



POWERED BY LOWE'S

COMMUNITY TOOLBOX DEPLOYMENT HANDBOOK



INTRODUCTION

The main objective of the Community Toolbox is to build an artifact and platform for community members to learn DIY skills through experimentation and augmentation.

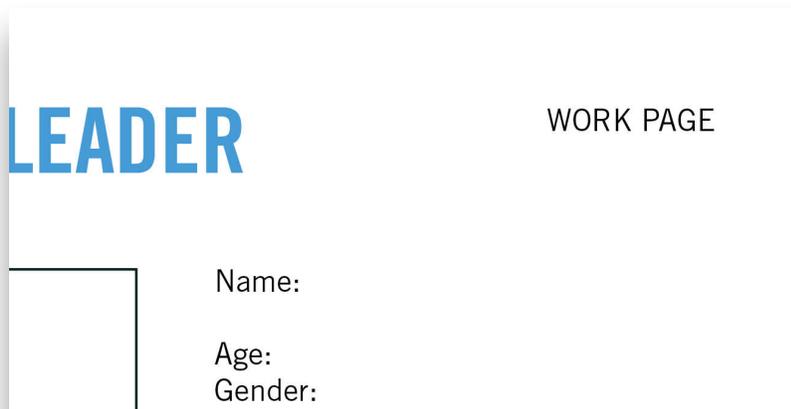
The toolbox is aimed to lower both cost barrier and risk factors of learning DIY skills through trial-and-error, while giving respective rewards to effort committed for the community as whole. In the long-run, this will have a lasting impact of increasing millennial' willingness to start DIY projects throughout their home ownership.

The toolbox and the workshop regimen is designed to be as universal as possible, while opening the door for making each workshop event and the artifact feel taylor-made for each and every community it will serve.



HOW TO USE THIS BOOK

This booklet is designed to be printed as-is or organized in a binder. This booklet contains work pages, where information gathered throughout the preparation process leading up to the workshop event may be written down by hand or typed in and printed. Work pages are labeled “work page” at the top.



The image shows a sample work page. On the left side, the word "LEADER" is printed in a large, bold, blue font. On the right side, the words "WORK PAGE" are printed in a smaller, black font. Below the "LEADER" text, there is a small, empty rectangular box. To the right of this box, the text "Name:" is followed by a blank space. Below "Name:", the text "Age:" is followed by a blank space. Below "Age:", the text "Gender:" is followed by a blank space.

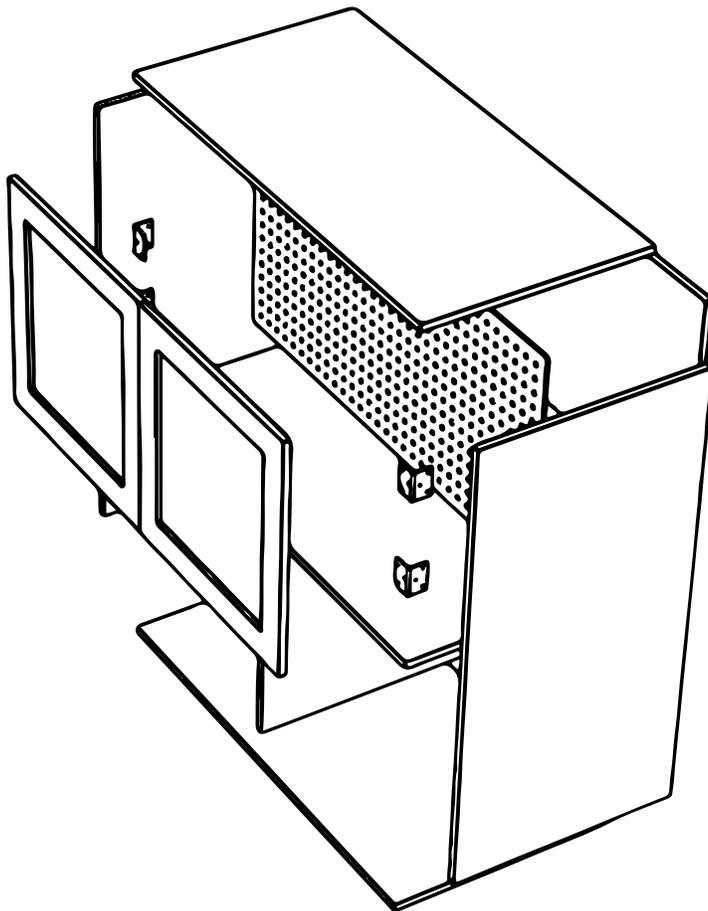
An example of a work page. Information may be typed before printing, or written by hand on the appropriate spaces.

