to set the table for their residents to connect in a new way. The name, brand, and this replication guide are free to use. If you want to host Gratefull in your city, email us at [gratefull@causeway.org](mailto:gratefull@causeway.org) and we will send you the toolkit.

# The Washington Post

“

*The table stretched a full city block, parting only for a single tree. An estimated 800 people lined the street at some point: innovators and machine operators, caretakers and creative directors, tiny toddlers and the disabled, the homeless and a lone self-described hobo.*

*Everyone across Chattanooga, Tenn., was welcome at One Table, a community-wide Thanksgiving potluck staged for the second year down the center of Martin Luther King Boulevard, a main city road.”*

————— Chattanooga —————  
**Times Free Press**

“

*Donny Faires has no home. He sleeps anywhere there is no traffic and depends on the Chattanooga Community Kitchen for food. Yet he answers without hesitation when asked for what is he thankful.*

*“It’s probably the best meal we get around here all year,” says Faires. [He] is not only thankful for the food; he also appreciates the treatment. On that day, Faires says, he won’t be treated like he’s homeless. People will treat him like he’s human.*

# OVERVIEW

The beautiful thing about Gratefull is that it is totally scalable. You could host Gratefull in your city right now with some borrowed tables, donated food, and a quick email to your network.

Causeway planned the first event in a little over 4 weeks, with a \$2500 budget. The more local restaurants, volunteers, and sponsors you can get on board, the bigger and better it can be. We've found that Gratefull is the kind of thing that people are thrilled to be a part of.

### **WHO should host Gratefull?**

Gratefull Chattanooga is hosted by a local nonprofit organization. In Huntsville it was co-hosted by a nonprofit and local businesses. In Milan, Tennessee it was started by one resident who got the Chamber of Commerce on board to help. Any group of people that is ready to tap into their networks and ask for help can be the perfect host for Gratefull.

### **WHAT should it be?**

Gratefull is meant to be a shared meal that is open to everyone. The rest is up to you. Some cities choose to embrace the potluck (more on that on page 11) and others choose to get all of the food donated by restaurants, businesses, churches, etc.

### **WHEN should it be?**

Gratefull takes place the week of Thanksgiving, as an act of communal thankfulness. In Chattanooga, it is hosted in the busy city center on the Monday afternoon before Thanksgiving. In rural

Milan, Tennessee they knew that most of their residents commute to other cities for work, so they hosted theirs on a Saturday afternoon. We trust you to choose the day and time that makes the most sense for your specific community.

### **WHERE should it be?**

Gratefull should take place outside (weather permitting), at one long table in the middle of a public street. The original location in Chattanooga was chosen because it acted as a dividing line between two communities. Every city has streets that act as invisible barriers between social groups—we encourage you to consider hosting your meal there.

### **WHY should we do this?**

Even in these divisive times, we know so many people that genuinely want to connect with people who are not like them. That can be easier said than done. Gratefull is quite literally setting the table for interaction between people of different ages, races, religions, socio-economic statuses, and backgrounds. Last year 100% of the people who took our survey said that they met someone new. We have heard stories of people who have met their closest friends at the event, people who decided to move to Chattanooga after attending, and people who simply had one impactful conversation with someone they would never have met otherwise. Gratefull removes barriers and creates uncommon interactions.



PHOTO BY CHRISTINA MARIE PHOTOGRAPHY

# TEAM ROLES

The secret to pulling this off well is getting the right team in place. We've outlined some key roles. These people can be volunteers, employees of a sponsoring organization, paid hires, or something in-between. People who are able to dedicate a lot of time can take on several jobs, or you can split them all up for an easier workload.

## **Project manager**

This person keeps everyone motivated and moving forward. They should be hyper-organized, encouraging, and bold. They are responsible for things like leading committee meetings, creating a master list of to-dos, delegating tasks, and making sure that everyone is moving in the right direction before, during, and after the event.

## **Logistics coordinator**

This person needs to know how to do things like get a city street closed, acquire permits and insurance, hire a security guard, etc. They should also develop a plan to get all the tables, chairs, food, and supplies delivered and set up.

## **Volunteer coordinator**

While there are things that this person could be doing before the event, their real time to shine is the day-of. They need to be high energy, super positive, with a great outside voice. They will be responsible for welcoming all of the volunteers, assigning roles, and making sure that no job is left undone.

## **Sponsor coordinator**

Whether you're keeping it small and running off in-kind donations and volunteers, or you're going for lots of big sponsorship dollars, it's great to have someone to keep it all organized and make sure that everyone gets the recognition they deserve.





## TO POTLUCK OR NOT TO POTLUCK?

—

We are in the south here, y'all. The original Gratefull in Chattanooga, Tennessee, was founded as a community potluck, and still operates that way every year. We purchase the turkey and dressing (at cost, thanks to a local caterer). Local restaurants cover some other basics like mashed potatoes, rolls, green beans, mac and cheese, etc. Several businesses will bring a very large dish that they pay to get catered. After that, it is up to individuals to bring a dish to share.

But we get it. Food allergies are real, and some people are just totally freaked out by the idea of eating food prepared by a stranger.

