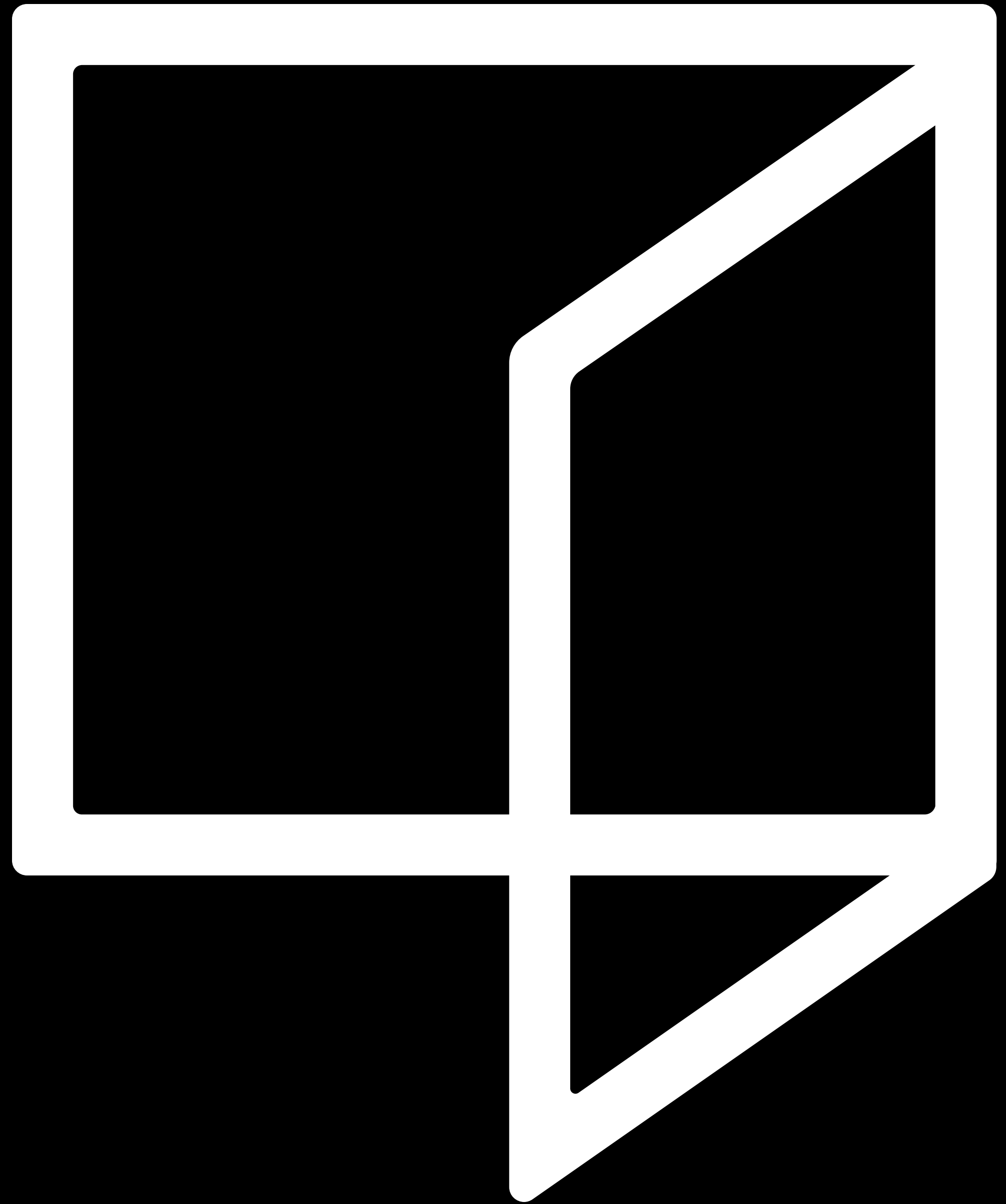


**2018 Kit
Preview
Reimagine**



Summary of elements

Wonder _____

Cards

Remember _____

Card + Foldout poster

Prepare

Card + Foldout poster

Container _____

Frame box w/ window

Donation _____

Card

Thanks _____

Card

What's not in here yet _____

Program fold-out _____

ETA tomorrow by 12pm

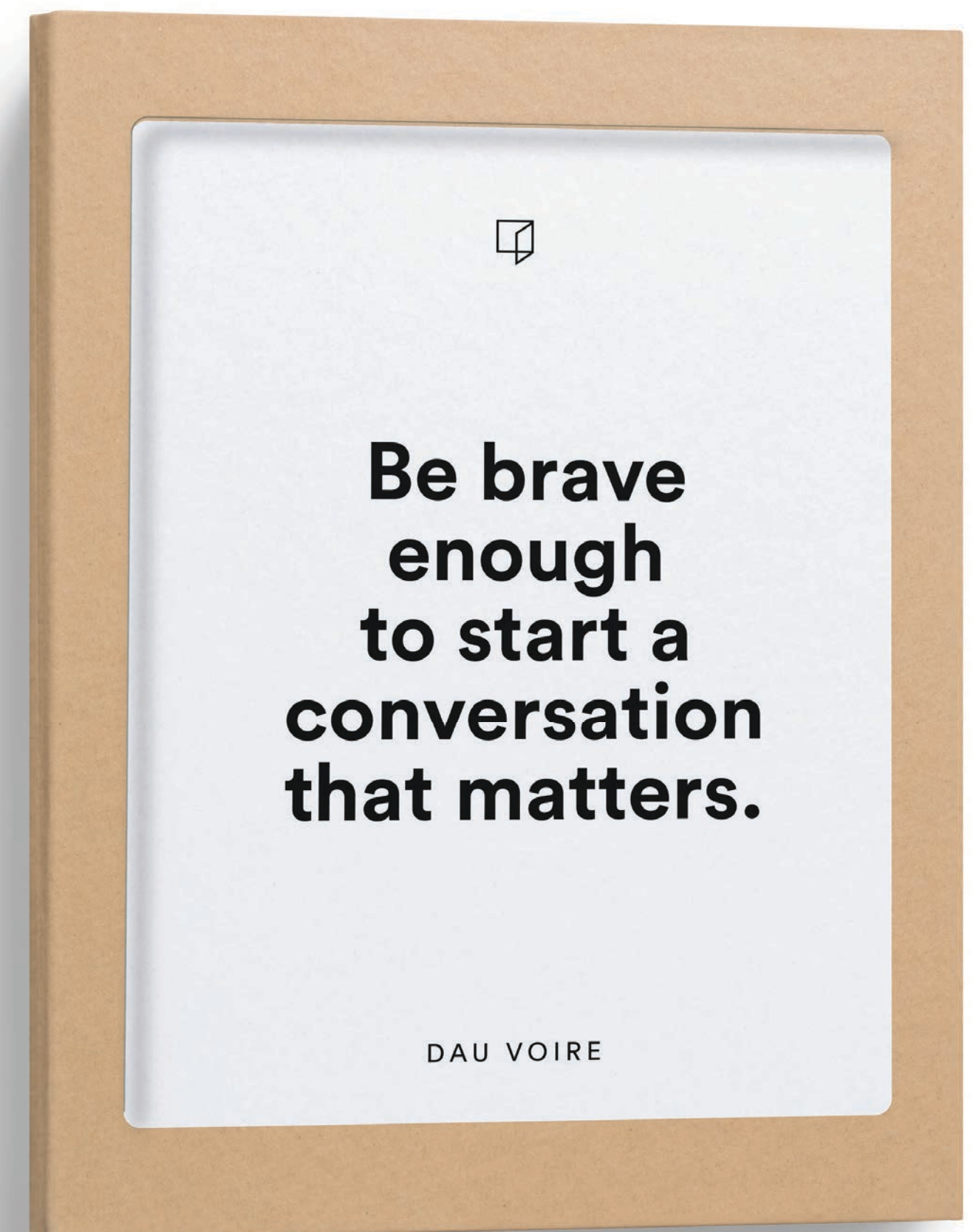
Container / Frame Summary

We've created
a framed box
with cards fold-out
poster and a program

To the right is a simple
render with our logo and
event info or a quote
in place for the swappable
picture frame cover.

Inside the box there are
3 sections with different
content around the topics
of remembrance,
preparation and wonder.

The kit will also contains
a fold-out program with
event info and timing
(still being designed)

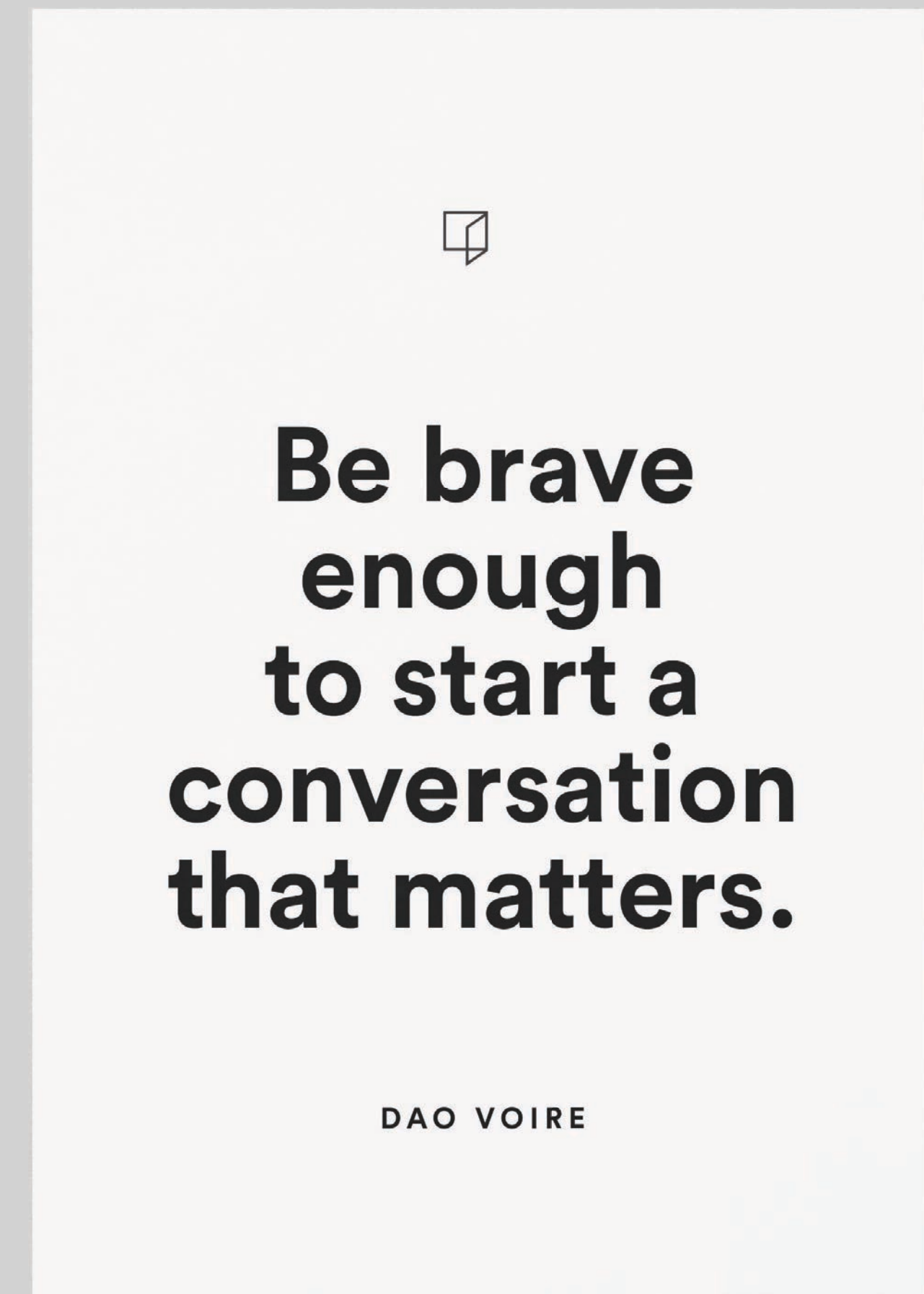


Intro card

Double sided cards.

Front has the reimagine logo, the back has an inspiring quote.

Either card can serve as the interior frame cover upon delivery.



Summary of sections

remember

1

Who will you always remember?

Keep this box and use it to celebrate the people, places, moments, and phrases that matter most. Write a meaningful quote on one of the cards or add your own photo for display behind the frame. Date and caption it on the back to celebrate this memory, and the ones that come after.

MORE INFO
www.letsreimagine.org #letsreimagine

prepare

2

It starts with a brave conversation...

Life is beautiful and unpredictable. Often it's beautiful because it's unpredictable. And the end of life is no different. Considering our wishes ahead of time—and talking about them with our loved ones—can make the experience meaningful and ensure we live by our values right up until the end.

MORE INFO
www.letsreimagine.org #letsreimagine

wonder

3

What do you wonder about?