Furthermore, this book, just like the community toolbox, can be modified and improved for each market or the project as whole. Use the generous margins to write notes for this process.

THE BOX

Materials required:

- (7) 2*4 feet panels
- (1) 2*2 feet panel
- (2) 2*2 feet open-shut windows (tempered glass or acrylic)
- (4) standard Hinges
- (1) 2*4 feet tool panel
- L Brackets as needed





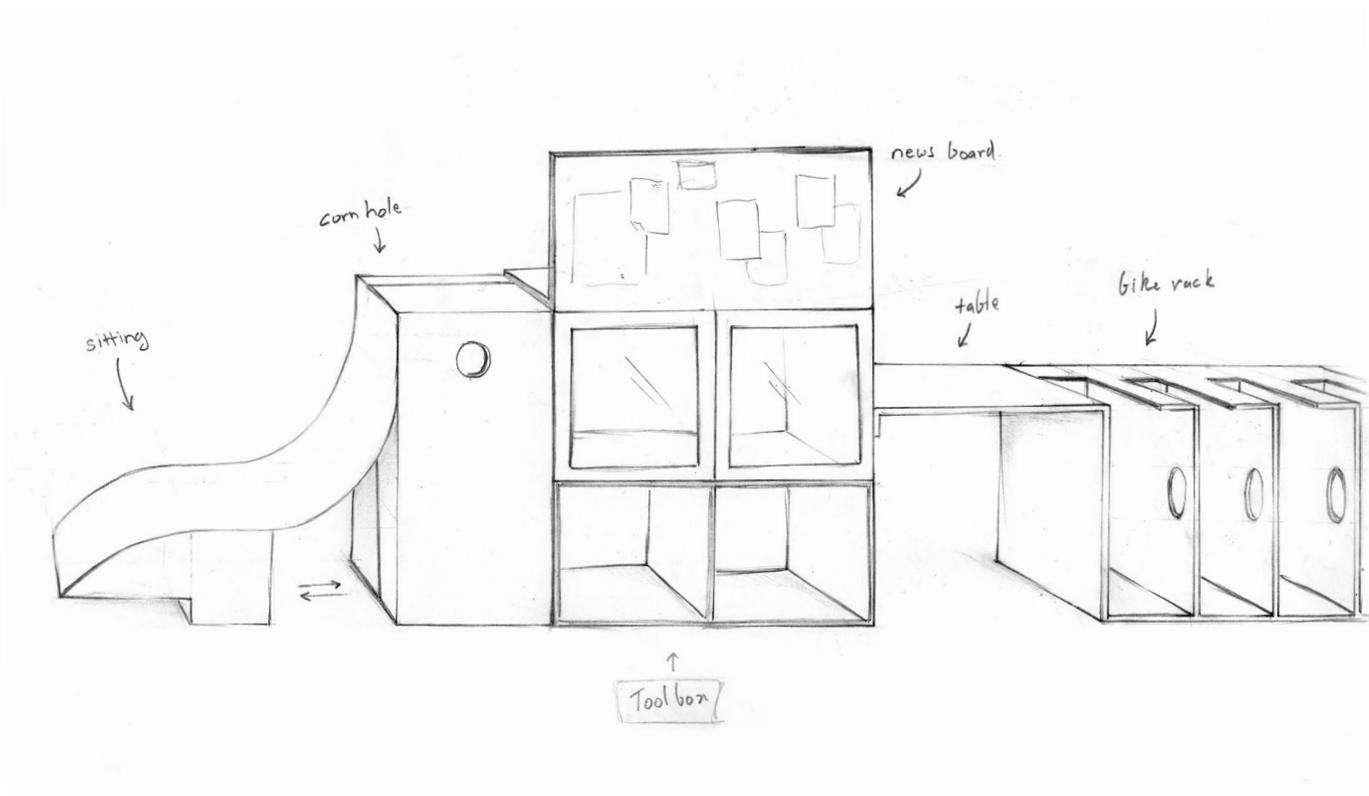
Construction example

MODULARITY

The toolbox can serve as a central hub for various community projects. It will be populated with basic DIY tools appropriate for the community. In addition to the core box, various built augmentations can be built to accompany it or stand on their own.