We separate the food, so the first few tables in line are full of restaurant food, followed by the last few tables that are a potluck

free-for-all. Some people dive right in. Some people only take the restaurant food and avoid the rest.

It is totally up to you as the organizers to decide how you want to handle this at your local event. Maybe you only get churches, schools, and organizations with commercial kitchens to participate in the potluck. Maybe you cover the basics and invite everyone to bring a dessert. Maybe it's open for whoever to bring whatever. The feeling of a community meal can be achieved in many ways—it's up to you!

If you do go the potluck route, it makes your life a lot easier if you ask people to bring a dish that does not need to be heated up, in a disposable container.

# FUNDRAISING

While Gratefull can certainly be done with a few community partners and volunteers, having some money definitely makes things easier. With a little work, Gratefull can not only cover costs but can be turned into a fundraiser to support an organization in your community that is doing good work year-round. Just remember, it is crucial that Gratefull stays free and open to everyone. Any fundraising should be done through corporate sponsors, community partners, and optional individual donations.

# TYPES OF SPONSORS



## Restaurant Sponsors

If there is one thing you need, it's food. Reach out to local restaurants asking them to bring a large dish to share in exchange for a sponsorship recognition. Local churches, schools, or community centers with large kitchens could also sponsor food dishes.

## In-Kind Sponsors

You can get the vast majority of the supplies or services you need donated in exchange for sponsorship. Tables and chairs, photographers, music, decorations? Ask for donations and highlight them as event sponsors.

## Corporate Sponsors

Having some cash on hand is really helpful to cover some of the unforeseen costs. Get

some local businesses on board to help you throw the best event possible.

## Individual Donors

Five years in, we have a lot of individuals who really believe in Gratefull and want to help out. In the weeks leading up to the event, we launch a "pay-it-forward" style crowdfunding campaign called "Buy Your Neighbors Lunch." People donate the amount of money that they would spend on lunch, tag a friend saying that they just bought their lunch for Gratefull, and invite them not only to join them at the event but to pay it forward by donating and tagging someone else.



## CAUSEWAY AS A GRATEFULL SPONSOR

---

Gratefull was founded by Causeway, in Chattanooga, Tennessee in 2014. We have seen it have an amazing impact on our community, and we are so excited to share the love.

We invite any other city to set the table for their residents to connect in a new way. The name, brand, and this replication guide are free to use. In exchange, we simply request that you recognize Causeway as a sponsor of Gratefull in your city in whatever way you are highlighting your other partners. Our logo will be included with the rest of the branding materials in the replication kit. You can access that kit by emailing [gratefull@causeway.org](mailto:gratefull@causeway.org).

# BRANDING

The Gratefull brand is available for any city to use for free. Whether you have a full design team on board to create all sorts of new things for your event, or you're bribing your niece to design a flyer in Word—we want to give you the basic tools you need to make it work.

Once you decide you want to host Gratefull in your city, email us at [gratefull@causeway.org](mailto:gratefull@causeway.org), or reach out through [gratefull.org](http://gratefull.org). We will send you the full brand kit.

## LOGO

# gratefull

You can customize the logo by adding your city's name underneath it. We suggest doing that in Rubik Regular, all caps, with the tracking at 200 for a little breathing room. More on that font on the next page.

**gratefull**  
A CITY-WIDE THANKSGIVING MEAL

**gratefull**  
CHATTANOOGA

**gratefull**  
MILAN

**gratefull**  
HUNTSVILLE

**gratefull**  
ATLANTA

**gratefull**  
BALTIMORE

## FONTS

# Rubik

Rubik is a Google font that anyone can download and use for free. To make things simple, we will send it to you as part of your brand kit.

If you're just curious about the process, you can download it yourself by going to [fonts.google.com](https://fonts.google.com) and searching for Rubik in the top right corner. Once you've found it, click the little red plus button. A little window will pop up at the bottom of your screen that says "1 Family Selected." Click that window, and the red downward arrow to download the font onto your computer. Then you're free to use it whenever and for whatever you want.

# Recoleta

If you are sticking to the basics, you shouldn't need Recoleta. It is the font that we bought and tweaked to create the Gratefull logo. We will provide that logo and a tagline in Recoleta for you in the brand kit. It is a display font that should be used sparingly, but if you have some big ideas, far be it from us to stop you. You can purchase your own usage license at [myfonts.com](https://myfonts.com).