Death can be a difficult topic to broach. We hope that Reimagine End of Life gave you a meaningful introduction to this conversation, and inspires you to continue it on your own and with those you love. The foldout wonder poster that follows is a brief guide to help you get started.

MORE INFO
www.letsreimagine.org #letsreimagine

Remember section

Intro:

The front introduces the section and topic.

On the back is a fill in the blank sentence that the user can fill in.

This could also be used in the frame as well.



Remember section

These cards are geared toward sharing the remembrance of others. Here we've curated a few San Franciscans that inspire us all.

On one side we highlight a photo, the second is a quote.

Curated folks include:
Harvey Milk



**Hope will
never be
silent.**

HARVEY MILK

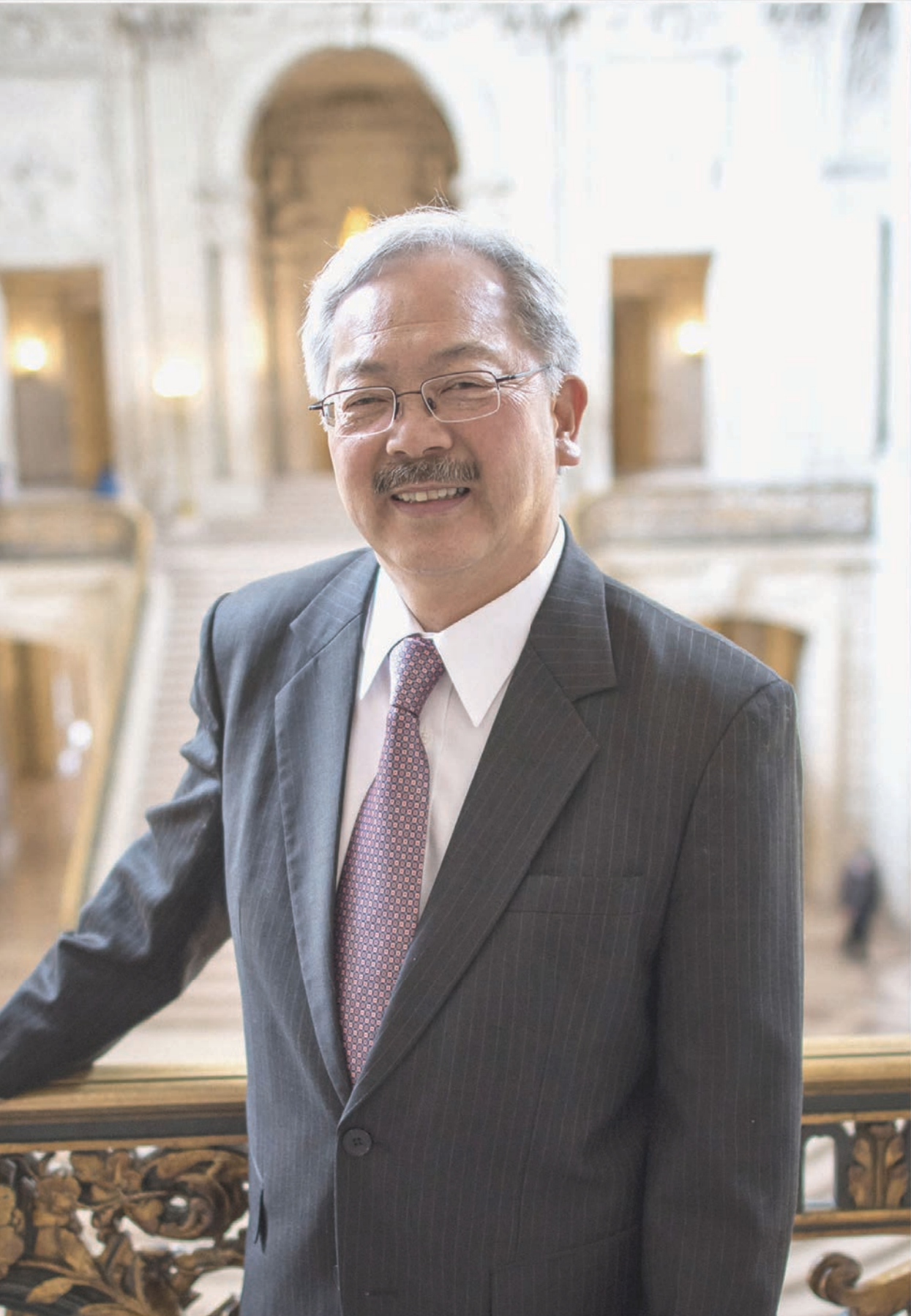
HARVEY MILK, PRO LGTB ACTIVIST, WAS THE FIRST OPENLY GAY
ELECTED OFFICIAL IN THE STATE OF CALIFORNIA.

Remember section

These cards are geared toward sharing the remembrance of others. Here we've curated a few San Franciscans that inspire us all.

On one side we highlight a photo, the second is a quote.