These augmentations will attract more foot traffic towards the box, therefore having the potential of enticing even more individuals to the Upskill project.

Experimentation with different combinations and components is encouraged, as the learning process will allow more tailor-made experiences for future workshops.





Rendered example of community project built during the workshop

SCOPING THE MARKET

Ideally, the Community Toolbox event should be a follow-up after an on-site workshop event. The on-site event can be a valuable opportunity to learn more about the market and its communities.

Using cultural probes, conducting impromptu interviews or distributing surveys are all excellent in gathering more insights about the community. These interactions will reveal possible leads to explore while seeking for a potential partner community to introduce the box.

Further regional strategic scoping outside of the on-store workshop will also help guide the process. Going beyond the store is in fact crucial because the Community Toolbox has a secondary objective of expanding the customer base by reaching out to a communities and demographic that are not previously regular Lowe's customers, and/or do DIY projects.



COMMUNITY SPACES

Step 1: Grab a sticker

Step 2: Build your dreams

Step 3: Answer a survey

Step 4: Have fun!

A grid with four columns and two rows. The top-left cell contains two small wooden blocks. The top-right cell contains a drawing of a person. The bottom row is mostly empty.

Two wooden blocks	Person drawing		

COMMUNITY SPACES

Step 1: Grab a sticker

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FIRST CONTACT

There are different ways to approach a community or organization. Which strategy is most appropriate depends on the nature of the community.

If it is a neighborhood, unofficial community, or a club, the community leader or elder should be sought out.

If it is a private organization or company, look out for an outreach representative (bigger organization) or leadership (smaller, agile organization).

If the candidate location is part of a public space such as a park or square, Lowe's should reach out to the local government responsible for the area.

Once a conversation with a community begins, certain facts must be established ahead of deployment. Upskill must understand:

- Legal / community restrictions: Are there any local laws or rules that limit the construction and/or utilization and augmentation of the toolbox?
- Is the location generally safe for the box and the participants? Consider weather (heavy rain), activities surrounding the area (major construction works), overall safety, etc.

In return, the Upskill representatives must inform the community members that Lowe's will only be liable regarding the use of the toolbox during the workshop hosted by Lowe's, and that the box will be branded.

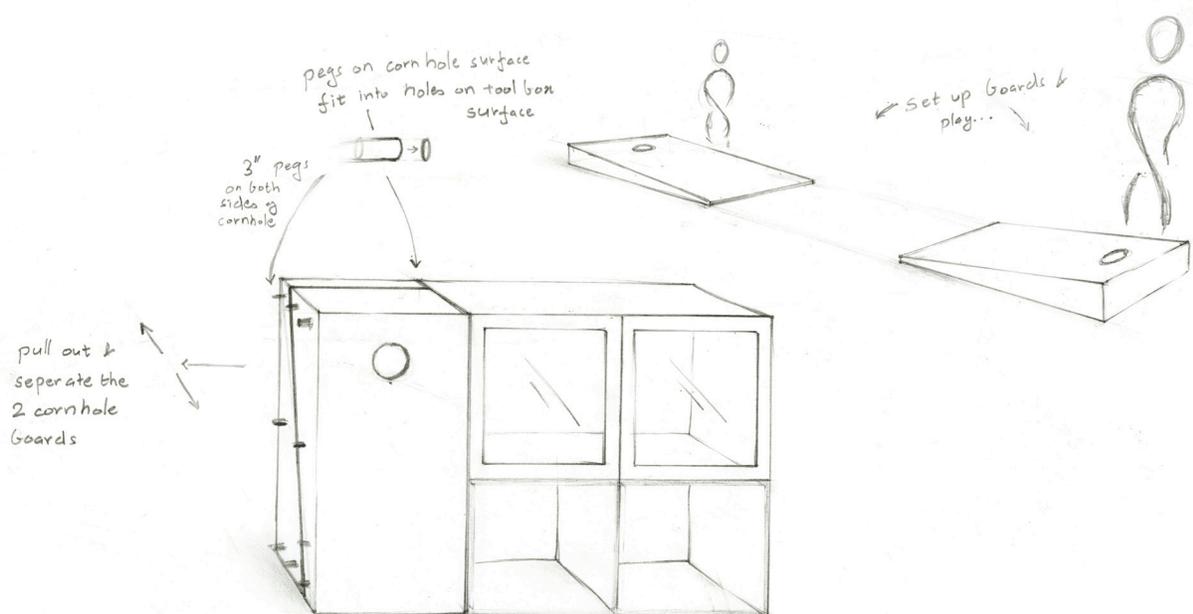
DESIGNING THE BOX

Before preparing for deployment, Upskill representatives should correspond with the community's leadership and members and identify their specific wants, needs, and vision for the tool box, and adjust the box's design, content, and its modular component selections along with the workshop agenda as needed.

