



The HOORAY Starter Guide

Notice. Thank. Repeat.

Everything you need to give your first Hooray is on the next four pages. The rest you can read after.



Notice. Thank. Repeat.

START HERE

The Thirty-Second Hooray

This is the whole thing. One person, four moves, under a minute. You can give your first one before you finish this booklet — that's the idea.

1

**Notice**

Name the specific thing you saw. Not "you're great" — what you actually watched happen.

2

**Thank**

Say it out loud, by name. Add what it made possible.

3

**Celebrate**

Mark the moment — a card, a sticker, a "Hooray for you." Then log it at HooraySquad.com.

4

**Repeat**

Tell one other person what you saw. Then do it again tomorrow.

The shape of every Hooray: _____

"I saw you _____. Because you did that, _____. Hooray for you."

STEP ONE, FIRST

Notice before you thank.

You can't thank what you didn't see. Before the words, there's a skill underneath —catching the good that's already happening. Most of us walk right past it. This is how you stop.

Look for the quiet work

The stuff nobody claps for: the swept floor, the held door, the person who stayed late so you didn't have to. If it only gets noticed when it stops, it's exactly what to notice now.

Slow down at the handoffs

The register, the drop-off, the curb, the doorway. The small daily exchanges are where good happens fastest — and gets seen least.

Name it to yourself

Say the specific thing in your head first: *"He carried both bags up the steps."* If you can name it, you can thank it. Naming is the whole move.

Try it today:

Normally miss? Don't say anything yet. Just see them. That's the muscle.

Noticing isn't watching people. It's refusing to look past them.

YOUR FIRST ONE

Give one now. Today.

Don't wait for the right moment. Nobody's first Hooray is smooth, and it doesn't matter.

1 Pick the person

Who made your day easier and won't be thanked for it? Start there.

2 Say what you saw

Be specific. A time, a place, a detail. Specific is the proof you were paying attention.

3 Don't ask for anything

No favor, no photo, no follow-up. Say your piece and go.

4 Let it be awkward

The pause after is normal. Don't take it back with a joke. Four seconds and it passes.



Then log it at **HooraySquad.com** and start your Adventure Guide. That's #1 of 30 — and #1 of our 1,000.

STEAL THESE!

Sample Hoorays



Steal the shape, not the words.

Every one is what I saw → what it made possible → the celebration.



A pickup crew

"You came back for the last two cans on the corner when nobody was watching. That block stays clean because of you. Hooray for you — and I'm telling my neighbors."



A cashier or stranger

"Can I ask your name? — Denise, you held that door and went back for the cart. That made someone's morning easier. Hooray for you."



A teacher

"You waited with Marcus until his ride came. He never stood out there alone. His mom doesn't know that. I do. Hooray for you."



A coworker

"You caught the error before it went out. That saved us a week. I'm telling the team it was you."



A kid

"You saw Jordan sitting alone and went and sat with him. You didn't wait to be told. That's the bravest thing that happened here today."

YES, IT FEELS WEIRD

Give it anyway.

"What if it's awkward?"

It will be, a little. Awkward is just the feeling of being sincere in public. It passes in four seconds. Being unseen lasts years.

"What if they think I want something?"

Don't ask for anything, and they won't. Say your piece and go

"What if I get the details wrong?"

They'll correct you and you'll both laugh. Getting it slightly wrong still proves you were watching.

"Does a text count?"

Yes. Specific and sent beats perfect and unsent. In person is stronger; You can send an email at sendahooray.com.

"Do I have to say the word 'Hooray'?"

No — but it marks the moment, and it makes people ask what it is. That's how this spreads.

The one rule: the words have to be yours. We'll never write a Hooray for you — only help you find the one you already meant to say.

NOW THE REST

Why this works



You've got everything you need to start. Here's what's underneath it — for when you want to know why a thirty-second habit changes a city.

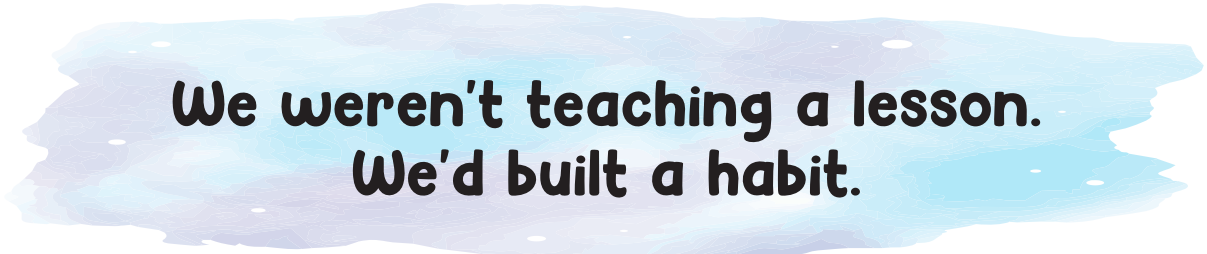
WHERE IT ALL STARTED

We make thank-you a big deal.

Before Hooray Squad, there were **Perfectly Me Hero Camps** — where kids build herovalues: kindness, respect, courage, service, and gratitude.

Every summer our campers make thank-you cards for the people who keep the building running — facilities, custodial, maintenance, security. We march around and hand them out. The reaction never gets old.

But this summer our KindergartenHeroes showed us something. The thanking didn't stop when the lesson stopped. It kept going.



**We weren't teaching a lesson.
We'd built a habit.**

We'd built gratitude muscles — and muscles don't disappear when the class does. If you can build that in five-year-olds over one summer, then with enough intention you can build it in a city.



**It should happen everywhere.
That's how Hooray Squad was born.**

THE GRATITUDE GAP

People don't stop being grateful.



They stop saying it.

You don't need the research to give a Hooray. But it helps to know you aren't just being sentimental — the studies keep finding the same things.

1

**We badly
misjudge it.**

People sending thank-you notes guess too low on how good it lands, and too high on how awkward it'll be. So it never gets said.

- Kumar & Epley, *Psychological Science*, 2018

2

**One thank-you
changes what
people do next.**

Fundraisers who got one specific thank-you made ~50% more calls the next week — same pay, same script. Being told their effort registered was the whole difference.

- Grant & Gino, *JPSP*, 2010

3

**It changes
the giver, too.**

People who wrote down what they were grateful for — and told someone — reported better mood, more optimism, and fewer complaints than people who logged their hassles.

- Emmons & McCullough, *JPSP*, 2003

THE GRATITUDE GAP

Why it's so easy to skip



It binds people together.

Researchers describe gratitude as find, remind, and bind — expressing it doesn't just reward the other person, it makes both of you more invested in each other. A Hooray between neighbors rarely stays between neighbors.

- Algoe, 2012



But bad is louder than good.

Decades of studies point the same way: negative events grab our attention and stick in memory far harder than positive ones the same size. The pothole gets noticed. The paved road doesn't. The person who cleans this room doesn't

- Baumeister et al., "Bad Is Stronger Than Good," 2001



Put the two together and you get the whole problem: the good is real and happening, but our attention is built for problems, and we've talked ourselves out of the thank-you before we open our mouths.

The awkwardness is in your head. The impact is in theirs.

Noticing on purpose overrides the default. That's the entire job of the Thirty-Second Hooray.

WHAT WE BELIEVE

Seven beliefs, seven values

We believe everyone deserves to be seen; the good is already happening and our job is to notice it; appreciation should be expressed, not assumed; small moments create lasting impact; gratitude is something you do; everyone can change someone's day; and Hoorays spread.

A value you can't hear isn't a value yet. Each comes with the words it produces:

1 NOTICE  "I saw what you did back there."	2 APPRECIATION  "Thank you — specifically for this."	3 ENCOURAGEMENT  "You're better at this than you think."	4 CELEBRATION  "That deserves a Hooray."
5 CONNECTION  "I've been meaning to tell you..."	6 COURAGE  "This might be corny, but I mean it."	7 HOPE  "This matters more than you know."	

HOW IT WORKS

The ripple effect of a Hooray!



You notice and give a Hooray.



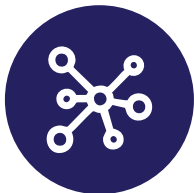
They feel seen.



They feel better.



They treat someone better.



Someone else feels it too

**One Hooray.
Unknown Impact.**



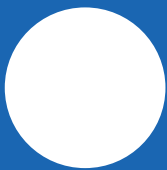
TODAY'S MISSIONS

Your Hooray missions



MISSION 1

Find someone wearing a name tag.
Give them a Hooray.



MISSION 2

Thank someone you've never
met before



MISSION 3

Find someone who usually
goes unnoticed



Then log it at **HooraySquad.com** and start your Adventure Guide.
That's #1 of 30 — and #1 of our 1,000.

THE GOOD NEWS

My first 10



Color them in. Stamp them. Stickers work too.
Every circle is someone's day you made better.

ADVENTURE MAP

Where will you go next?



TIP: Don't forget to log your Hoorays along the way!

THE DIFFERENCE

A Hooray is not a compliment.

A compliment is about a quality. A Hooray is about an act — something you actually watched happen, and what it made possible.

Compliment

"You're great."
"You're such a hard worker."
"Thanks for everything!"

Hooray

"You stayed with Marcus until his ride came. He wasn't out there alone. That's because of you."

Why specific wins

- **Specific is believable.** "You're amazing" fits anyone. "You came back for the last two cans" fits one person.
- **Specific is repeatable.** When people know exactly what mattered, they do it again.
- **Specific is proof you were there.** The gift isn't the praise — it's the evidence that someone was paying attention.
- **Name the act, not the person.** "I've been watching you" is a different sentence than "I saw what you did." A Hooray is about the good someone did — never about the fact that they were being watched.

If your Hooray could be copied and pasted to someone else, it isn't finished. Add the thing you actually saw.

And keep it on the deed, not the person. We celebrate what people do — not their looks, their body, or their private life.

WHAT CHANGES

How Hoorays change people



1

The person who receives one

Stops wondering whether it's worth it. Keeps doing the unwatched part of the job. Often tells their family that night.

2

The person who gives one

Starts scanning the day for good instead of for problems. That scan is the real change — it doesn't switch off when the Hooray is over.

3

The person who overhears one

Learns that this is a thing people around here do. Permission is the most underrated thing a movement gives away.

4

The place it happens

A classroom, a break room, a block. Do it enough and appreciation stops being an event and becomes the temperature.

One Hooray rarely stays one Hooray. That's the whole strategy.

KEEP GOING

Where to go from here



Your kit

Cards to hand out, an Adventure Guide to log Hoorays, a Tracker for the wall, a Journal for what you notice. The 30 Hooray Challenge makes you an Ambassador.



1,000 Hoorays, One Summer

We're giving away 1,000 Hoorays across Baltimore before Labor Day. Hooray Week is August 3–7 — a full week for the trash, recycling, and Charm City Cleanup crews. Every one you log counts.



The rest of the squad

Hooray Academy teaches teams, schools, and workplaces to build cultures of appreciation. **Gratitude Co-Pilot** is your everyday practice partner — it asks the questions; the words stay yours.

Log it, track it, join at **HooraySquad.com**. An unlogged Hooray still changed a day — it just didn't change the movement.

Changing the world doesn't begin with changing everyone.
It begins by noticing one person.

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Thank.
Repeat.



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