Curated folks include:
Ed Lee



**You gotta
give room for
people to
experiment.**

MAYOR ED LEE

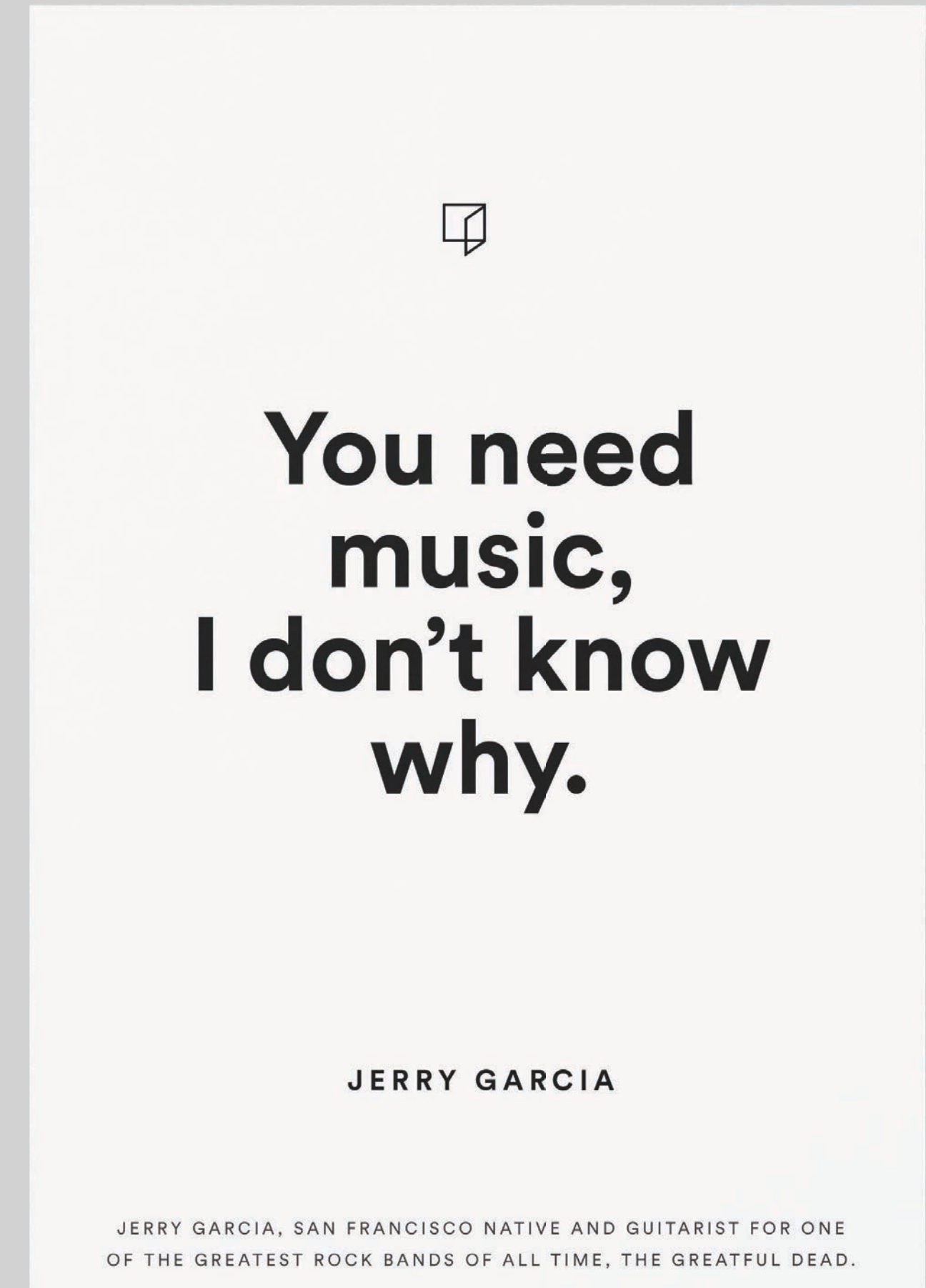
ED LEE WAS OUR CITY'S FIRST ASIAN-AMERICAN MAYOR.

Remember section

These cards are geared toward sharing the remembrance of others. Here we've curated a few San Franciscans that inspire us all.

On one side we highlight a photo, the second is a quote.

Curated folks include:
Jerry Garcia



Remember section

These cards are geared toward sharing the remembrance of others. Here we've curated a few San Franciscans that inspire us all.

On one side we highlight a photo, the second is a quote.

Curated folks include:
Maya Angelou



**Try to be a
rainbow
in someones
cloud.**

MAYA ANGELOU

AMONG HER MANY ACCOMPLISHMENTS, MAYA WAS ALSO OUR CITY'S
FIRST FEMALE AND AFRICAN-AMERICAN CABLE CAR CONDUCTOR.

Remember section

Personal photo cards (x4)

The previous examples above can serve as inspiration for folks to add their own quotes and important people to them that they may wish to remember and share in their frame.

