

THE CMN ROCK DROP

TOOLKIT

READY TO
DROP SOME
AWARENESS?



PAINT IT. PLACE IT. SHARE IT. MAP IT.

WHAT IS THE THE CMN ROCK DROP?



The CMN Rock Drop is a community awareness project designed to get people curious, learning, and talking about CMN and NCM.

Families paint eye-catching rocks, attach the official CMN Rocks QR code, and place them in permitted locations throughout their communities.

When someone finds a rock, the QR code takes them to nevus.org/aware, where they can learn about CMN and NCM, log their discovery, and see where other CMN Rocks have been found.

OUR
GOAL

50 STATES ONE ROCK AT A TIME

1. PAINT IT



MAKE A ROCK THAT'S READY TO ROCK!

Your rock will be spending time outdoors, so a little prep goes a long way! Follow these steps to create a **colorful**, **weather-ready**, **CMN Rock**.



STEPS:

1. FIND YOUR ROCK



- Find a smooth, solid rock with a relatively smooth surface.
- Make sure your rock is large enough for your design and a QR sticker.
- Clean with soap and water and let dry completely.

2. PAINT IT

- Use an outdoor acrylic paint.
- Use paint pens & permanent markers for fine details.
- Find paintbrushes and get to work! Make sure you leave one side blank to place your QR code.



3. LET IT DRY

Let the paint completely dry before continuing on to the next step!



FINISH IT!



MAKE IT WEATHER-READY!

4. SEAL IT

Protect your masterpiece from the elements!

Once your paint is completely dry, apply a clear sealer labeled for outdoor use.

Choose from:

- Clear acrylic spray sealer
- Outdoor polyurethane
- Outdoor/exterior craft sealer

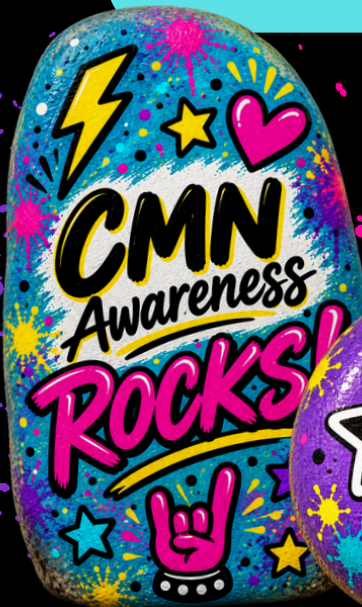
You can choose a matte, satin, or gloss finish depending on the look you want.

Follow the product directions for application, drying time, and ventilation. Allow the sealer to dry completely before moving on to the QR code.

IMPORTANT: Make sure your sealer is intended for outdoor use and is compatible with painted surfaces.

ROCKSTAR TIP

SEVERAL LIGHT COATS ARE BETTER THAN ONE HEAVY COAT. ALWAYS FOLLOW THE DIRECTIONS ON YOUR SPECIFIC SEALER.



ADD THE QR CODE!

Once your rock is completely dry and sealed, it's time to add the official **CMN Rocks QR Code** to the bottom. This code helps share CMN awareness everywhere your rock travels!

OPTION 1:

PRINT ON STICKER PAPER

1. Print the CMN Rocks QR Code sheet on a full-sheet white sticker paper.
2. Cut out each QR code.
3. Peel & stick it firmly to the bottom of your rock.
4. Smooth out any bubbles or wrinkles.
5. Protect the sticker with a piece of clear waterproof adhesive laminate/tape if your sticker paper isn't already waterproof.

OPTION 2:

PRINT ON REGULAR PAPER

1. Print the CMN Rocks QR Code sheet on a full-sheet regular white paper.
2. Cut out each QR code, leaving a small white border.
3. Attach it firmly to the bottom of your rock with a strong waterproof adhesive.
4. Once attached and dry, cover the entire QR code label with clear waterproof adhesive tape or laminate, making sure all edges are sealed.
5. Press firmly around the edges to keep water from getting underneath.

IMPORTANT!

KEEP THE QR CODE CLEAN,
FLAT, AND UNCOVERED.

TEST IS BEFORE YOU
DROP IT!

SCAN THE QR CODE WITH
YOUR PHONE TO MAKE SURE IT
TAKES YOU TO
[NEVUS.ORG/AWARE!](https://nevus.org/aware)



OPTION 3:

SIMPLY PAINT [NEVUS.ORG/AWARE](https://nevus.org/aware) ON THE BOTTOM

**CLICK HERE TO
GET THE QR CODE**

2. PLACE IT

DROP YOUR ROCKS INTO THE WILD.

Attach the official [CMN Rock Drop QR Code Sticker](#) or paint [nevus.org/aware](#) to the bottom of each finished rock. The QR will link directly to:

NEVUS.ORG/AWARE

Then place your rocks in a **permitted** location where someone new can discover them.

IDEAS:

- ★ Organize a rock scatter party and place rocks as a group.
- ★ Spread rocks among several different approved locations.
- ★ Ask permission to have a CMN Rock Drop table or activity at a school, church, business, or community event.
- ★ Encourage participating groups to scatter their finished rocks after a painting event.

ROCK DROP RULES

ONLY PLACE ROCKS IN PERMITTED LOCATIONS.

Always follow local rules, obtain permission when necessary, & do not place rocks where they could damage property, interfere with maintenance, or create a safety hazard.

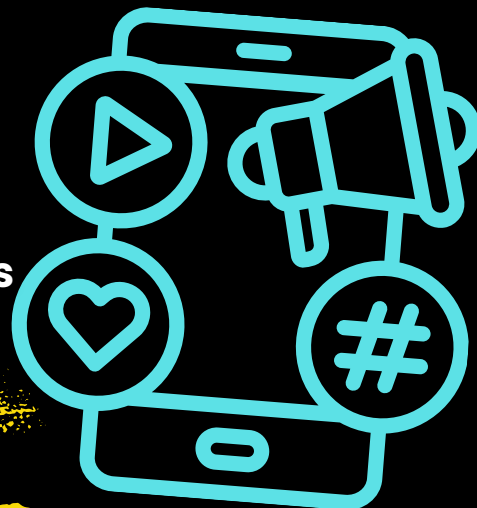


3. SHARE IT

SHOW OFF YOUR ROCK STARS!

Take photos and share your rock adventures!

- ★ Finished rock designs
- ★ Family painting sessions
- ★ Paint Parties
- ★ Rock-placement adventures
- ★ CMN Rocks you discover!



#CMNROCKDROP



4. MAP IT

DROPPED A ROCK? PUT IT ON THE MAP!

When you drop a CMN Rock in a permitted location, visit nevus.org/aware to map where you dropped it and help spread awareness across the country!

IT'S EASY!

**EVERY DROP COUNTS.
TOGETHER, WE CAN PUT
CMN ROCKS IN ALL
50 STATES**

**DROP IT. MAP IT.
KEEP AWARENESS GROWING.**

#CMNROCKDROP



READY TO ROCK?

GRAB A ROCK. GATHER YOUR CREW. LET'S GO!



PAINT IT.



PLACE IT.



SHARE IT.



MAP IT.

THE BEST PART IS YOU DON'T HAVE TO DO IT ALONE!

Grab your family, invite your friends, and get your community involved. Together, we can put CMN awareness on the map — one rock at a time.

TOGETHER, 
WE CAN ROCK
ALL 50 STATES!