



“Celebrating a Century of Leadership,” at 114 Market St., San Antonio, by artists Cristina Sosa Noriega and Silvia Ochoa

GSSWT Centennial Mural Kit

A Quick Guide on How to Bring Your Own Mural to Life



By Stephanie Melchor and Girl Scouts of Southwest Texas

YOUR MURAL TOOLKIT

What's inside:

**Key
planning
steps**

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checklist**



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schedule**

Five Key Planning Steps: Leading a mural effort in your city

PURPOSE AND VISION



A mural can serve as more than a beautiful piece of art, but also as a way to create long-lasting dialogue about issues, causes, or milestones that are important to us while providing a space for the community to come together. What issue are you passionate about? What milestone are you celebrating? It all starts with a purpose and a willingness to lead.

WORKING GROUP



Teamwork makes the dream work—a sometimes cliché saying, but it's true! It will be the only way you can make a mural happen. Start a working group of 5-10 volunteers that includes planners, muralists, fundraisers, communicators and anyone who has a skill or passion to give to the cause. This is not an easy undertaking, but it's doable and a lot smoother when you have a force of people behind the project. There are plenty of chat apps to help keep everyone on the same page, including: Slack, What's App, and GroupMe. You should prepare for approximately two months or more worth of work. Pro tip: Reach out to nonprofits related to arts and culture in your area if you're having trouble securing a muralist.

FUNDRAISING



Before fundraising begins, you should already have your artists as part of your process, and they will help you understand mural costs so you can set a fundraising goal. Fundraising tools such as GoFundMe make online fundraising easy. Once you calculate costs, create a fundraising goal and then use your GoFundMe to tell your story. Think about the following: What message is the mural going to convey, and why is it important to the community?

LOGISTICS



Planning for the mural is time consuming and meticulous. You'll need to secure the following: mural location, pressure washer, paints, paint brushes, palettes, scissor lifts, and more. A full list can be found on the next page. Materials aside, timelines are important. A schedule should be created to ensure the timeline of the mural and to also allow the planners to support the artists by bringing them water and food. Depending on your location, the weather can add an extra challenge to your project. Supporting the artists with proper hydration and nutrients is key!

UNVEILING



It's time to decide if you want to have a public, private, or virtual unveiling. Other things to think about are who will get the invitation, and if any remarks will be given by the planners and artists. Does your mural tie into a specific person whose family can be invited? Typically, we'd say this is the grand finale, but remember your mural is a catalyst for a larger conversation! The unveiling is just the beginning. Pro tip: Invite media for broader awareness.



Mural Supplies Checklist

Use this as a starting point. Costs are an approximation and may vary depending on mural size.

- Paint (~\$365)**
- Reserve Paint (~\$200)**
- Primer (~\$60)**
- Rollers (~\$30)**
- Roller covers (~\$30)**
- Five-gallon bucket(s) (~\$15)**
- One-gallon bucket(s) (~\$15)**
- Palettes (~\$15)**
- Brushes (~\$60)**
- Towels/rags (~\$15)**
- Scissor lift(s) rental (~\$500/each)**
- Canopy for supplies and shade (~\$30)**
- Pressure washer (~\$100/day) and access to running water**

Fundraising Letter Sample

Friends and Family,

This year, on March 11, 2024, Girl Scouts of Southwest Texas celebrated its 100th anniversary. To help celebrate this milestone and the rich history of Girl Scouts in our city and region, we have an exciting opportunity we'd love for you to be a part of: a new mural!

This mural will <add details about location and what the mural will be about/depict, who the artist is, etc.>

<Personalize: Example, if coming from one girl: I have been a Girl Scout for [X] years and through it have learned how to be a better leader, the importance of helping others, and ways to explore the world and make it a better place. I would love to see more people in [City] learn about the great things Girl Scouts are doing, and this mural will help tell that story.>

Example, if coming from a troop: Our troop has [XX] Girl Scouts who are active in activities such as [activities.] Through Girl Scouts, we have learned how to be better leaders, the importance of helping others, and ways to explore the world and make it a better place. We would love to see more people in [City] learn about the great things Girl Scouts are doing, and this mural will help tell that story.>

Our fundraising goal for this mural is <\$XXX>.

Will you help make this mural a reality by making a donation today? Any amount is appreciated!

You can donate by <how they can donate>. Thank you in advance for your consideration. We can't wait to commemorate Girl Scouts in this significant way and bring a beautiful piece of public art to our community.

With love,
<Your name(s)>

This message can be used on your the GoFundMe page, social media posts, and letters to prospective donors.

Sample Volunteer Schedule

Help keep our muralists fed and hydrated!

Sample schedule: Fill in the names of your teammates who will take turns ensuring your muralists have food and beverages. While you may have to pay for artists and/or wall space, this is an additional gesture if your budget allows it.

	MORNING	MORNING	AFTERNOON	AFTERNOON
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				

About the Author

During Independence Day weekend in 2020, Stephanie Melchor co-led an effort with Tracy Talavera to display a public tribute to honor Vanessa Guillen and bring awareness to the then missing U.S. soldier at Fort Hood. After hundreds of flowers, sympathy cards, and candles were left throughout the weekend, they knew their community valued this effort. That same weekend, Vanessa Guillen's body was found. Their tribute was far from over. Through brainstorming ways they could create a more permanent space to honor Vanessa, the idea of a mural was born.

They formed a team, complete with friends and peers who were also passionate about Vanessa Guillen. They scouted for the right business owner who was willing to donate the walls of their building and searched for talented muralists who were passionate about the cause. Then, the group raised the funds to secure supplies for the elaborate work of art. In just nine hours, they reached their fundraising goal and in just 36 hours, they exceeded it.

After two months of planning, organizing, designing, and painting, the mural, "Entre Todas Las Mujeres," was officially complete on September 5, 2020. The purpose of this mural is to create and maintain an ongoing conversation about gender violence. The mural comes with a call to action for all visitors. It challenges visitors to stop and think about the women in their life. What are they doing to respect and protect the women in their life?

Stephanie hopes that by passing along some of the resources that helped plan their mural, it will show others how possible it is to create a mural in their own cities.



“Entre Todas Las Mujeres”
Graciously painted by local talented muralists:
Adriana Garcia, Ana Laura Hernandez, and Rudy Herrera
Located at local produce staple Chicho Boys on the west side of
San Antonio, Texas. Made possible by the San Antonio community.