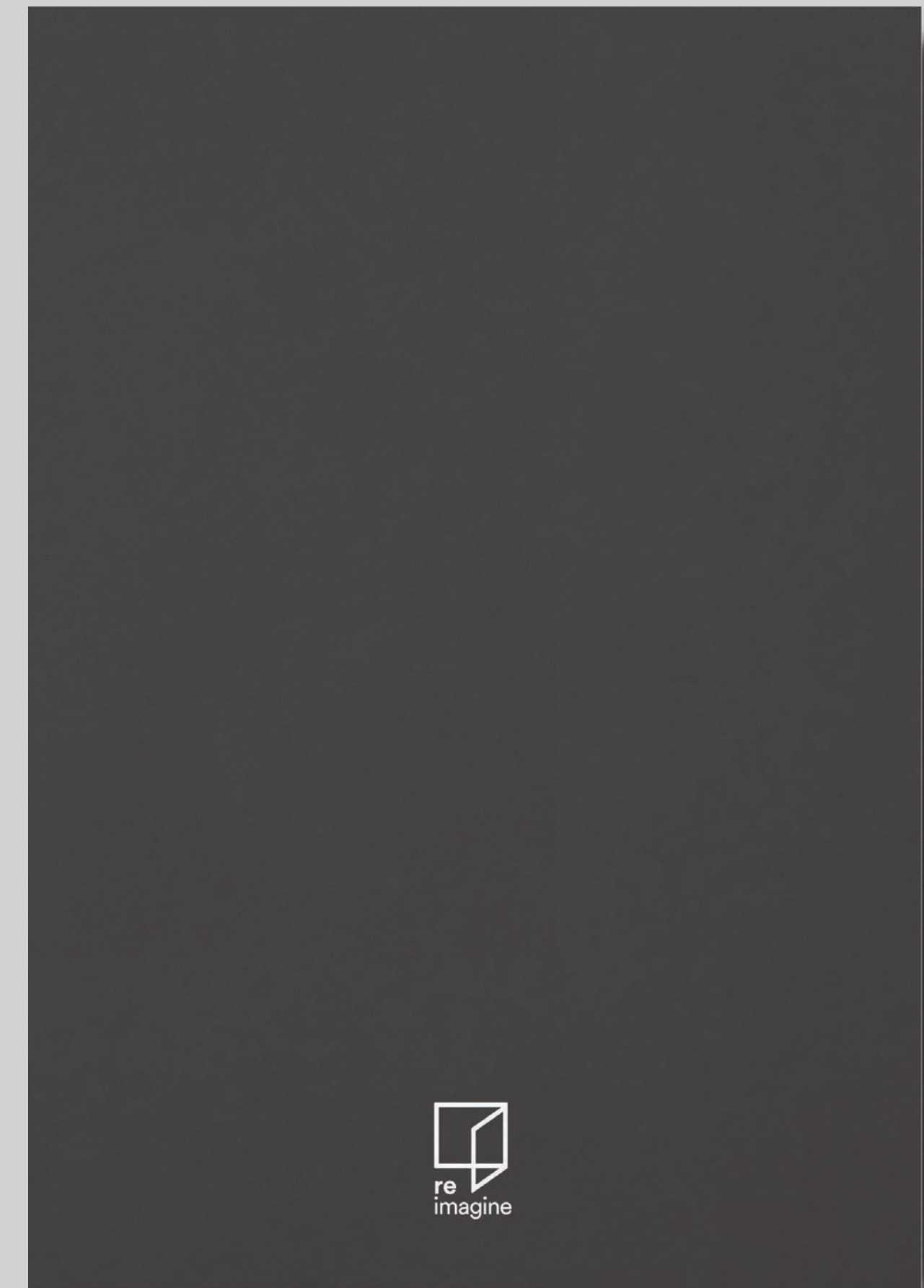
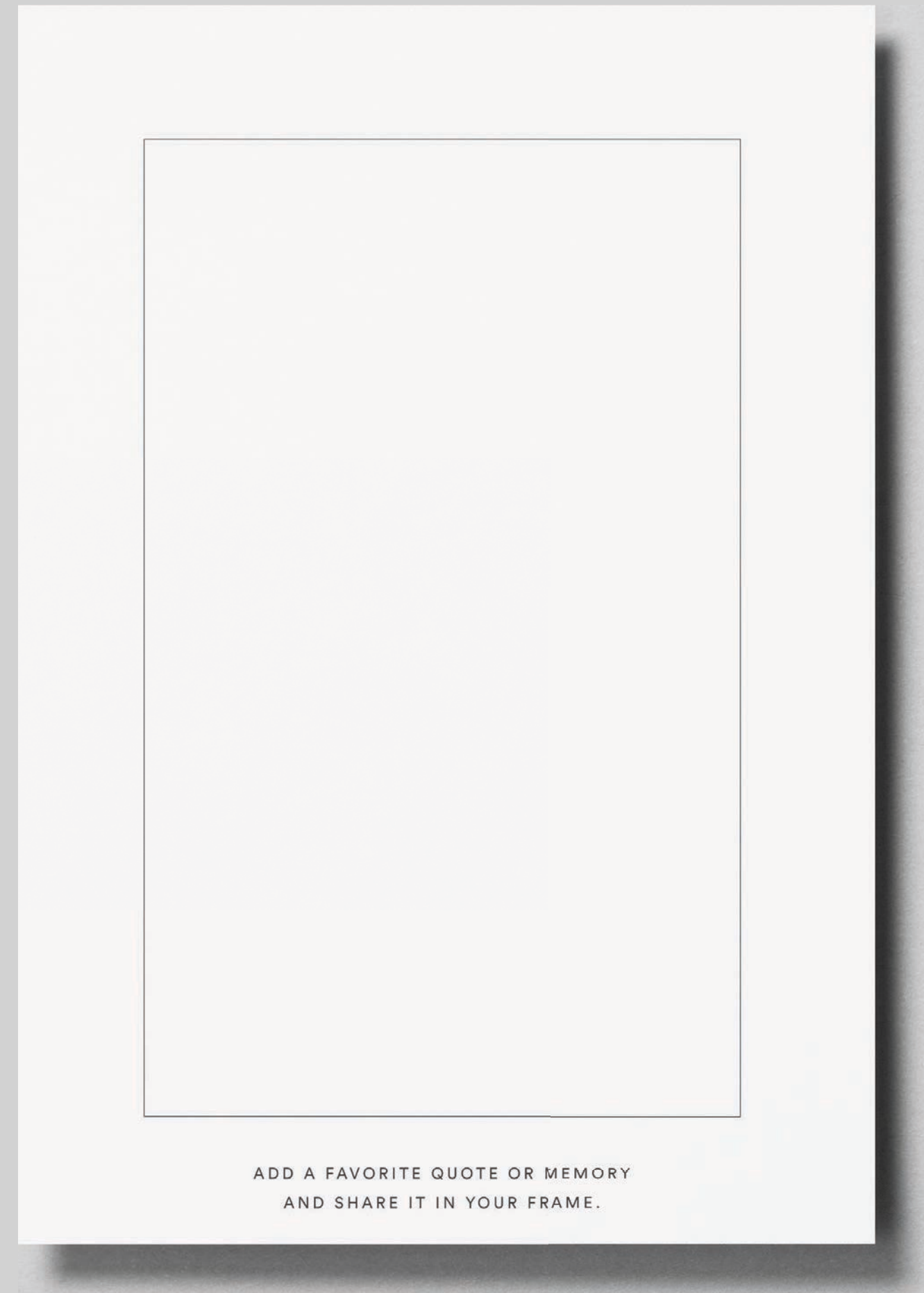
**remember
someone
special by
adding
there 4x6
photo to your
memory box.**



Remember section

Personal quote / memory cards (x4)

These cards allow users to write down a quote that inspires them or even a memory they want to capture.