Following are some of the many possible adjustments:

- Some community needs may call for changes in the box's dimensions and/or material.
- Some of the more dangerous tools may have to be excluded from the box
- Certain tools or processes may not be an option for certain spatial conditions or community environments. (i.e. noisy power tools may be met with complaint in a neighborhood lot)

Note: Methods of collecting information and insights that guide this process varies based on the community's characteristics and culture. There is a fine balance in maintaining the Lowe's corporate image while respecting the community culture.



THE TOOLBOX LEADER

If the toolbox is placed in an open space, it must be locked. Even when a lock is not warranted, there must be an individual who logs the movement of the tools, and maintains the condition of the tool box. The toolbox leader is also charged with topping off some of the materials that come with the box. This individual may be a member of the community leadership, and/or display enthusiasm and commitment to the mission of Upskill and the Community Toolbox.

When an individual of sufficient enthusiasm and commitment does not emerge, this responsibility should primarily fall to the community leadership.

The program will not advance further if there is no toolbox leader.

RETAIL STAFF PARTICIPATION

The Community Toolbox is a tremendous opportunity for Lowe's retail employees to learn DIY skills that they may not have picked up previously. The learning opportunity may help them engage customer inquiries about materials and tools more directly and confidently, and thus giving more confidence to the customers. This creates a positive feedback of both new customer base and on-ground staff having more knowledge and applied competencies after having learned basic skills together.

Retail staff who do not have experience with projects of this nature should be invited to participate. On the other hand, employees who are experienced, could be invited join the ranks of Upskill staff for the workshop to help host the event.

PREPARATION

Once the details of the box and the workshop are set, the community and Lowe's will agree on a day to host the event. Lowe's will sponsor the materials and tools required to build the toolbox and populate it.

In the meanwhile, Upskill Teachers, Community hero contest winner(s), and other staff should come together to finalize the specific agenda and plans for the different components that may be built, and inform Lowe's of the materials required.

The workshop will ideally start by constructing the community toolbox first, and orienting the participants with the tools in the process. However, if placement of both the toolbox and the accompanying components is not possible, Lowe's may bring tools and materials for a community improvement workshop that does not involve the construction of the community toolbox. In this event, the tools brought for the workshop will return to Lowe's.

If the community event is expected to be large, a van will not be enough to transport all the materials and tools needed in a single trip. A pick up truck will be needed in such instance

PUBLICITY

The event's success relies on healthy number of participants. Appropriate publicity efforts should be made to entice as many willing participants as possible. Local radio and/or television advertisements and regional social media ads are all prolific methods.

The community will also likely have its unique influences and communication channels that can be leveraged to bring community members together. If the community is big enough, this alone may be enough to secure healthy attendance.