# COLORS



## YELLOW

CMYK: 9, 25, 98, 0

RGB: 234, 187, 36

HEX: #eabb24



## BLACK

CMYK: 0,0,0, 92

RGB: 56, 56, 57

HEX: #383839



## ORANGE

CMYK: 7, 87, 98, 1

RGB: 222, 72, 40

HEX: #DE4828



## BROWN

CMYK:38, 46, 66, 11

RGB: 152, 125, 95

HEX: #987D5F

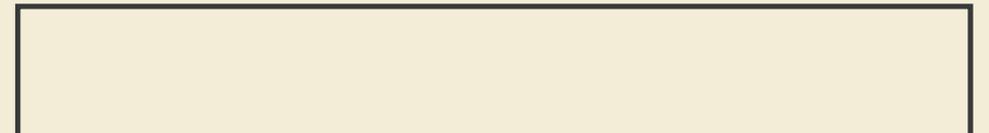


## PURPLE

CMYK: 56, 78, 42, 27

RGB: 105, 65, 91

HEX: #69415B



## WHITE

CMYK: 4, 4, 16, 0

RGB: 243, 237, 215

HEX: #F3EDD7

# ILLUSTRATION 1





## **LANGUAGE**

**Q:  
SO WHAT IS  
GRATEFULL,  
EXACTLY?**

**A:  
GRATEFULL IS AN ANNUAL CITY-WIDE  
THANKSGIVING MEAL, WHERE EVERYONE  
IS INVITED TO EAT TOGETHER AT ONE  
LONG TABLE IN THE MIDDLE OF THE STREET.  
THERE'S NO FEE, NO EXPECTATIONS, AND  
NO AGENDA. IT'S JUST AN OPEN INVITATION  
TO GET TO KNOW YOUR NEIGHBORS A  
LITTLE BETTER AND TO GIVE THANKS FOR  
OUR CITY TOGETHER.**

## HASHTAGS

### NATIONALLY

**#iamgrateful**

## LOCALLY

Make it your own.

**#gratefulCHA**

**#grateful901**

**#gratefulcincy**

**#gratefulBMORE**

**#gratefulINY**

**#gratefuldallas**

**#gratefulnash**

**#gratefulATL**

**#gratefulHSV**

**#grateful313**

**#gratefulDC**

**#gratefulNOLA**

**#gratefulmilan**

**#gratefulSTL**

## WEBSITE

[www.gratefull.org](http://www.gratefull.org)

The main website for Gratefull nationally is gratefull.org. Once you tell us that you want to replicate Gratefull in your city, we will add a button to the main website with your city's name on it. That button will link to a page that you and your team create and manage locally with all of your city's specific information.

That page is completely up to you—we just want to have somewhere to link for anyone interested in an event in your city. It could be a facebook event page, an Eventbrite page, or a full website.



# gratefull

A CITY-WIDE POTLUCK



**[ Come as strangers, eat as family. ]**



# CHECKLISTS

We made all the lists for you, but don't forget to check them twice.

We are always surprised what people have on hand that they are more than willing to donate or let us borrow. Be sure to share these lists with your committee to see what you can get covered.



## **VOLUNTEERS? CHECK.**

- \_ silverware rollers (pre-event)
- \_ set up crew
- \_ food servers
- \_ trash duty
- \_ line/crowd managers
- \_ greeting/wayfinding people
- \_ table bussers
- \_ firepit tenders
- \_ information tent manager
- \_ sign-in sheet people
- \_ photobooth manager
- \_ clean up crew



## LOGISTICS? CHECK.

- \_ Set a date and time
- \_ Organize a planning committee
- \_ Secure a location
- \_ Apply with the City to have the street shut down
- \_ Get event insurance
- \_ Make a rain plan
- \_ Hire security
- \_ Find your electrical access, and plan accordingly
- \_ Hire a band or musicians
- \_ Recruit volunteers, and assign roles
- \_ Figure out the layout and the line flow
- \_ Get the word out (see next list)
- \_ Create a “run of show” so the event stays on track



## **SUPPLIES? CHECK.**

- \_ Food
- \_ Tables and chairs
- \_ Plates
- \_ Plasticware
- \_ Serving utensils
- \_ Napkins
- \_ Oven mitts
- \_ Cups
- \_ Ice
- \_ Decor
- \_ Trash cans
- \_ Trash bags
- \_ Fire pits
- \_ Conversation starters
- \_ Aprons (our volunteers wear their own)



## **MORE SUPPLIES? CHECK.**

- \_ Water coolers
- \_ Catering chafing dishes
- \_ Sternos
- \_ Butcher paper or tablecloths
- \_ Banners or signs thanking your sponsors
- \_ Ladder
- \_ “Line Starts Here” signs
- \_ Clickers to track attendance
- \_ Clipboards + sign-in sheets
- \_ Pens
- \_ Information tent and table
- \_ Organization swag, postcards, etc.
- \_ Donation jar



## COMMUNICATIONS? CHECK.

### Free:

- \_ Local news appearances
- \_ Radio interviews
- \_ Facebook event
- \_ Social media posts
- \_ Personal emails to your network

### Paid or sponsored:

- \_ Posters
- \_ Postcards
- \_ Billboards
- \_ Newspaper ads
- \_ Radio ads
- \_ TV ads



## **OUTREACH? CHECK.**

- \_ your personal network
- \_ local businesses
- \_ faith communities
- \_ homeless shelters
- \_ young professionals groups
- \_ universities
- \_ schools
- \_ nonprofits
- \_ social services organizations
- \_ neighborhood associations
- \_ city government
- \_ civic engagement clubs



**YES,  
YOU'VE**

**GO T  
THIS.**

**Think you're ready to host Gratefull in your city?** Reach out to us by emailing [gratefull@causeway.org](mailto:gratefull@causeway.org) or just give us a call at (423) 521-5554. We will send you the toolkit with everything you need to get started.