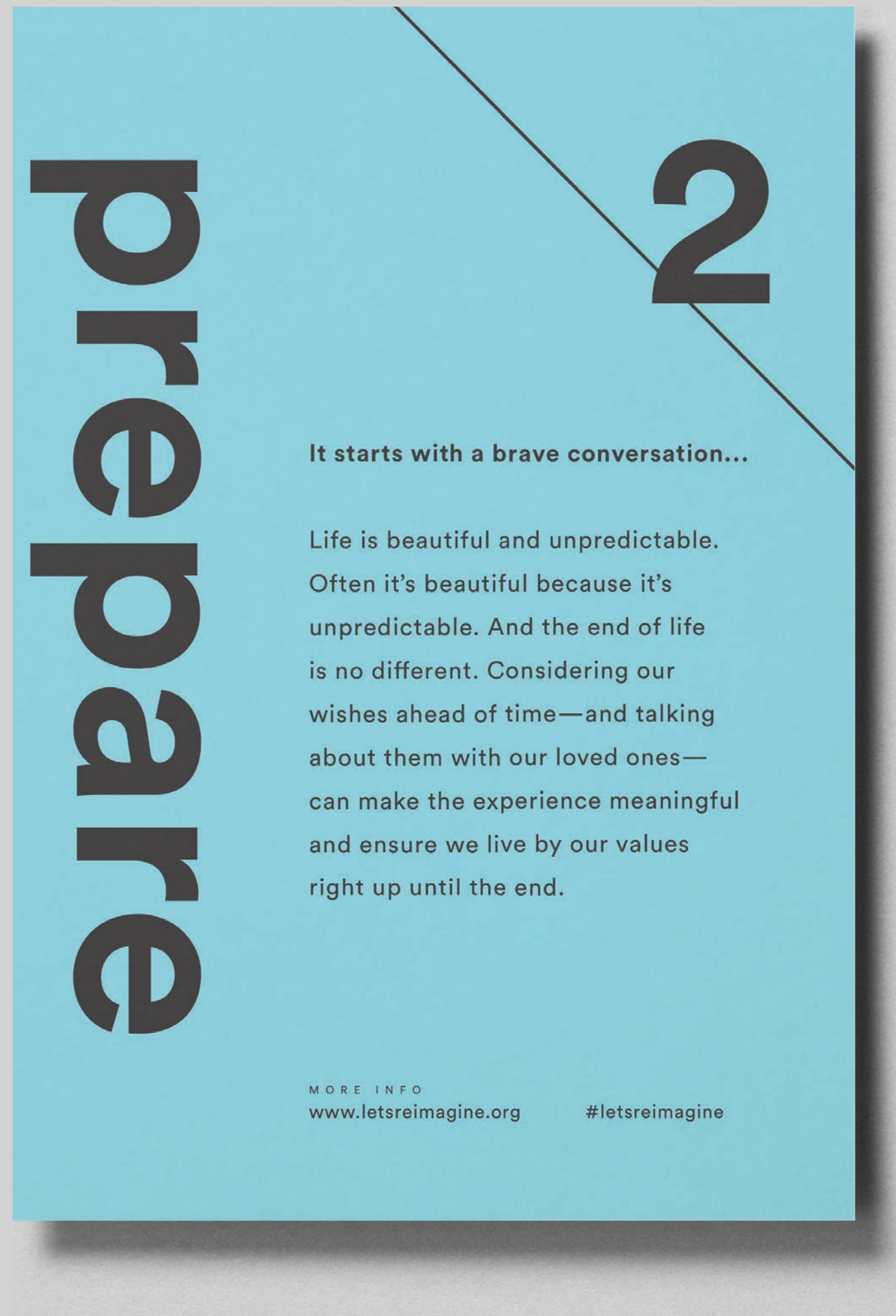
Prepare Section

Intro:

The front introduces the section and topic.

On the back is a fill in the blank sentence that the user can fill in.

This could also be used in the frame as well.



Prepare Section

Fold-out section

This double sided poster discusses the topic of preparation.

The front of the poster is designed as a high level info graphic overview, on the back side it goes into more detail and keys in the info you need to know around preparing.

The poster folds down to the card size to fit in behind the intro card.

Sections are coded for user reference.

prepare

Life is beautiful and unpredictable. Often it's beautiful because it's unpredictable. Considering our wishes ahead of time allows end of life to be more meaningful than stressful. By discussing them today, we give ourselves the choice to live lead our lives fully right up until the end.

To help you get started, we've broken down some of steps involved, outlined the relevant paperwork, and listed additional resources. There is no particular order, so feel free to address each section whenever you feel ready.

How would you like to experience end-of-life? *start here*

Who can help carry out your end-of-life wishes? *or here*

What will you leave behind? *or even here*

It starts with a brave conversation...

MORE INFO
www.letsreimagine.org #letsreimagine

How would you like to experience end-of-life?

It's never too soon to start considering your end-of-life experience. The way we die can be as unique as the way we live, so it's worth thinking through your options in advance. It's also important to communicate your wishes to someone who you trust to honor them and help you carry them out.

Important Words to Know

An **Advance Directive**, also known as a **Living Will**, this document communicates your end-of-life wishes and related medical treatments. In this document, you detail what kinds of treatments you would and would not want at the time.

Who can help carry out your end-of-life wishes?

An important part of planning is choosing a "health care agent". This is a person close to you who will carry out your wishes and make decisions when you are no longer able to do so. Your agent should be someone whom you trust and on whom you can depend.

Once you know who your agent will be, the next and most important step is to have a conversation with them about your wishes for end of life care. (Please refer to the Wonder section of this package for some ideas on how to get the conversation started!)

Important Words to Know

After determining your agent, you'll need to fill out a **Health Care Proxy Form** (also known as a **Durable Medical Power of Attorney**). This varies per state. In California and New York, the Health Care Proxy Form is included in Advance Health Care Directives. This officially appoints your agent to carry out your wishes.

What will you leave behind?

After you die, you'll leave behind a legacy through memories, objects, photos and words. When planning what to leave behind, there are a couple things you might want to prepare. You may want to write up a will, compile important documents, pass on important objects, and record significant stories.

Important Words to Know

A **will** is: a document that details how your belongings and assets will be distributed. If you don't have a "formal" will, a handwritten (or "holographic") will is legally binding. Without a will, the state will decide who among your domestic partners and relatives receive your assets; friends, unregistered domestic partners, and charities are not eligible to receive assets in this case.

After Gifting is the practice of creating something while you are alive. These are objects, gifts, or other items—that are meant to be given to people after you die, i.e. a map of your favorite places. Also consider leaving a letter or some other expression of your story and values for those who you love you. What might you start on today?

Resources

Necessary to complete:	Additional Resources:
Advanced Health Care Directives including the Health Proxy Form	NameWilling.com Storycorps
PREPARE for Your Care (www.prepareforyourcare.com) An organization that aims to help you make medical decisions for yourself and others.	Hello www.game / card games AARP Cake The Conversation Project (theconversationproject.org): A tool-kit to help you spark a conversation with someone about end of life. Death over Dinner