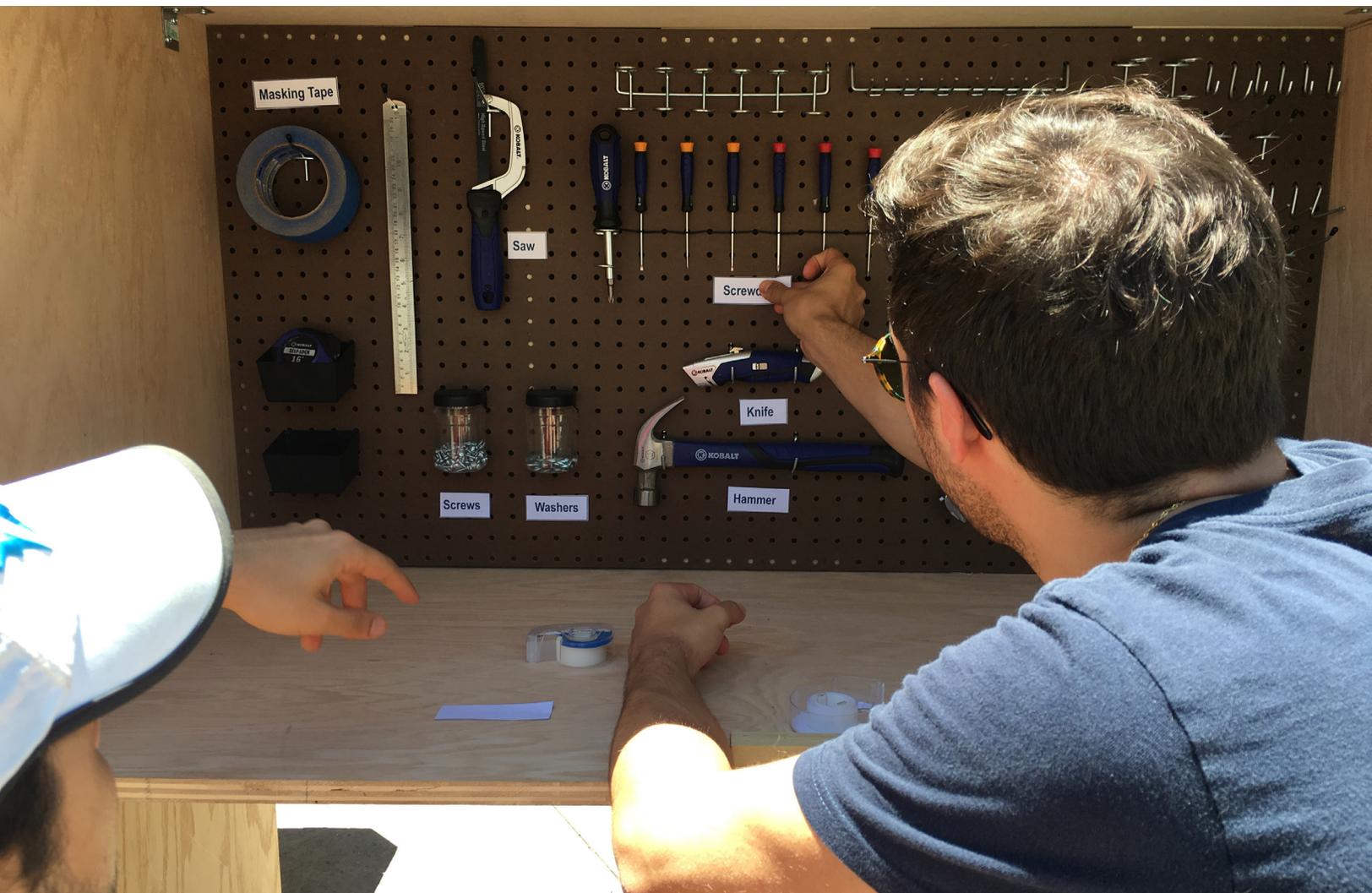
THE WORKSHOP

The community toolbox is all about enabling and empowering individuals and a community. The Upskill hosts will present the tools and materials needed for the workshop, with sample images or a plan for the toolbox along with those of other added components.

The Upskill teachers will focus mostly on teaching tool handling technique for achieving desired results. The teachers will only intervene if the participants are:

- Not able to effectively use the tools
- Are handling tools in dangerous ways
- Do not know what they should do

If any aspect of the build requires use of power tools, Upskill team should be the only ones operating the power tools. Participants should be able to observe and learn in the meanwhile.



LEVERAGING FOR PR

The workshop on its own can be a great PR opportunity. There are several possibilities to promote both Lowe's and Upskill through the workshop:

- Filming mini-documentary depicting the Community Toolbox journey for viral marketing.
- Cross-promotion with "The Weekender". It may even be possible to pilot a collaborative episode.
- Incorporating the Community Toolbox program as part of Lowe's Corporate Social Responsibility project, hosting a workshop event for a community in need, and documenting the process.



THE FOLLOW-UP

Once the build is complete, everyone should come together, reflect on their accomplishments, and think of what the future holds. Upskill representatives should welcome feedback from participants, and debrief with new findings to improve the project for future workshops.

There are several possible directions after the first workshop is complete. The community may cease to interact with Lowe's any further from here on, and use the toolbox as they fit.

On the other hand, some communities may want to continue the relationship, and possibly hold another workshop to expand upon the community space even further. It is up to Upskill and Lowe's to rather honor the request and host a second round of workshops, or leave the community as-is.



CANDIDATE LOCATION

WORK PAGE



Name:

Community type:

Address:

Contact:

Community characteristics:

Other notes:

THE TOOLBOX LEADER

WORK PAGE



Name:

Age:

Gender:

Position:

Address:

Contact:

Other notes:

