



# Urban Sketchers

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## CHAPTER HANDBOOK

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## Table of Contents

<b>Welcome Note.....</b>	<b>4</b>
The Urban Sketchers' Manifesto.....	5
<b>What is an Urban Sketchers Chapter?.....</b>	<b>7</b>
What are the benefits of becoming a recognized Official Chapter (OC)?.....	7
<b>What is an urban sketch?.....</b>	<b>8</b>
<b>Role of an Official Chapter's Admin.....</b>	<b>10</b>
Helpful Tips.....	11
Building and Growing your Membership.....	11
Encourage Participation.....	11
<b>Club Express.....</b>	<b>13</b>
Membership Sign Up Form.....	13
<b>The USk Logo.....</b>	<b>21</b>
Logo Guidelines.....	21
<b>Communications.....</b>	<b>22</b>
Social Media.....	23
Guidelines for Social Media Reposts.....	24
Guidelines for Creating YouTube Videos.....	29
Drawing Attention / USk Website.....	30
How can my Chapter be featured?.....	30
<b>Events.....</b>	<b>32</b>
Local Chapter Events.....	32
FAQs for Local Chapters Events.....	32
Regional Events.....	34
Symposium.....	35
Would you like to host a USk symposium?.....	35
<b>Education.....</b>	<b>36</b>
Hosting a Workshop.....	36
Hosting an Instructor.....	36
<b>Sponsorship.....</b>	<b>38</b>
Sponsorship Coverage.....	38
Restrictions in Looking for a Sponsor.....	38
Sponsorship at the Local Chapter Level.....	38
What to do after Sponsorship is secured and products have been sent?.....	39
<b>Insurance FAQ &amp; Policy Summary for Urban Sketchers Chapter Admins.....</b>	<b>40</b>
Insurance FAQ.....	40
Policy Summaries.....	41
<b>USk - Executive Board.....</b>	<b>42</b>

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<b>Membership Team Committee.....</b>	<b>43</b>
Asia.....	43
Africa / Middle East.....	43
Oceania.....	43
Europe.....	43
Americas.....	43
North America.....	43
Central America.....	43
South America.....	43
<b>The Urban Sketchers' Manifesto (at a glance).....</b>	<b>44</b>

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## Welcome Note

Dear Esteemed Chapter Admin,

First off, thank you so much for taking on the challenge of being part of the Admin Team in your Chapter, and for all that you do in leading your community. Urban Sketchers (USk) as an organization will not be able to have the global reach it has today through communities in local Chapters without your hard work and dedication. So thank you.

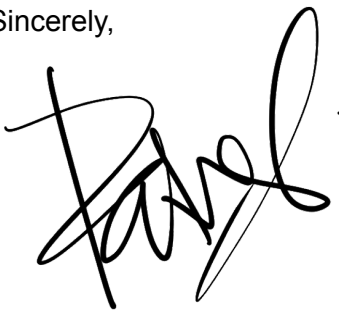
As USk grows and matures, the Executive Board seeks to better plan and lead the organization by improving on current systems and implementing new ones, be it in Communications, Events, Education, Sponsorship, Finance or Membership.

This Chapter handbook is an initiative by the Membership Team to put all policies, guidelines, and best practices into one document, serving as a repository of the 'whats', 'whys' and 'hows' of running a local USk community, to help Chapter Admins like yourself to run and grow your community more effectively. It is lovingly and painstakingly put together for you, by the likes of you. Please do take the time to carefully read through the whole document, to become familiar with it.

Thanks for your kind attention and cooperation. And once again, on behalf of the organization, THANK YOU for all you do in building your local Chapter, and for your part in growing our beautiful global community!

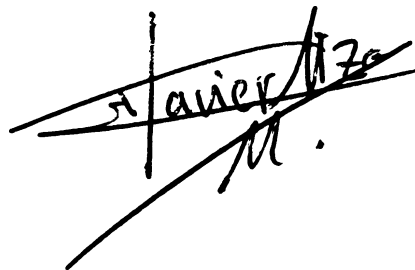
As it is important for the Membership Team to know that every Chapter Admin has read the USk Chapter Handbook, please do take a few minutes to indicate that you have done so by filling out the response form here: >>>>> ["Yes, I have read the USk Chapter Handbook."](#)

Sincerely,



**Patrick Ng**

Vice President (Director of Membership)  
Urban Sketchers Org.



**Javier Mas Pinturas**

Membership Coordinator  
Urban Sketchers Org.

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## The Urban Sketchers' Manifesto

<sup>1</sup>Excerpt from *The Art of Urban Sketching*, book written by Gabriel Campanario

**1. *We draw on location, indoors or outdoors, capturing what we see from direct observation.***

Urban sketching is a raw and pure form of art that requires drawing from life, rather than from photographs or the imagination. In most cases, urban sketching is practiced on the street. Some sketchers lean up against a tree or the corner of a building or sit on a stair or bench. Others bring along a folding stool. In daylight or at night, whether it is hot or cold, in rain or sunshine, urban sketchers draw what they witness.

**2. *Our drawings tell the story of our surroundings, the places we live and where we travel.***

Sketching the urban environment produces more than a hand-drawn representation of a given place. Behind each drawing is a story of what was happening before our eyes: a building being torn down, a business closing its doors, or an encounter with a stranger in the subway. Sketches become first-person accounts of life as it happens.

**3. *Our drawings are a record of a time and place.***

In the same way a diarist dates a journal entry, urban sketchers often date their drawing, sometimes going as far as to write down the exact hour and minute at which they were completed. It's a way to prove that we've "been there, drawn that."

A sketch captures a moment, a unique experience that can't be repeated. And because we took the time to create it, instead of snapping a photo in an instant, the sketch has the power to bring back much sharper memories.

**4. *We are truthful to the scenes we witness.***

Artists who practice urban sketching interpret the reality before them through their own points of view. Being truthful doesn't mean drawing every window in a building or keeping lines straight. Each artist is free to infuse each sketch with his or her personality, while keeping the essence of what he or she sees. Some sketchers like detailed work, spending hours in front of their subjects; others synthesize the essence of a streetscape in a few simple strokes.

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<sup>1</sup> Gabriel Campanario, *The Art of Urban Sketching-Drawing on location around the world*: First Published in 2012 by Quarry Books, an imprint of The Quarto Group.

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**5. *We use any kind of media and cherish our individual styles.***

Pencils, pens, fountain pens, markers, colored pencils, crayons: the media urban sketchers use are endless, as are the possibilities, when you combine them to draw on any kind of paper, whether bound in sketchbooks or in single sheets. But the media doesn't define the art. All that urban sketching requires is making marks on paper to draw what we see.

**6. *We support each other and draw together.***

The internet has helped urban sketchers find each other; as a result, more meet to draw together than ever in the past.

Taking inspiration from pub crawls, in which friends travel from bar to bar, Italian artist Enrico Casarosa started inviting people in San Francisco to meet for a sketchcrawl, a day of communal sketching around the city. World Wide Sketchcrawl days, announced on Casarosa's SketchCrawl website, have been adopted by urban sketchers as drawing holidays. The term is also commonly used to refer to any kind of group sketching outing.

For people too nervous to draw alone or who want to overcome a fear of drawing in public, getting together with like-minded artists provides a supportive network and endless motivation. After a few hours of drawing, passing around the results from the session over a meal or drink is an extra payoff.

**7. *We share our drawings online.***

If not for the Internet, the global urban sketching community would remain a disconnected group of artists. Using blogs and image-sharing sites, like-minded artists are calling attention to the benefits of sketching on location, opening a window onto the world, and motivating each other to draw.

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## **8. *We show the world, one drawing at a time.***

The urban sketcher's quest to draw the world is not limited to city landmarks or historic locations. Any scene, no matter how mundane, is worth drawing. A sketch has the ability to elevate the least picturesque location into something worth looking at and reflecting upon.

## **What is an Urban Sketchers Chapter?**

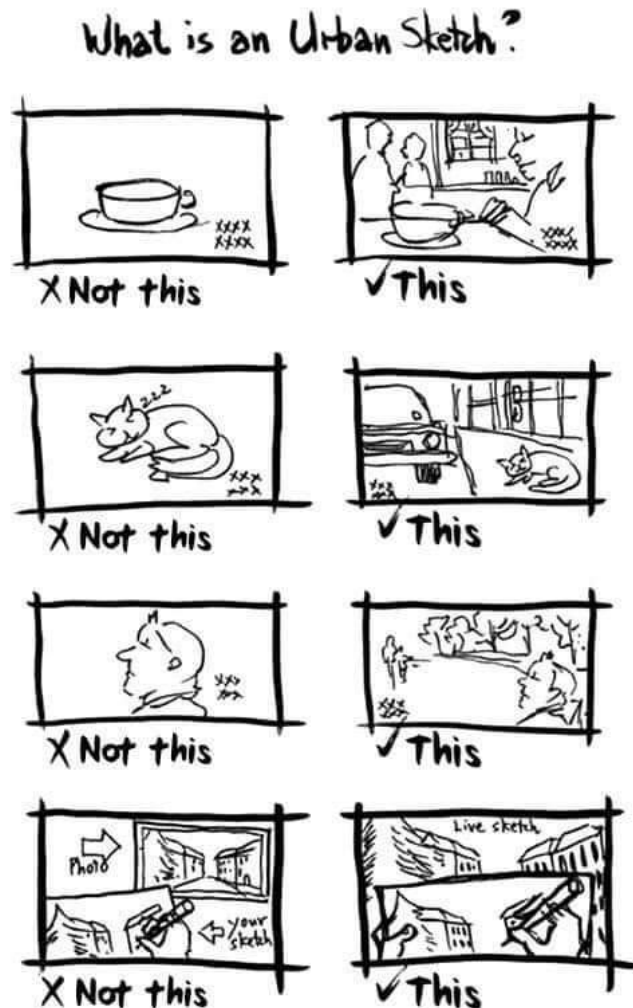
An Urban Sketchers Chapter is a geographically-based community of individuals who practice on-location sketching in the spirit of the Urban Sketchers Manifesto and has been recognized as such by the Urban Sketchers Executive Board.

## **What are the benefits of becoming a recognized Official Chapter (OC)?**

- OCs are covered by USk's international insurance policy (see [USk Insurance FAQs & Policy Summaries](#) for more detail)
- ONLY OCs can brand their activities with an Official Chapter name and logo ([see USk Logo Guidelines](#)).
- OC events are eligible to be promoted on [urbansketchers.org](#) and through USk [Social Media](#)
- OCs are listed on the [Chapters map](#) at [urbansketchers.org](#)
- A network of peers is available for Chapter Administrators via the Regional Admins Google Group
- OCs are given preference for hosting events, e.g., workshops and symposiums (Please see details on the [Events](#) section)
- OCs can be featured on [Drawing Attention](#), the quarterly e-zine by Urban Sketchers

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## What is an urban sketch?



Is a drawing's degree of completion, its sense of being "finished," important in urban sketching?

If you're referring to your sketches looking like completed paintings to be hung up in some gallery, then no. Urban sketching is a record of time and space, an event, something happening at a given moment, somewhere in our world. For some that can be a quick sketch of a scene, with a short caption of what's going on and for others it's a piece that can take a long period of time.

An urban sketch can take as long as it takes. It may be a quick capture of a moment or a completed piece of artwork - but as long as the sketch was created on location to share with the world a moment of time and place, it is an urban sketch.



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**In terms of record purposes, is it absolutely essential to write down the date, location, and other such information on the drawing itself?**

According to the USk manifesto, the only essential condition is that the sketch be done on location from direct observation. One doesn't have to put in all the above details ON THE DRAWING per se, though it will certainly help to give a sense of who, what, when, where, why (context) to the piece of work, which is what urban sketching is about. But those details can also be shared in the post when one shares their works online, not necessarily inside the sketch itself.

**What are the differences between urban sketches and other art forms such as landscapes and watercolor paintings?**

The difference between urban sketches and "landscape painting" or "watercolor painting" is that there is no one technique or one subject of focus.

Urban sketching is the act of recording what one sees from direct observation on location using any medium and style to tell the story of what the person witnessed. Sometimes those are urban spaces, sometimes rural, it can be recording of events that unfold such as protests or recording the story of a community using a technique called reportage. The subject matter and technique of Urban Sketching is open to each person.

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## Role of an Official Chapter's Admin

1. An Official Chapter (OC) must have at least three (3) local Administrators who are not related nor residing in the same house. Administrators plan sketching events, share work online and communicate with USk and other regional Chapters.
2. When any of the three (3) admins steps down, the role must be replaced by another member(s).
3. The Manifesto must be followed by all members. It is important for administrators to frequently remind their membership and to ensure new members understand what it means.
4. The Manifesto and contact email address must also be visible. It is advisable to create a group email address\* in order to avoid using the admins' personal email addresses. You may use the following format: [chaptername].usk@gmail.com
5. The admins must monitor this email address regularly. This includes the direct messages you may receive from your social media accounts.
6. Make a list of tasks, discuss each Admin's strengths and determine who is best for certain tasks and projects. If Volunteers can choose what tasks they want to do this will make for a happier Admin team.
7. Admins are encouraged to ask for help outside of your Admin group, for example, you could have other members help with graphic design, set-up a show, or create videos of meetups. Most Chapters have the required three but others have more. It is easy to burn out so ask for help when needed.
8. The Admins must keep their memberships engaged on their social media platforms by holding regular meetups and other sketching events. You may collaborate with nearby chapters by having a combined meetup. Bigger events can create momentum for your group and bring in new members and also creates a sense of community between Chapters.
9. The USk's Mission is to raise the artistic, storytelling, and educational value of on-location drawing, promoting its practice and connecting people worldwide who draw on location where they live and travel. Admins must find ways to grow their membership (See next section on ways to do this)

**TIP:** Messages on this group email can be forwarded to all admins.

See this link on [how to automatically forward gmail messages to another account](#).

And another guide on [how to forward to multiple accounts](#).

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## Helpful Tips

### Building and Growing your Membership

- Approach local art programs/groups in your community and schools
- Connect with public relations/events department in your city, they may feature or co-host your events
- Collaborate with a popular business for a meetup location. Choose a business with a strong social media presence and have them share your meetup event, this will bring in new people
- Connect with local art stores and together organize a group meetup at their location, possible goody bags and discounts could be arranged
- Put flyers up in public spaces around your city and especially in locations of upcoming events
- Create a QR code to attach to everything like flyers and simple business cards that links to your main social media page or blog. Chapter Business cards are great to have on hand while out sketching
- Create interesting meetups with easy, free parking, access to public transportation, toilets
- Plan more than one event a month if you can manage - try a variety of days and times, weekends/weekdays. Conduct a poll on your facebook page or via email to see what times work for events for the majority of members
- Encourage members to post their own mini-meetups. This is especially helpful if your group area is spread out.

### Encourage Participation

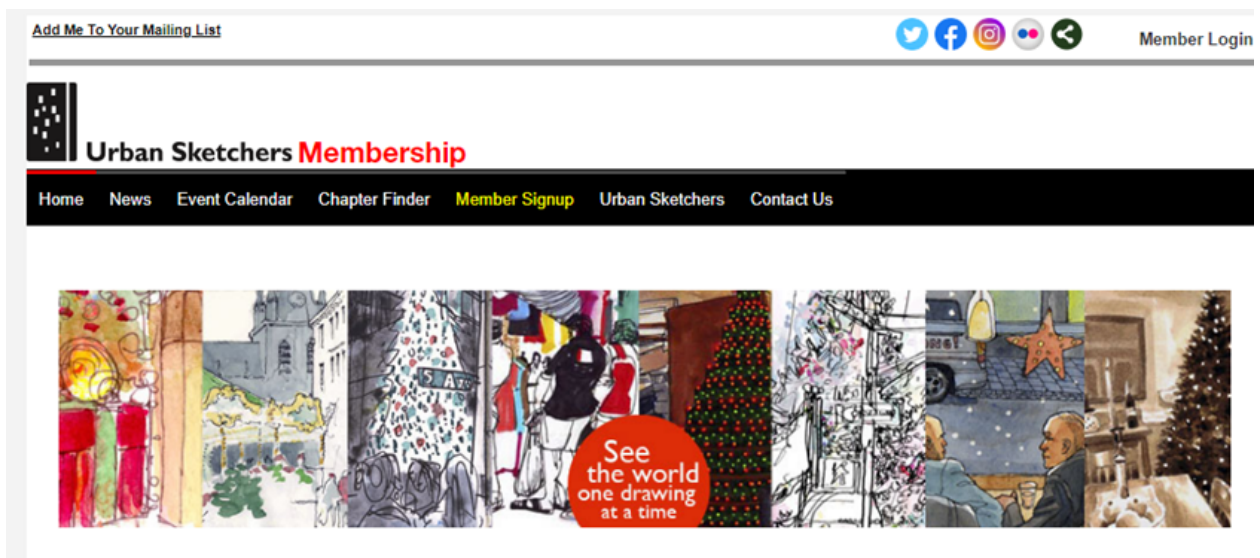
- Participation within a group is probably the biggest challenge of running an Official Chapter. Members must feel supportive, inspired and safe . It is up to the Admins to create a safe space for members
- How to create this space :
  - Clear rules posted for anyone joining the group, positive support only, no bullying or negative comments will be tolerated. Members need to respect each other's personal space
  - Everyone and all skill levels are welcome to encourage inclusion
  - If you want a diverse group of members you need to sketch at diverse locations
  - Many times popular tourist locations are static and do not offer much variety
  - Diversity is strength to a Chapter
  - As an Admin, show all members' work and share on Instagram. Get tips on how to repost here [\(Guidelines for Social Media Reposts\)](#)

- 
- Designate one Admin that is outgoing and friendly to welcome each new member, this can be done in batches once a week. Generally the welcome should include a friendly message, the links to posting guidelines and where to find events on the Chapter page. All Admins should comment on each weekly post to fully welcome new members
  - Every sketch that is posted on your page should receive a comment: a simple “like” is nice but a comment is more supportive and validates the post
  - The word “Welcome” can never be used too many times
  - If your group is doing outreach, for example, having an information demo booth at an event, running a workshop at a school or library - please make sure anyone that volunteers is vetted by the Admins. It is risky to have a member that is not known by the group Admins to volunteer in a capacity that represents your Chapter
  - Always put your best, friendly, respectful face forward

# Club Express

## Membership Sign Up Form

You only need to complete the parts of the form specified in these instructions.



To start, click **Member Signup** tab on black horizontal menu.

Home > New Member Sign Up

## Member Sign Up

Step 1 of 8 ?

Select the type of membership that you are signing up for. Note that some membership types may have eligibility requirements which you must meet in order to sign up using that type. Then click the "Next" button at the bottom of the page to continue to the next step. You can also press the "Back" button to return to a previous step if you need to update information already entered.

**⚠️ Already a member? [Click here](#) to login and renew your membership.**

Membership Type **Member** ▼

This membership type requires approval.

New Expiration Date 3/23/2024

How did you hear about us? **Select** ▼

**Current Total \$ 0.00**

**Cancel** ✕ **Next** ➤

### Step 1 of 8

1. Membership Type : leave as Member
2. Click “Next” button below form.

[Home](#) > [New Member Sign Up](#)

## Member Sign Up

Step 2 of 8

### Terms of Use and Privacy

International privacy regulations require that we obtain your explicit consent for the storage and usage of your personal data as listed below. Please read and respond to each of the statements before proceeding. You will only see this page once. For detailed information, please [click here](#) to see our Privacy Policy.

By clicking 'I Agree' below, you certify that you have read the Privacy Policy and agree to allow your personal information to be stored and processed in the USA by ClubExpress on behalf of Urban Sketchers Membership; to receive transactional messages (such as payment confirmation notices) sent by ClubExpress on behalf of Urban Sketchers Membership; and to share your personal information with third parties to conduct official community business (such as required for credit card processing).

Urban Sketchers Membership may also send general purpose emails related to community participation and business, such as newsletters, event notices, important updates, and other, similar announcements. Click 'I Agree (but do not send general emails)' to maintain your relationship with Urban Sketchers Membership, but prevent these emails from being sent to you.

☐ I Agree  
☐ I Agree (but do not send general emails)  
☐ I Do Not Agree

◀ Back

Cancel ✕

Next ▶

### Step 2 of 8

1. Read terms and select 1 of the 3 options.
2. Click “Next”

# Member Sign Up

Step 3 of 8



The following pages collect the information needed for your membership. Please complete each page as accurately as possible. Required fields are marked with an asterisk. Please note that, in accordance with the Privacy Policy, your email address will not be sold or distributed to anyone. When you have finished with this page, click the "Next" button.

## General Information

Salutation  [Select](#)First Name  \*Middle Initial Last Name  \*Gender ☐ Female ☐ Male \*

## Primary Address

Country  [Show All](#)Address 1  \*Address 2 City  \*State  \*Zip Code  \*Timezone  [Show All](#) \*Latitude Longitude 

For US-based members, leave these fields blank to have the Lat/Long generated automatically. Outside the US, or for members who want to show a different location on the map, enter your Lat/Long to be saved in the database.

### Step 3 of 8

1. Enter your First Name
2. Enter your Last Name
3. Select Gender
4. Select your Country from the drop down menu. Then enter only the address details marked by a red dot. (The format may change depending on your country)
5. Enter only the address details marked by a red dot (you can change this later to just your USk Chapter name to protect your privacy)


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Home Phone

### Other Info

Mobile Phone

Fax

Email Address  

Website

### Work Information

Company

Occupation/Title

Phone

Toll Free Phone

◀ Back

Cancel ✕

Next ▶

**Step 3 of 8 (continued)**

1. Enter your email address
2. Click “Next”

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16



## Member Sign Up

Step 4 of 8



As part of your membership signup, we ask that you provide the following Additional Member Data. This will help us to provide better services to you. Required questions are indicated by an asterisk.

Please check the basic requirements you have completed.

- ☐ Have 3 Administrators
- ☐ Have contacted our Region Administrator
- ☐ Have a public social media platform (Facebook or Blog)
- ☐ Have displayed the USk Manifesto on the group's social media platform
- ☐ Have read and acknowledge the USk Chapter Guidelines

Date group was formed:

Name your Group's City

Name your Group's Country

Name your Group's Region

Provide URL's for your primary platform (FB/Blog)

### Step 4 of 8

1. Read and check all of the basic requirement boxes if you have completed those tasks
2. Click on the calendar icon and select the date your group was formed
3. Enter your Group's City
4. Enter your Group's Country
5. Select your Region from the drop down menu. Regions are Africa, Asia, Europe, Oceania, North America, South America.
6. Enter the URL for your groups primary platform (eg Facebook, Instagram, blog)

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Administrator 1 (Full Name and Email)

Administrator 2 (Full Name and Email)

Administrator 3 (Full Name and Email)

I agree to follow the USk chapter guidelines to practice and promote on-location sketching in my community, organize events that are free and open to local members and the community at large and to be mindful of other USk chapters and the USk global community.

☐ I Agree
☐ I Disagree

◀ Back

Cancel ✕

Next ▶

#### Step 4 of 8 (continued)

1. For Administrator 1 enter your own full name on the first line and then email address on the second line
2. Repeat for your 2 other group Admins.
3. Read the statement regarding following USk Chapter guidelines and respond click agree or disagree
4. Click “Next”

Home > New Member Sign Up

Step 5 of 8
?

Member Sign Up

This page allows you to add secondary & tertiary members (if enabled) to your account, and/or to add groups (if enabled).

chantal t account (Primary Member)	0.00	Add Group
<b>Total</b>	<b>0.00</b>	

Help

This page allows you to join one or more groups. The features on this page may vary based on your membership type and previous selections. Links may appear or disappear depending on the number of selections allowed or required. For additional information, move your mouse over the different items on this page.

◀ Back

Cancel ✕

Next ▶

Current Total \$ 0.00

#### Step 5 of 8

1. Click “Next”

## Member Sign Up

Step 6 of 8



Some areas of our web site are only available to members. Your username and password are used to log into the site so that you can access these features. The name you choose must be unique within the community.

When you have finished with this screen, click the "Next" button at the bottom of the page. You can also click the "Back" button to return to a previous step if you need to update information already entered.

User Name 

4 of 50 characters used

Password 

11 of 50 characters used

Fair

Confirm Password 

### Password Hints

A password strength indicator will give you a score on your selected password as you type. Note that this is for your information only - this web site does not enforce specific password rules.

Some tips for a strong password:

- Do not use common, obvious passwords like 'password' or '123'
- Do not use easily guessed passwords like your first name or your birthday
- Include a mix of upper- and lower-case letters and numbers
- Add punctuation and other special characters
- Longer is better
- A 'passphrase' is often better than a complex password. For example, 'My favorite color is ecru' is a very strong password; it is easy to remember and hard to guess

[< Back](#)[Cancel X](#)[Next >](#)

### Step 6 of 8

1. The site may suggest a User Name. You can delete the suggestion and enter your own if you wish
2. Create a password
3. Confirm your password
4. Click "Next"

## Member Sign Up

Step 7 of 8



Click the "I Agree" check box at the bottom of this page to indicate that you agree to the following terms of membership. Then click the "Next" button at the bottom of the page. You can also click the "Back" button to return to a previous step if you need to update information already entered.

I agree to follow the USk chapter guidelines to practice and promote on-location sketching in my community, organize events that are free and open to local members and the community at large and to be mindful of other USk chapters and the USk global community.

☐ I Agree[< Back](#)[Cancel X](#)[Next >](#)

### Step 7 of 8

1. Read the statement and check "I Agree" if you do
2. Click "Next"

Home > New Member Sign Up

## Member Sign Up

Step 8 of 8

Thank you for your interest in Urban Sketchers Membership. Please review the information below, and then click the "Submit Application" button to submit your membership application. You will either be contacted by a membership coordinator to review your application, or you will be notified whether it has been accepted or declined. You can also click "Back" to modify information previously entered, or "Cancel" to cancel your membership application.

### Personal Information

Member Name  
Address  
Telephone  
Email Address

### Membership Summary

Membership Type  
Membership Fee 0.00  
Expiration Date  
Group

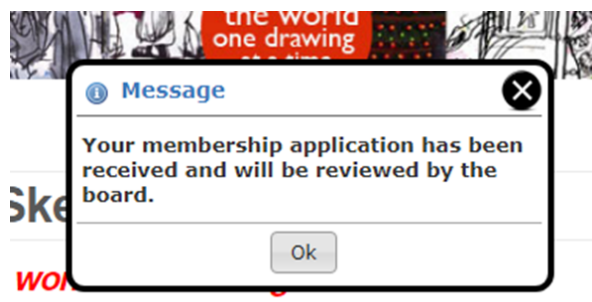
Total Charge \$ 0.00

[Back](#) [Cancel](#) [Submit Application](#)

### Step 8 of 8

1. Check your personal information is correct.
2. Click "Submit Application"

You should then get the following message on your screen



You should also receive a confirmation email that your application has been received.

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# The USk Logo

## Logo Guidelines

The USk Logo is a copyrighted design and can be used by official USk Chapters **only as a part** of their Chapter logo. The USk Logo must not be used on its own for any purposes other than by the organization and events that are in direct collaboration with the organization. For example: Symposiums or Grants.

IMPORTANT: The logo must NOT be altered in any way although it may be customized to each Chapter.

Please refer to the [USk Logo Identity Guide.pdf](#)

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## Communications

Let's keep our common values in mind in our communication. It will guide how to build relationships in our growing, diverse Urban Sketchers organization.

Urban Sketchers values sharing, discovery, connection, and education.

Here's a link to [USk's Vision and Values](#) also known as [The USk Manifesto](#).

Through sketches our community finds a space for expression and telling stories. Encourage storytelling when sharing sketches. This invites the viewer in and gives a deeper experience of the place and time the sketches were drawn.

It's a community for discovering people, information, tools, skills, and experiences. Inform members regularly about what's going on in the local, regional and international USk scene. Offer inspiration on old and new techniques, tips, sketching locations and USk events.

It gives opportunities to learn and help others get better. Share learning from regular practice, events, and members who have teaching experience. Have something relevant that others may find helpful or could grow from.

USk Chapters all over the world help connect sketchers with each other in their locales, in their region and to the global community. By being part of a bigger whole, Chapters have an opportunity to support and get supported.

Stay informed, inspired, and be a part of the different USk communication platforms: [Urbansketchers.org](#), [Drawing Attention](#), [YouTube](#), [Facebook](#), [Instagram](#) and [Twitter](#).

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## Social Media

Create a friendly atmosphere that encourages everyone - members old and new - to share sketches by inviting the community to participate, engage content, and interact with shared posts.

Encourage storytelling of the time and place where the sketches were made. This is how we “show the world one drawing at a time.”

Post a variety of subject matters and feature all members. It encourages participation and promotes diversity in the community.

Hashtags make posts and pages visible and easy to find. Use global hashtags, official group hashtags, regional location tags, sponsors/products tags.

Example of Global Hashtags:

#usk

#urbansketchers

#usk10x10

#uskauckland2023

Example of Local Hashtags:

#usktoronto

#usksaopaulo

#uskmadrid

Use a Repost App to speed up and streamline the Instagram page management. It only takes a minute to use an App and share a post.

Follow other USk Chapters and individual urban sketchers. This builds community and fosters interaction.

Post upcoming events to keep your group members and the public informed.

Promote future meetups to encourage new people to join and share photos from your events.



## Guidelines for Social Media Reposts

**QUALITY OF LIGHT** - A snapshot of a sketch taken in the shade reduces the image quality. Choose not only good sketches but **well-photographed sketches**. Avoid backlit shadowy pics.



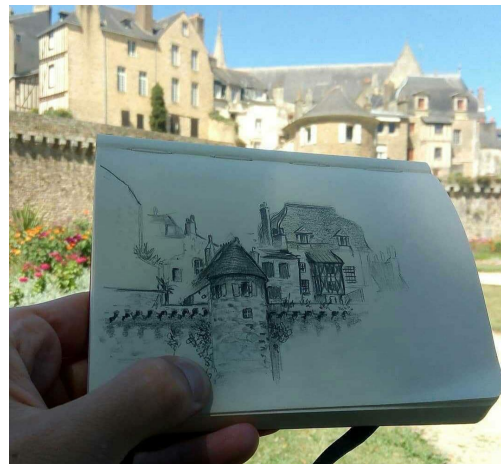
✓ Well lit



✗ Insufficient light



✓ Well lit



✗ Insufficient light



✓ Well lit



✗ Insufficient light

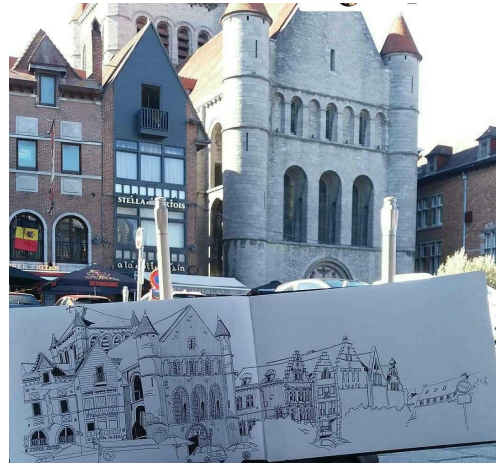


## IMAGE'S FOCAL POINT - What is the eye seeing first?

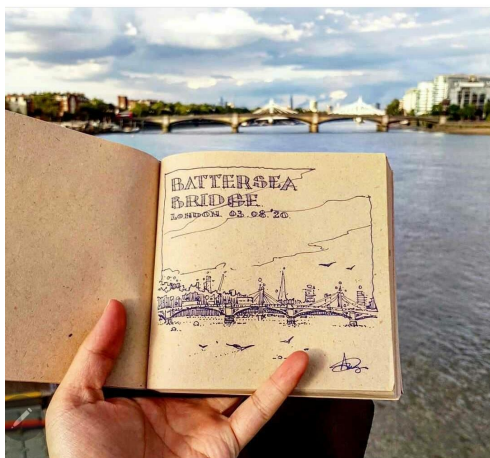
A snapshot of a sketch in its environment should position the **DRAWING** as the main Focal point, and where the subject matter image doesn't take the focus away from the sketch.



✓ Drawing is the Focal point ⅔



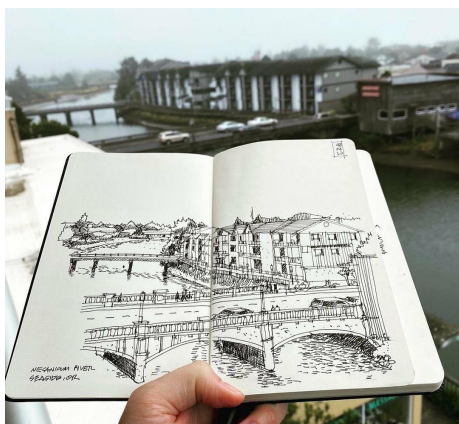
✗ Building's background is the focal point



✓ Drawing is the Focal Point ⅔



✗ Building's background is the focal point



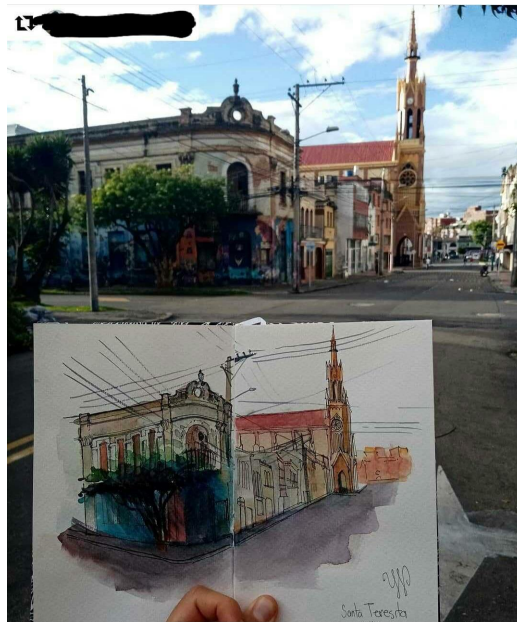
✓ Drawing is the focal point ⅔



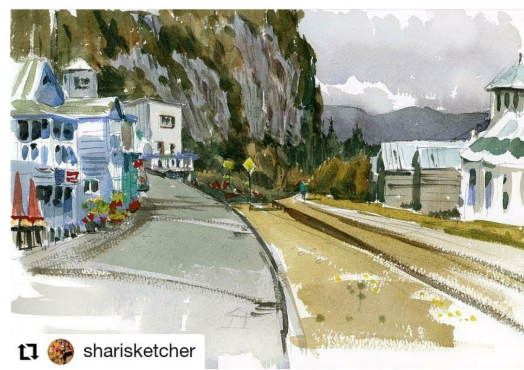
✗ Steering wheel is the focal point



**QUALITY OF SKETCHES** - Reposts from sketchers of all abilities and styles, where a sketch quality is of inspiration to the viewer.



**REPOSTS FOR INSPIRATION** - Upgrade USk reposts presentation by occasionally sharing inspiring USk Instructors' drawings

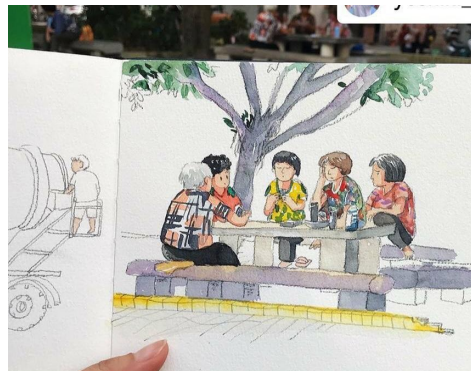


**COMMUNITY SHARES** - Highlight Chapters sketches and activities





**WHERE IS THE LOCATION OF THE STORY?** The urban sketchers' mission is to raise the artistic storytelling value of on-location drawing. Repost storytelling sketches from individuals and community life:



[View Insights](#)

[Promote](#)



Liked by [linhares.mr](#) and others  
[urbansketchers](#) #Repost [@atary81](#)  
.....

Today, our country witnessed one more catastrophe,  
one of the most terrible ones (yes... we've been  
collecting them this year!)  
I don't like to post negative content but this marked our  
contemporary human History. I did this sketch in 5

✓ Storytelling should also be evident in the sketcher's feed text.

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**FULL SKETCH VISUAL** as a main feed cover tile should have a priority over a hand holding a sketch when Reposts of sketches are decided.

**CREDIT BANNER ON REPOSTS** - Optimally, the artist name-credit banner's location in reposts should be chosen to smoothly align with the sketch composition, and to avoid distracting the sketch details. There are four corner options. Choose the one less interfering with the sketch.



Would better fit at bottom-left



would better fit at top-left

Check out the Regram app for multiple image reposts, short video reposts, credit banner color options, and transparency.



REGRAM

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## Guidelines for Creating YouTube Videos

### MAKE A USK CHAPTER VIDEO FOR YOUTUBE

#### SPECS

1. Shoot 4-5 minutes total of footage
2. All footage must be shot **horizontally!**  
1920X1080 is best.



3. You can have multiple clips
4. We will edit it together

#### WHAT TO FILM

1. Sketchers sketching
2. The location
3. Interviews
  - Start with name and how long they have been sketching with the chapter
  - About the city
  - About the chapter
4. The throwdown

#### DON'T FORGET

1. Name of each person being interviewed so we can add
2. Get permission from people filmed to show the video on YouTube

EMAIL FOOTAGE TO  
video@urbansketchers.org

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## Drawing Attention / USk Website

[Urbansketchers.org](http://Urbansketchers.org) is the best location to find all the USk Chapters in the world and get in-depth information about who we are as an international community, providing sketchers across the globe with opportunities for arts education collaboration, and inspiration. Learn about our events, grants, and volunteer opportunities.

On our website, we have a [Global Sketchbook](#). It is a space to learn, tell stories, and bring sketchers together. Urban sketching knows no limits. [Your city](#), your style, your level of experience—whatever makes your urban sketches unique, it's welcome in our global sketchbook. We are inviting you to contribute to a collaborative sketchbook of locations across the world with your art submissions.

Here are the guidelines for submissions:

All submissions must follow our [Vision & Values](#) (Manifesto).

Even if English is not your first language, we will work with you to edit text for clarity if needed. You may also submit posts in other languages, and we will try to find volunteer translators to work with you.

For best reproduction of sketches, we recommend using a scanner for art submissions. If a scanner is not available, photograph the sketch and use photo-editing software, as needed to make the image as sharp and bright as possible.

Limit photos of sketchers sketching.

Show us through drawings rather than photos of the places.

All accepted guest post submissions go through a collaborative editorial process.

We reserve the right not to include all the images originally submitted.

All submitted text may be edited for accuracy, grammar, and clarity.

## How can my Chapter be featured?

We welcome news and stories from our USk Chapters. You might have an upcoming event that fits into the Drawing Attention (DA) schedule that would be suitable for our USk News & Events page or perhaps you would like to share a story and images of your event after it has happened. We are interested in both, provided there is a timeliness to the event. For example, we do not generally feature news or events that will or have happened more than three months out / ago. DA is currently published quarterly.

We also accept feature stories from new and established Chapters.

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As with news and events, please email us at [drawingattention@urbansketchers.org](mailto:drawingattention@urbansketchers.org) with what you have in mind.

We prioritize Chapters that have not been featured before in DA. If your Chapter is suitable, we will get back to you with a list of prompts to help us write the story.

We will want to know, for example, some basic facts and figures about your Chapter, what is unique about your city or region, and what are some favorite sketching spots.

You will need to supply at least 5-6 sketches by different people in your Chapter, an interesting group photo, and a headshot of the interviewee. The images should be sharp and clear, and images of sketchers need to be saved with the artist's name and, if possible, the location that's been sketched.

**Can I be a part of the sketcher spotlight? I have an idea for an article. Who do I contact?**

Again, please send a brief outline of your story idea and, ideally, a few accompanying images or links, to [drawingattention@urbansketchers.org](mailto:drawingattention@urbansketchers.org) and one of the content team will get back to you.

We are interested in all aspects of sketching on location. We aim to keep DA fresh and lively so we may not be able to feature your story if it is too similar to something we have featured before. We reserve the right to decline stories.



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# Events

## Local Chapter Events

When planning Urban Sketchers events, Chapter leaders agree to the following:

- Follow the Urban Sketchers [Vision & Values](#) (Manifesto)
- Follow the USk [Logo Guidelines](#)
- Offer sketch walks to participants free of charge
- Offer educational events such as workshops to participants free of charge
  - Should you decide to charge a fee for educational events; examples include fee-based classes, workshops with registration, etc.
    - Seek to cover your expenses
    - Any profits made should be used to fund future events
    - The USk organization welcomes the donation of at least 10% of net income to help fund global USk initiatives (this can be done through PayPal)
- Acknowledge sponsors, donors, volunteers, and any associated Chapters in announcements at the events, printed materials, social media platforms and websites
- Consider using a term other than “SketchCrawl,” which is trademarked by the organizer of the World Wide SketchCrawl event. For example Sketch Walk / Sketch Meet, etc.
- USk Organization reserves the term Symposium for use at its annual international event. To avoid confusion, other events organized by the Chapter(s), whether local or regional, may use terms like seminar, meeting, forum, workshop, or its equivalent in the chapter's language. Chapter organizers must ensure that their events do not overlap with the USk Symposium.

## FAQs for Local Chapters Events

### **Do we need to notify the board if we have a local exhibit of our on-location sketches?**

- Local events typically do not need approval. However, if you would like to use the Official USk Organizations in addition to your Chapter Logo to promote the event, please make sure you follow the [Logo Identity Guide](#) and contact the Events Director for guidance.
- If you would like your local or regional events to have the support and promotion from the Urban Sketchers community, please get in touch with the Events Director to discuss further.

### **Can you help us announce the event?**

- If you are an official USk Chapter, you may list your event on the Events Calendar through your user account on the [USk Membership Events platform](#)



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**When do you have to ask to use the USk Org's logo?**

- The USk Org's logo can not be used on its own if the chapter is not working with the Org. But the logo can be used as a part of the Chapter Logo.
- For including the USk Org's logo on merchandise, whether selling it or giving it away, you have to get approval. The USk logo is an important asset, and must be presented in the spirit of the mission and manifesto. Contact the [Events Director](#) for USk Org's logo usage in a Chapter event.

**Can we sell merchandise with the USk Chapter's name and logo?**

- You are free to sell merchandise with your own chapter's logo. Items sold with your Chapter's logo generate funds for your events.
- For merchandise using the USk organizational logo, permission must first be sought from the USk Executive Board. The USk Board requests that you set aside 10% of merchandise sales to go to the Urban Sketchers non-profit.

**Can we raise funds?**

- Raising funds for an event should only be intended to cover expenses. USk is a non-profit organization and no member should benefit from events or exhibitions. USk strives to keep these events as inclusive as possible for sketchers of all skill levels, and would like to encourage everyone to attend.
- When you work with sponsors, we request that you first contact the [Sponsorship Director](#), to ensure that there is no conflict with established partnerships when contacting potential sponsors. Please feel free to contact the Events Director to discuss further, if unsure.

**Can our group organize workshops?**

- Chapters are also welcome to host a workshop, or an educational event that includes more than one workshop or demonstration. Use this link for more details on how to teach in an urban sketching workshop or join a workshop [USk Teaching and Learning](#)
- When organizing this type of event you should charge a fee to cover your costs, but also to ensure that attendees are serious about their participation.

Please write to [events@urbansketchers.org](mailto:events@urbansketchers.org) for more information.

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## Regional Events

Regional events are created and independently coordinated by respective USk Chapters. These types of events usually have a multi day program and/or can be delivered to have a particular focus. Example ideas: [Regional Events Grant Programme 2022](#)

The USk **Regional Events Grants program** is open to Official USk Chapters that wish to apply for funding. A grant of up to \$2,000 USD can be provided to help you create and/or enhance your event so that it becomes a Regional event. There is a dedicated 'Open Call' for applications. Check the website for more information: [USk Regional Event Grants](#)

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## Symposium

The USk Symposium is the pre-eminent event on the USk calendar. This event brings together all of the worldwide Chapters in one place to host workshops, demos, sketch walks and other community building activities - it is the heart of Urban Sketchers . These cities were host to previous USk Symposiums:

Year	City	Country
2010	Portland, Oregon	USA
2011	Lisbon	Portugal
2012	Santo Domingo	Dominican Republic
2013	Barcelona	Spain
2014	Paraty	Brazil
2015	Singapore	Singapore
2016	Manchester	United Kingdom
2017	Chicago	USA
2018	Porto	Portugal
2019	Amsterdam	The Netherlands
2020	Canceled	
2021	No events due to Covid	
2022	No events due to Covid	
2023	Auckland	New Zealand

### Would you like to host a USk symposium?

USk Chapters can register their interest to be a Symposium Host City at any time. Fill in this form [Registration of interest - USk Symposium Host City](#)

Approval to submit an official Proposal will be provided, after initial interviews are completed.

To assist you in understanding Host responsibilities and the Symposium needs, as a potential Host, please carefully study this [Symposium Host selection hand book](#)

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## Education

The purpose of USk Education is to provide learning and skill building opportunities for practicing and aspiring urban sketchers around the world. We strive to offer inspirational and educational content and connect sketchers and Chapters with the official USk instructors.

USk Education programs offer lectures, demos and workshops related to drawing on location, and facilitates knowledge sharing with educators, authors, and artists. USk Education fosters opportunities for sketching enthusiasts and supports instructors interested in teaching Urban Sketching under the USk umbrella.

The annual USk Symposium is our biggest, most visible event – a three day meet-up that fosters on-location drawing. Symposiums are organized by volunteers, and workshops are led by a team of local and international instructors.

### Hosting a Workshop

Any Chapter is invited to host a USk workshop. We welcome any local instructor to hold a workshop under the banner of Urban Sketchers as long as they adhere to our manifesto of drawing on location, from direct observation. If you are interested in having our Education committee review your workshop content please get in touch with the workshop coordinator [coordinator@urbansketchers.org](mailto:coordinator@urbansketchers.org) for more information.

In order for us to continue to function and thrive as an organization we welcome a small donation (10% of the workshop income)

### Hosting an Instructor

If you are interested in getting connected with a USk instructor to come to your city or town to host a USk workshop please contact [coordinator@urbansketchers.org](mailto:coordinator@urbansketchers.org) We will help you get in touch, figure out the logistics and create a successful educational event.

### Who are the USk Instructors?

More than 100 instructors from every continent have taught Urban Sketchers Workshops to date. One path to becoming a USk instructor is to have a workshop proposal selected for the purposes of USk symposium. Artists and educators have had their proposals selected through the rigorous process of the symposium workshop proposal review conducted by the USk Education Committee.

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Being selected as a symposium instructor is a huge honor but it is not the only path to becoming a USk instructor. Every year the Education committee reviews and approves proposals from instructors all over the world to teach workshops either locally or internationally through our [Workshop Program](#). If you have an idea for a workshop please familiarize yourself with the [process](#) of getting it reviewed and approved by the USk Education committee.

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## Sponsorship

The Sponsorship Team establishes a mutually beneficial, collaborative relationship with USk's external partners.

### Sponsorship Coverage

Sponsorship can come in various forms. At its simplest, it is support provided by our partners to help promote the USk vision. Partners can include art supply manufacturers, retailers, distributors, publishers, media, museums, galleries, educational institutions, etc. Support can be in the form of funds, products, samples, advertising, and collaboration (space for exhibitions, workshops, etc).

The USk Sponsorship team is responsible for dealing with sponsors for USk led urban sketching events (example: Symposiums, Regional Grant participants, Community Grant participants, etc).

### Restrictions in Looking for a Sponsor

- Is their vision and value aligned with ours?
- Do they follow legal and ethical business practices?
- Do you think they will demand more recognition and exposure than you are willing to provide?
- Do they intend to adhere to the USk Logo design as per our guidelines?

### Sponsorship at the Local Chapter Level

It's amazing to see the number of USk Chapters increasing each year, right around the world. It is understandable that everyone would like to see sponsors support them. However, with the sheer number of events occurring each year, we need to be careful that we do not overburden our sponsors with constant requests for products, samples, etc. Therefore it is best that Chapter Admins reach out to, and work with, local sponsors instead of global sponsors for local events.

This will also help overcome problems that global sponsors have when asked to support local events - problems associated with shipping products and samples internationally due to logistical issues, duties, taxes, import restrictions, and other factors. We can be more successful with our requests by appealing to the local distributor or retailer of global brands.

For brands you want to be part of your event, contact the brand's customer representative in your area. It is primarily they who handle sponsorship, not the brand's headquarters.

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As a Chapter Admin, you can reach out to sponsors within your city or town. It could be a local art store, a brand retailer, a distributor, or a manufacturer. Start by meeting them to establish a professional relationship. Invite them to your Chapter's event or provide links to your meetups so they can see what activities you are doing and find potential exposure for their brands. It's also a good idea to attend their events to learn about their products' messages.

Make sure you communicate with the reps regularly. Most importantly, you have to treat your Sponsors as Partners.

## **What to do after Sponsorship is secured and products have been sent?**

**Chapters can promote the Sponsors through the following:**

1. Create videos and photos showing the sketchers using the products - these can be posted on group social media sites
2. Provide official sponsor company hashtags and social media sites to be used to encourage members to share on their social media pages. The group should also promote the companies on their group pages.
3. Doing a Sponsor Spotlight that gives the background info on the company along with photos of the donated supplies - this can be posted on Facebook and copy/ pasted to Instagram
4. Send a post-event email to the Sponsors with photos and videos attached so they can get a view of the event plus a final Thank You.

## **Relationships with Sponsors do not end after the event, what are the next steps?**

Keep in touch with the Sponsors during the year, outside of special events. Once or twice a year, a seasonal greeting in the form of a graphic, with a positive message, emailed to the company rep is a great way to keep your Chapter's relationship growing and continuing into the future .

## **Do you have any other questions?**

The USk Sponsorship team is available to help. Email [sponsorship@urbansketchers.org](mailto:sponsorship@urbansketchers.org)

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# Insurance FAQ & Policy Summary for Urban Sketchers

## Chapter Admins

### Insurance FAQ

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#### **I'm a USk Chapter admin. What am I covered for?**

Provided you are on the current list of USk Chapter admins, the USk insurance policies covers you against the cost of:

- Being sued or claimed against for any of the following, if they result from a USk activity you were responsible for
  - injury, sickness, disease or death
  - property damage (third party property, or property rented by you for 7 or fewer days)
  - "personal and advertising injury", which amongst many things includes unintentional copyright infringement or use of another's advertising idea in USk activity in advertisements
- Medical payments for injuries incurred as a result of USk activities you were responsible for

#### **What else is covered?**

- USk is covered for bodily injuries suffered by you in the course of your duties for USk, or in the course of overseas travel on behalf of USk.
- Any vendors USk has a written contract with are covered by the same liability insurance that you have

#### **What if I'm not on the chapter admin list?**

Only named volunteers (e.g. listed chapter admins, board members, "Drawing Attention" volunteers) are covered.

#### **What regions are covered by this policy?**

USk has two general liability insurance policies – one for the United States (including its territories and possessions), Puerto Rico, and Canada, the other for the rest of the world. Most regions of the world are covered, but there are a few exclusions due to events like wars, or for legal reasons like international sanctions. If you want to make sure that your region is covered, please contact the USk Treasurer at [treasurer@urbansketchers.org](mailto:treasurer@urbansketchers.org).

#### **How much coverage does the insurance provide?**

See the Policy Summaries below for information about coverage limits.



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**Am I covered if my USk chapter has incorporated or formed an association?**

No. If your chapter has incorporated or formed a legal association you are not covered by this policy. Your association must have its own insurance.

**What do I do if I need to provide proof of insurance, or obtain a certificate of insurance for my Chapter's activities?**

If your Chapter requires proof of insurance for any planned activities, or if a vendor asks you for a certificate of insurance, please contact the Treasurer at [treasurer@urbansketchers.org](mailto:treasurer@urbansketchers.org) at least two weeks prior to the date that your proof of insurance documents are needed to ensure sufficient time to process your documents.

**What do I do if I need to make an insurance claim?**

If you need to make a claim, contact the Treasurer at [treasurer@urbansketchers.org](mailto:treasurer@urbansketchers.org).

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**Policy Summaries****General Liability Policy**

*This policy applies to USk Chapters and activities in the United States and Canada.*

**Coverage Limits:**

- \$1,000,000 per incident (bodily injury or property damage)
- \$2,000,000 general aggregate coverage
- \$1,000,000 personal injury
- \$100,000 damage to rental property
- Automobile liability is *not* covered.

**Foreign Liability Policy**

*This policy applies to USk Chapters and activities outside of the United States and Canada, unless they take place in a nation or jurisdiction excluded by the policy.*

**Coverage Limits:**

- \$1,000,000 per incident (bodily injury or property damage)
- \$2,000,000 general aggregate coverage
- \$1,000,000 personal injury
- \$1,000,000 damage to rental property
- Automobile liability is *not* covered.

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## USk - Executive Board

The Executive Board (**EB**) is composed of Officers (President, Vice President, Secretary and Treasurer) and Directors of committees, each of whom is charged with the specific duties of their office, management of their committee, and/or specific project or projects chosen in support of our long term mission. Every member of the EB is a volunteer.

The current EB is composed of a President, Vice President, Secretary and Treasurer, Sponsorship Director, Education Director, Events Director, & Communications Director.

From time to time the Board may decide to name new or discontinue a directorship or committee based on the strategic needs of the organization.

The Executive Board meets online monthly and once or twice a year in person where they vote on policies and procedures, draft action plans, create programs and approve the organization's expenditures.

- Officers serve a 1 year term. Directors serve a 2 year term.
- The officer and director commitments may be renewed but limited to four consecutive years of service by one person in the same role.
- Maximum tenure on EB is capped at 5 years.
- Former officers and directors may be considered for roles on the board after a 1 year absence from executive board service.

Officer and Director vacancies shall be filled by an open call, evaluation and interview process. Postings are announced on the USk website and social media channels approximately 6 months prior to the end of each position's term.

For information on open positions visit <https://urbansketchers.org/volunteer/>

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## Membership Team Committee

### Asia

- Patrick Ng, *Membership Director* (Singapore)
- Alvin Wong (Hong Kong)
- Flora Wang (Beijing, China)
- Farah Irani (Pune, India)
- Song Keesung (Suwon, Korea)
- Donald Saluling (Jakarta, Indonesia)

### Africa / Middle East

- Vacant

### Oceania

- Leoni Andrews (Canberra, Australia)

### Europe

- Javier Mas Pinturas, *Membership Coordinator* (Seville, Spain)
- Inma Lazo (Seville, Spain)
- Lolo Wagner (Strasbourg, France)

### Americas

#### North America

- Isabel Santos (Toronto, Canada)
- Mary Jo Ernst (West Michigan, USA)

#### Central America

- Marcela Vargas (San Jose, Costa Rica)
- Janelle Subauste (Panama City, Panama)

#### South America

- Ronaldo Kuritas (São Paulo, Brazil)
- Ivan Jerônimo (Florianopolis, Brazil)

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## **The Urban Sketchers' Manifesto (at a glance)**

1. We draw on location, indoors or out, capturing what we see from direct observation.
2. Our drawings tell the story of our surroundings, the places we live and where we travel.
3. Our drawings are a record of a time and place.
4. We are truthful to the scenes we witness.
5. We use any kind of media and cherish our individual styles.
6. We support each other and draw together.
7. We share our drawings online.
8. We show the world, one drawing at a time.