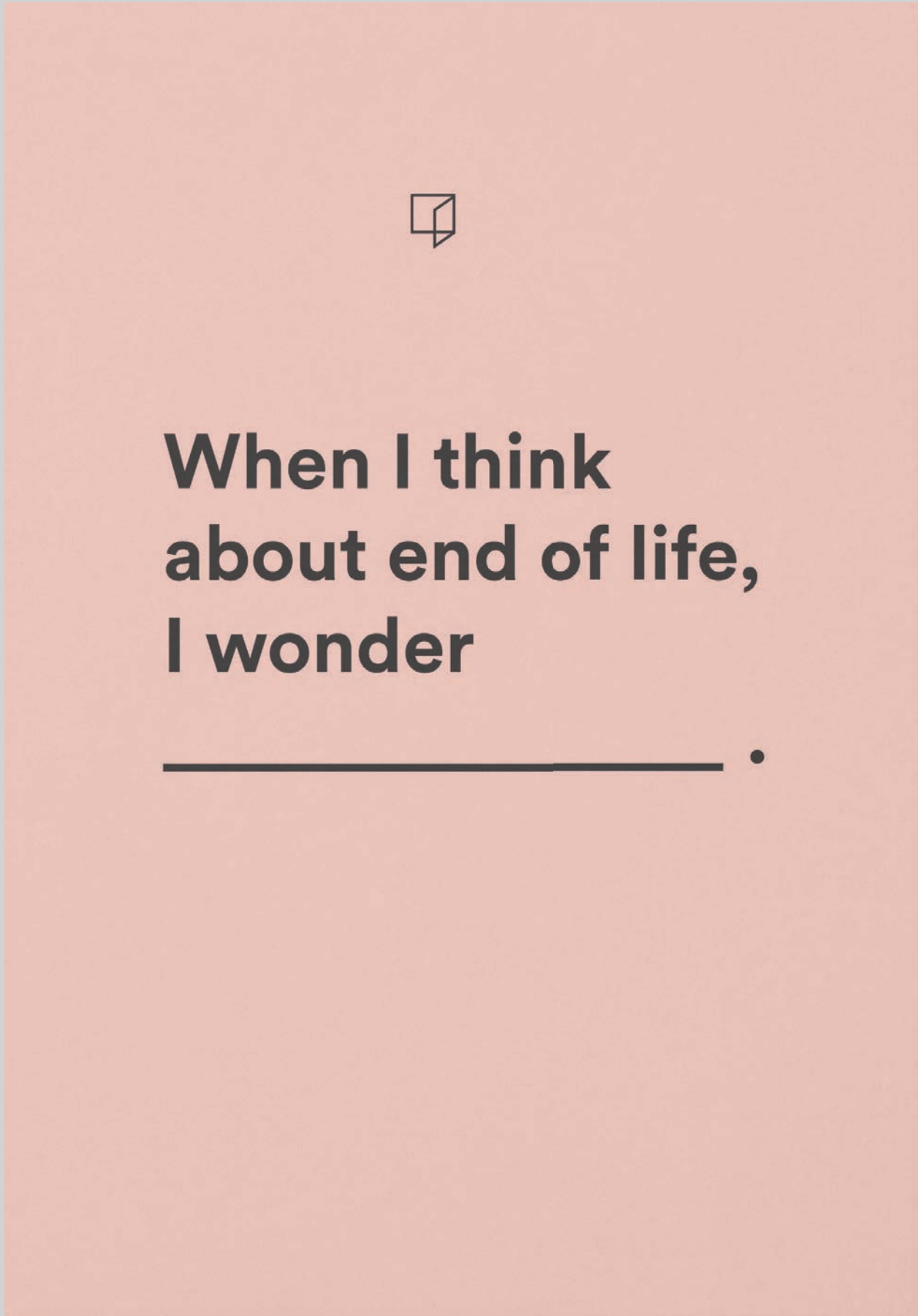
MORE INFO
www.letsreimagine.org #letsreimagine

Wonder Section

The front introduces
the section and topic.

On the back is a fill
in the blank sentence
that the user can fill in.

This could also be used
in the frame as well.



Wonder Section

Fold-out section

This double sided poster discusses the topic of wonder.

The front of the poster is designed as a list of questions in 2 formats.

1 specific to one self, the other as it relates to conversation with others.

On the back is the wonder fill in the blank.

The poster folds down to the card size to fit in behind the intro card.

Sections are coded for user reference.

questions to ponder

wonder

Consider these for yourself:

How can people be more comfortable with the topic of death?

What objects will you leave behind and to whom?

What is the most important thing to you about your end-of-life experience?

What scares you most about dying? What do you wonder about?

What is the last sound you want to hear?

Where do you want your remains to go after you die?

What life lessons have you learned and how might you share them?

Try discussing with others:

Have you lost a loved one? Is that how you'd want it to be, or something different?

What things do you feel you couldn't live without?

I've been thinking about what I want at the end of life and I'd like to talk it over with you.

How do you want people to remember you?

MORE INFO
www.letsreimagine.org #letsreimagine



About us Section

This card shares some highlights about Reimagine and on the back a card for how folks can support.



The front of the 'about us' card features a dark background with a white asterisk in the top right corner. The text 'about us' is written vertically in a large, white, sans-serif font on the left side. To the right of this text, there are two sections of white text: 'What we do:' followed by a paragraph, and 'How we do it:' followed by another paragraph.

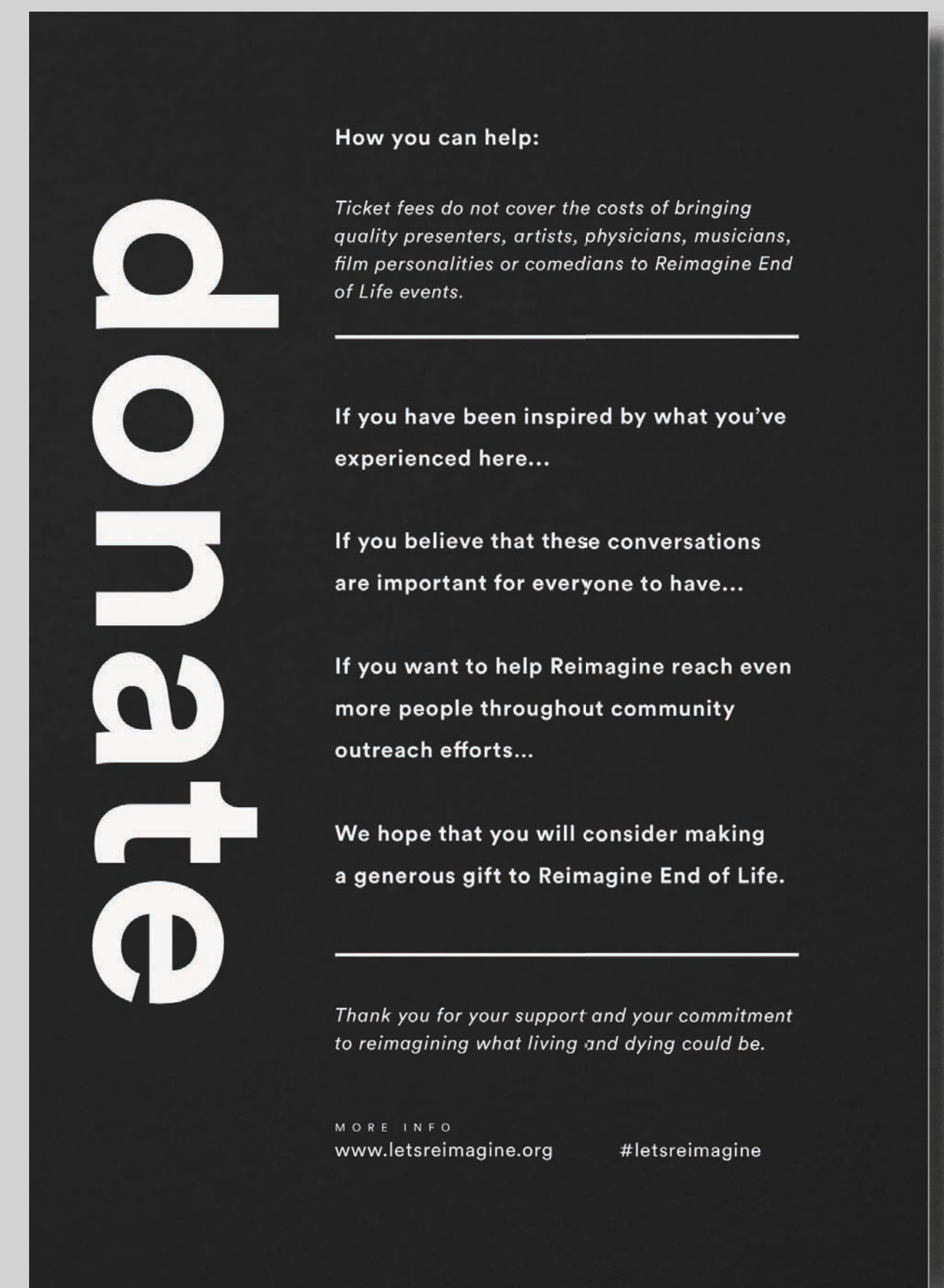
about us

What we do:

Reimagine End of Life is a non-profit organization dedicated to creating opportunities for each one of us to explore death and celebrate life. We are reaching out to every corner of the city to engage with each other in Wonder, Preparation and Remembrance, and to share with our loved ones what matters most to us in life and the kind of care we wish to receive at the end of our lives.

How we do it:

Reimagine End of Life is community driven, hosted by and for the community. Many of our events are free, and wherever possible, we keep event prices low to encourage participation across the many neighborhoods and communities that live here.



The back of the 'donate' card features a dark background with the word 'donate' written vertically in a large, white, sans-serif font on the left side. To the right of this text, there are several sections of white text: 'How you can help:' followed by a paragraph, three separate lines of text, and 'We hope that you will consider making a generous gift to Reimagine End of Life.' followed by a horizontal line and a final paragraph. At the bottom right, there is contact information including a website and a hashtag.

donate

How you can help:

Ticket fees do not cover the costs of bringing quality presenters, artists, physicians, musicians, film personalities or comedians to Reimagine End of Life events.

If you have been inspired by what you've experienced here...

If you believe that these conversations are important for everyone to have...

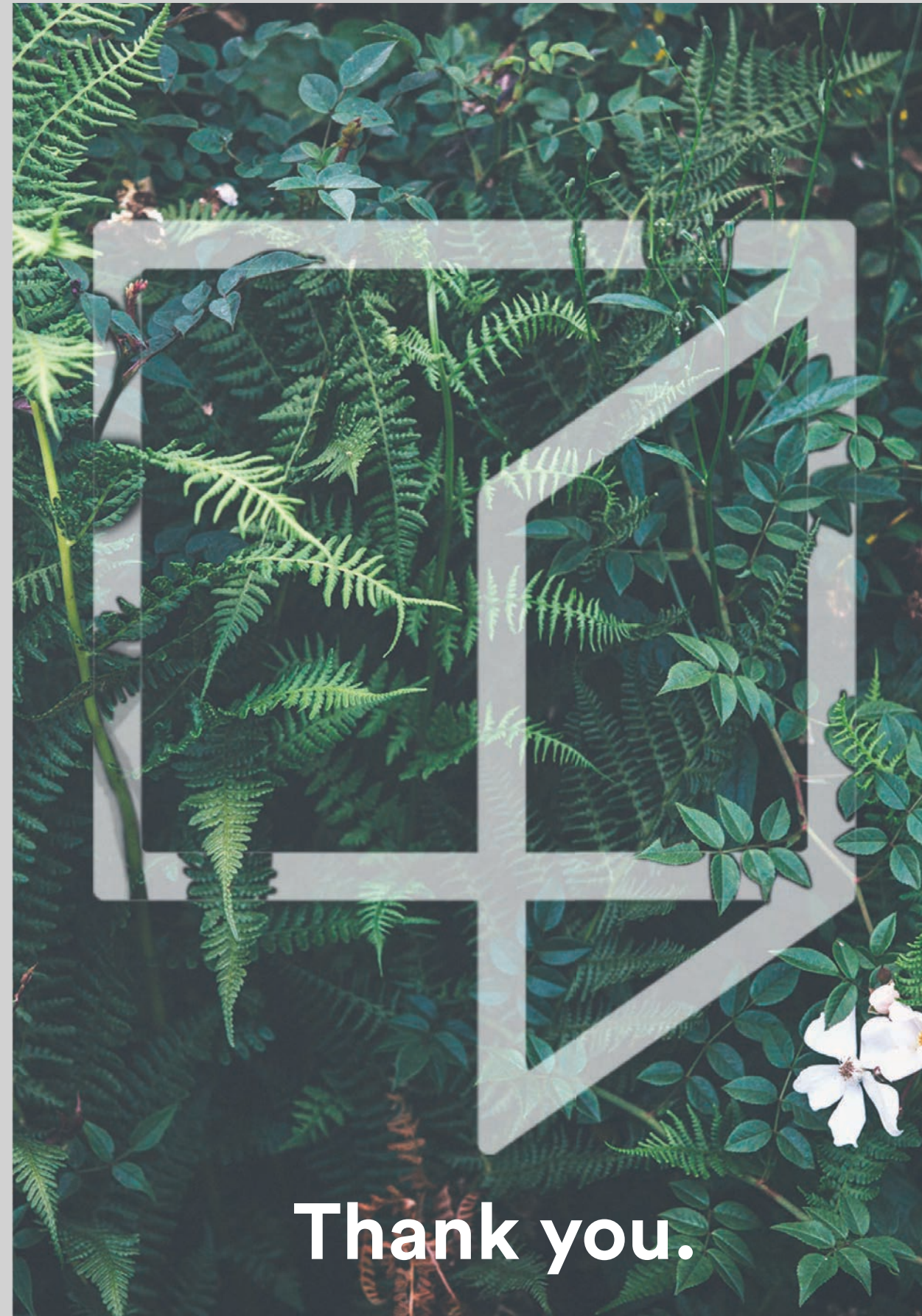
If you want to help Reimagine reach even more people throughout community outreach efforts...

We hope that you will consider making a generous gift to Reimagine End of Life.

Thank you for your support and your commitment to reimagining what living and dying could be.

MORE INFO
www.letsreimagine.org #letsreimagine

Thank you / partners card



partners

Generous thanks goes out to our key partners and supporters:



Special thanks goes out to the City of San Francisco, who provided amazing support and partnership in bringing Reimagine week to life.

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Alexa Jones
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Sponsors Card

sponsors

Reimagine week could not have been possible without the incredible support and funding from our wonderful sponsors:

