



# COMMUNICATIONS PLAN

Presented By:  
Crown & Crane



# LETTER TO CLEATS FOR KIDS



Crown & Crane  
104 Paul Miller Building  
Stillwater, OK 74078

April 30, 2014

Dear Ms. McDaniels,

Our team is excited about the future of Oklahoma Cleats for Kids and we would like to thank you for the opportunity to work with your organization. Cleats for Kids is changing lives for children in the Oklahoma City area by giving them the gift of sports participation and we are excited to see it grow and eventually expand into a state-wide and potentially national organization.

Our team has developed a communication plan that we believe will assist Cleats for Kids in reaching its communication goals by increasing awareness and promoting growth.

Thank you again for this opportunity

Sincerely,

Sarah Andrews, Account Executive

Kaylie Lathe, Production Director

Tiffany Anderson, Media Director

Jenny Wheelan, Research Director

Samantha Kurtz, Creative Director

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# EXECUTIVE SUMMARY

Oklahoma Cleats for Kids is an Oklahoma City based nonprofit dedicated to giving the gift of sports participation by collecting and distributing sports shoes, clothes and equipment to kids in need. The organization was founded by Stacy McDaniels in 2010 and currently serves the Oklahoma City area.

Secondary research was performed to understand Cleats for Kids' current position, presence and coverage in the media. Research also assisted in understanding the competitors, environment and audience for the organization.

It became apparent that Cleats for Kids was in need of consistent branding and a structured communication plan to build awareness of the organization in order to facilitate growth and future expansion. In our primary research, Crown & Crane focused on Cleats for Kids' partner relations. Fourteen businesses were contacted and four in-depth interviews were performed. A two-part communication plan was developed based on our primary and secondary research.

An overall branding communications plan was developed with the goal of increasing brand awareness and encouraging growth. This will be done through consistent branding and strategic marketing, such as a social media posting plan.

A plan was then developed focusing on partnerships. The target audience is businesses and organizations in the Oklahoma City area. Strategies and tactics were developed to focus on obtaining new partner relationships, fostering stronger relationships with existing partners and using these connections to build awareness and community relations for Oklahoma Cleats for Kids.

The budget for this campaign is \$10,000 and the timeline is a full year, from May 2014 to May 2015.

Crown & Crane hopes the communication plan will assist Oklahoma Cleats for Kids reach its goals by increasing awareness and partnerships and promoting growth to the greater Oklahoma City area. Crown & Crane also helps the plan assists with the eventual expansion to state and national levels.



**OVERALL GOAL:** Create a consistent organizational presence to increase brand awareness and encourage growth through consistent branding, strategic marketing and partner relationships.

**PARTNERSHIP GOAL:** Increase awareness and promote growth through building and maintaining strong partnerships with local organizations, businesses and others that could be replicated on a state and national level.

# ORGANIZATION OVERVIEW

Oklahoma Cleats for Kids is an Oklahoma City based nonprofit dedicated to giving the gift of sports participation by collecting and distributing sports shoes, clothes and equipment to kids in need. Cleats for Kids believes that every child should have access to sports shoes and safe sports equipment. Every child should have the opportunity to better his or her life through sports. The company was founded in 2010 by Stacy McDaniels, an Oklahoma City resident who saw a need and took action.



# SITUATION ANALYSIS



# PRIMARY RESEARCH

Our research efforts focused on interviewing existing partnerships Cleats for Kids had with businesses and organizations as of February 2014. We used the interactions Cleats for Kids had with other companies and organizations on their Facebook and Twitter pages to compile a list of partners. After going through the businesses and organizations social media pages and websites, we made note of how many times Cleats for Kids and each business or organization interacted with each other. We also noted the type of relationship Cleats for Kids had with each business and organization, such as a shoe drive or company partnership fundraiser. We chose the companies from the list that had the largest partnership involvement with Cleats for Kids and contacted them. We contacted 14 businesses who had an existing partnership and conducted in-depth phone interviews with four of those business and organizations. A script of questions was written prior to the interviews. These questions reflected the information we needed from existing partners to assist us in developing a plan to strengthen existing partnerships and create new ones.

## Potential Partnerships:

- Dicks Sporting Goods (three months before deadline)
- Academy Sports
- Chesapeake Oil & Gas
- Rural Okla. public schools



# SITUATION ANALYSIS

## ENVIRONMENTAL TRENDS

Current statistics show nearly \$3.5 billion in funding has been cut for youth sports. This trend is not predicted to stop any time soon. In fact, research shows it dropping as low as 27 percent by 2020.

A recent poll estimated 21.5 million kids between age 6 and 17 play sports. Kids have the opportunity to start playing sports at a young age, but financial situations sometime hinder this opportunity.

## GIVING TRENDS

Research shows that despite economic conditions, Americans are generally consistent with charitable donations. The average person's preferred way of giving is through direct donations. This method allows the maximization of the gift and generates potential tax benefit for the donor. Direct donations is Cleats for Kids primary means of receiving donations.

A recent poll showed 32 percent, the leading percent of charitable contributions, goes toward religious organizations. The second highest percent of charitable giving, 13 percent, goes toward education charities. The third goes toward health charities with 8 percent. Cleats for Kids would be considered in the health category as well as the education category.

# SITUATION ANALYSIS

**...CONTINUED**

## TARGET MARKET

The target publics businesses and organizations in the Oklahoma City area and surrounding towns that either have an existing partnership with Cleats for Kids or are potential partners. With expansion, it will grow to businesses and organizations on the state and national level.

## S.W.O.T. ANALYSIS

### **STRENGTHS:**

Cleats for Kids is a unique concept positioned in the good location with both upper and lower class residents in the Oklahoma City area. The current target market is aware of Oklahoma Cleats for Kids and its mission. The current target market has a positive perception of the organization and its mission.

### **WEAKNESSES:**

Cleats for Kids has a lack of consistent branding, which is preventing it from being an easily recognizable organization. There is also a lack of structured plans for interactions with various key publics (coaches, donors, partners, recipients). Competition between other small nonprofits could cause cloudiness between the donors, by having a strong voice will allow for more awareness within the community.

# SITUATION ANALYSIS

**...CONTINUED**

## **OPPORTUNITIES:**

There is opportunity to create a consistent branding strategy with creating a new logo, tagline, style guide and consistent copy.

There is an opportunity for the organization to develop partnership with businesses in the geographical area of the current target market.

There are opportunities for Oklahoma Cleats for Kids to work toward expanding the program to state and national levels.

## **THREATS:**

Other nonprofits who also seek exposure and monetary donations could be a threat, but there is not much competition due to the fact that there is not many other sports related nonprofits in the area. Cleats for Kids works with the other sports nonprofits, rather than competes with them.

A black and white photograph of a young boy in a white soccer jersey with the 'JAKO' logo, captured in the middle of kicking a soccer ball on a grassy field. The background shows a fence and trees. An orange horizontal band is overlaid across the middle of the image, containing the title text in white.

# OBJECTIVES STRATEGIES & TACTICS

# COMMUNICATIONS PLAN

## OVERALL BRANDING

**Strategy:** Create an updated and consistent brand image to increase public awareness of Oklahoma Cleats for Kids.

\*See the style guide on page(s) 61-62 .

### **TACTIC 1:**

New logo. Oklahoma Cleats for Kids does more than collect and donate cleats. The suggested new logo reflects this through highlighting the words “Oklahoma” and “Kids” and not utilizing any graphics that could limit the audience’s idea about the kinds of equipment the organization collects and donates. The color orange is used to convey optimism, clarity and warmth. The color blue is used to convey trust and strength. Overall, this logo conveys the message that Oklahoma Cleats for Kids is a warm and trustworthy organization that is for kids in Oklahoma.

\*View logo variations on page 26.

Timeline: May 8

Budget: No cost

Evaluation: The success of this tactic can be measured by taking new logo to board and teen board and receiving feedback. Tactic can also be measured by implementing new logo across all of Oklahoma Cleats for Kids communications mediums and monitoring audience feedback.

# COMMUNICATIONS PLAN

**...CONTINUED**

## **TACTIC 2:**

New tagline. The new tagline, "Helping all kids play sports," is a concise statement of the reason Oklahoma Cleats for Kids exists. This new tagline gives audiences a quick and clear understanding of what Oklahoma Cleats for Kids does.

Timeline: May 16

Budget: No cost

## **TACTIC 3:**

Updated website design. The suggested updated website is designed to effectively showcase the rich content Oklahoma Cleats for Kids has on its current website and assist in more effective lead generation of donors, recipients and volunteers.

\*See sample webpages on page(s) 31-39.

Timeline: May 16, June 16, Aug 11, Sept 8, Oct. 15, Nov 12, Feb 9, March 10, April 16, May 13

Budget: \$30 per year

## **TACTIC 4:**

Flier for general promotional use. The suggested flier below can be used as a quick, one page sheet about Oklahoma Cleats for Kids, the need for athlete gear, sports benefits for kids and how people can help.

\*View flier on page 30.

Timeline: May 12

Budget: 1,000 color copies @ \$.59/ea. = \$413.00

Evaluation: This flier can be used as a promotional piece for events or to hand out to potential volunteers. This piece would not necessarily evaluate tangible outcomes but to spread the word to the community and raise awareness of Oklahoma Cleats for Kids.

# COMMUNICATIONS PLAN

## ...CONTINUED

### **TACTIC 5:**

Brochure for general use. The suggested brochure below can be used to educate public about Oklahoma Cleats for Kids, the need for athlete gear, sports benefits for kids and how people can help.

\*View brochure on page 50.

Timeline: June 2

Budget: 1,000 color copies @ \$.70/ea. = \$700

### **TACTIC 6:**

Social media posting plan. Guidelines for best posting practices and example posting plan can be used to create a stronger social media presence.

\*View sample month of social media posting on page 42.

Timeline: May 14

Budget: Negotiated with website content manager

Evaluation: The success of this tactic can be evaluated in a variety of ways. Tracking new followers, shares, likes and comments are several ways to evaluate. Facebook, Instagram and Twitter provide users free tools to monitor interactions on their pages.



“That is something we could all do better, is leverage social media to work for us. It’s an area we all need to improve in with our partnerships.”

–Liz Cromwell, Fields and Futures



# COMMUNICATIONS PLAN

**...CONTINUED**

## **TACTIC 7:**

Drawstring bag that can hold shoes and other sports equipment given to kids. The bag will have the logo and tagline printed on the front to increase awareness among classmates, school faculties and families.

Timeline: June 2

Budget: Recycled drawstring bags 2 colors logo 1000 @ \$2.39/ea. = \$2,390

Evaluation: The success of this tactic can be evaluated by tracking bags given away to recipients and requests for bags.

Recommendations: If bags receive a positive response from public, Oklahoma Cleats for Kids should consider selling higher-quality bags to public as a fundraiser with a one-for-one concept.

Example: The purchase of this bag buys one pair of cleats for a kid in need.

<http://www.empirepromos.com/items/100RecyclableCinchBag19640.php>

\*View sample drawstring bag on page 51.

# COMMUNICATIONS PLAN

**...CONTINUED**

## PARTNERSHIPS

Strategy: Create a partnership program to encourage active participation between partners and Oklahoma Cleats for Kids.

### **TACTIC 1:**


Program for businesses that offers employees the opportunity to donate a certain amount to Oklahoma Cleats for Kids in exchange for a designated day when employees would be allowed to wear jeans, tennis shoes, etc. . .

Timeline: As requested by potential partner

Budget: No cost

Evaluation: The success of program can be evaluated through asking participating businesses to report basic employee info about employees and employee participation.

\*See participating employees form on page(s) 43-45.



“Our missions align very closely and its just that we want the best for Oklahoma City Public School children and we believe that doing that through athletics we can achieve those same goals.”

–Liz Cromwell, Fields and Futures

# COMMUNICATIONS PLAN

**...CONTINUED**

## **TACTIC 2:**

Loyalty card sold by board members and teen board. Participating businesses would agree to a discount or offer to be featured on the card. Cardholders who present the card at the business would receive the discount or offer. The card would raise money for Oklahoma Cleats for Kids, increase awareness of the organization and encourage positive relationships with local business owners.

\*View card and email asking partners to participate on page(s) 40-41.

Timeline: June 9

Budget: 250 @ \$1.11/ea. = \$225.00

Evaluation: This tactic can be evaluated by tracking the number of cards sold. Businesses could be asked to track the number of times the card is used at its establishments and reporting these numbers to Oklahoma Cleats for Kids. The success of this tactic can also be evaluated by asking cardholders and business to provide feedback about the card.

Recommendations:

Duncan Burke at Adrenaline Fundraising is recommended as a contact for loyalty card development.

Contact: phone 405-816-7112,

website: <http://adrenalinefundraising.com>

Or <https://www.duracard.com/card-key-tag-1-1>

# COMMUNICATIONS PLAN

**...CONTINUED**

**Strategy:** Increase partnerships through reaching out to businesses and organizations.

## **TACTIC 1:**

Information kit outlining partnership opportunities with Oklahoma Cleats for Kids and benefits of partnering with Oklahoma Cleats for Kids.

\*View information kit on page(s) 28-29.

Timeline: June 4 (as requested by potential partners)

Budget: Varies upon what materials are printed for use. 200 @ \$1.50/ea. = \$300

Evaluation: This tactic can be evaluated by tracking who is sent the kit and the responses received.

\*See sample form to keep track of businesses given packet on page 44.

## **TACTIC 2:**

Face-to-face meetings with business owners and organization leaders in order to foster positive relationships and open the door for potential partnerships. Intentionally meeting with current and potential partners on a regular basis is important to keep Oklahoma Cleats for Kids in the forefront of partners' minds.

Timeline: May 20, June 16, July 14, Aug 11, Sept 3, Oct. 15, Nov. 10, Jan. 14, Feb 4, March 2, April 13, May 11

Budget: Gas and time costs vary

Evaluation: This tactic can be evaluated by tracking contacts and meetings with businesses and the responses received.

\*See sample form to keep to track of business contacts on page 45.

# COMMUNICATIONS PLAN

**...CONTINUED**

Recommendations for future partners as Oklahoma Cleats for Kids looks toward nationwide expansion:

Dicks Sporting Goods: (application due three months prior to deadline)  
<https://sportsmatter.com>

USA Kayak: recommended by Elizabeth Young at NASC <http://www.teamusa.org/USA-Canoe-Kayak>

Academy Sports: <http://www.academy.com/shop/store/company-info#sponsorships>

## **TACTIC 3:**

Hand written thank-you cards to existing and potential partners to foster relationships. The Teen Board will be in charge of writing the thank-you notes and management will be in charge of making sure they are mailed in a timely manner.

Timeline: June 16, Aug. 6, Oct. 7, Nov. 5, Dec 8, Feb 10, April 7,

Budget: 500 @ \$2.89/ea. = \$172.49

Evaluation: This tactic can be evaluated by the response received by the growth of partnerships.

\*See sample thank you cards/emails for existing and potential partners on page(s) 46-49.

A black and white photograph of two young boys in white martial arts uniforms. They are in a dynamic pose, with one boy in the foreground and another slightly behind him. They appear to be practicing a martial art, possibly Taekwondo, as they are barefoot and wearing traditional white uniforms. The background is slightly blurred, showing what might be a gym or dojo setting.

# **BUDGET & TIMELINE**

# TIMELINE

## MAY 2014

- 5th: Spring 2014 newsletter
- 7th: Hire a new website content manager & social media manager
- 8th: Redesign website to reflect new branding
- 12th: Reach out to two new partners
- 12th: Follow up with new potential partners
- 14th: Plan social media tactics
- 14th: Rebrand promo video
- 16th: Update website content
- 16th: Update new tag line
- 20th: Meet with three existing partners
- 22nd: Distribute printed materials to partners for fundraiser

## JUNE

- 2nd: Order bags with logo
- 4th: Information kit to partners
- 9th: Reach out to existing partners to schedule events for remaining year
- 9th: Reach out to partners for loyalty card involvement
- 16th: Meet with three existing partners
- 16th: Write thank you notes - potential partners (Teen Board)
- 16th: Update website with current events

## JULY

- 7th: Distribute printed materials to partners for fundraisers
- 7th: Information kit to partners
- 14th: Meet with three existing partners
- 15th: Update website with current events



# TIMELINE

**...CONTINUED**

## **AUGUST**

- 4th: Reach out to two new partners
- 6th: Follow up with new potential partners
- 6th: Write thank you notes - potential partners (Teen Board)
- 11th: Meet with three existing partners
- 11th: Update website with current events

## **SEPTEMBER**

- 1st: Start prepping data for annual report
- 3rd: Meet with three existing partners
- 8th: Update website with current events

## **OCTOBER**

- 6th: Reach out to two new partners
- 7th: Follow up with potential partners
- 7th: Write thank you notes - potential partners (Teen Board)
- 15th: Publish Annual Report to website
- 15th: Meet with three existing partners
- 20th: Update website with current events

## **NOVEMBER**

- 3rd: End of year newsletter
- 5th: Send thank you notes to all potential & existing partners (Teen Board)
- 10th: Meet with three existing partners
- 12th: Update website with current events

## **DECEMBER**

- 1st: Meet with three existing partners
- 8th: Write thank you notes - existing partners (Teen Board)
- 10th: Update website with current events
- 15th: Evaluate EOY partnerships

# TIMELINE

**...CONTINUED**

## **JANUARY 2015**

- 2nd : Update website with current events
  - 12th: Reach out to two new partners
  - 14th: Follow up with new potential partners
  - 14th: Meet with three existing partners
- Use evaluation for tactics to gain more partners in New Year

## **FEBRUARY**

- 4th: Meet with three existing partners
- 9th: Update website with current events
- 10th: Write thank you notes – existing partners (Teen Board)

## **MARCH**

- 2nd: Meet with three existing partners
- 10th: Update website with current events

## **APRIL**

- 1st: Reach out to two new partners
- 6th: Follow up with new potential partners
- 7th: Write thank you notes – potential partners (Teen Board)
- 13th: Meet with three existing partners
- 16th: Update website with current events

## **MAY**

- 4th: Spring 2015 newsletter
- 11th: Meet with three existing partners
- 13th: Update website with current events

# BUDGET

## **FLIER**

1,000 color copies @ \$.59/ea. = \$413.00

## **BROCHURE**

1,000 color copies @ \$.70/ea. = \$700

## **RECYCLED DRAWSTRING BAGS**

2 colors logo 1000 @ \$2.39/ea. = \$2,390

## **LOYALTY CARD**

250 @ \$1.11/ea. = \$225.00

## **INFO KIT**

200 @ \$1.50/ea. = \$300

## **FULL COLOR CUSTOM LOGO THANK YOU CARDS**

500 @ \$2.89/ea. = \$172.49

## **ANNUAL WEBSITE HOSTING & DOMAIN**

\$30

**TOTAL: \$4,229.49**

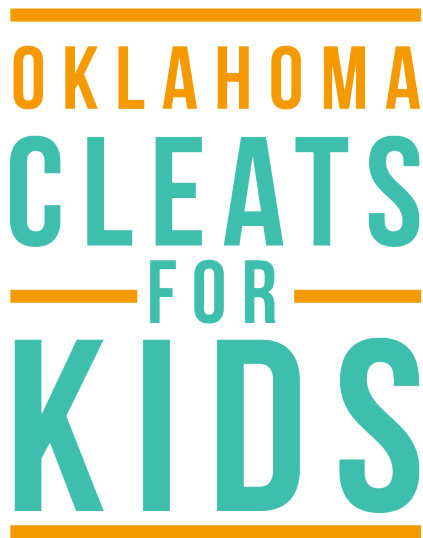


# MATERIALS

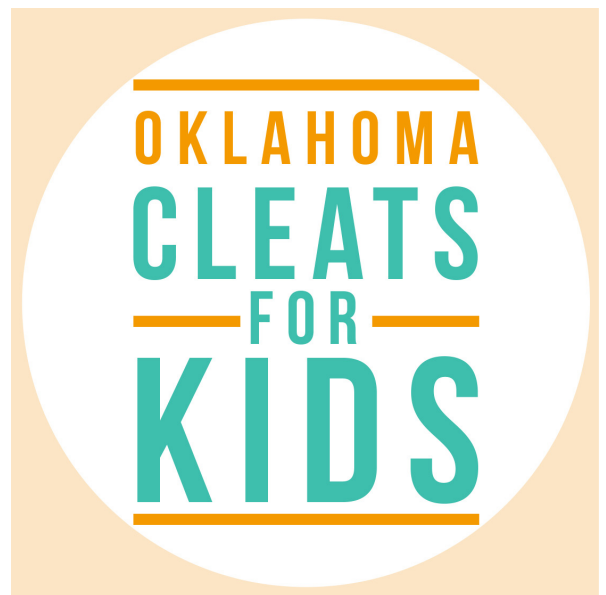


# MATERIALS

## LOGO



Option 1

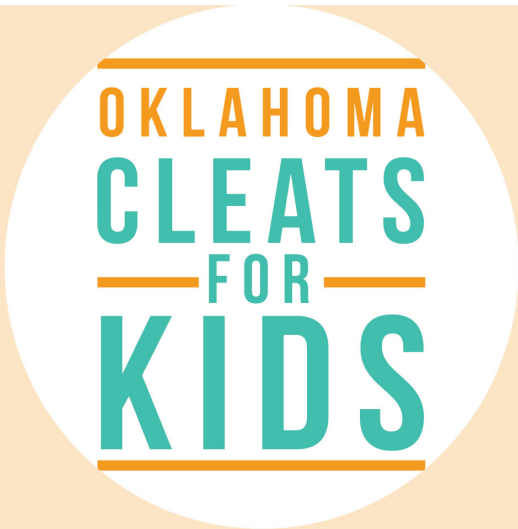


Option 2

# MATERIALS

**...CONTINUED**

## LETTERHEAD

The logo for Oklahoma Cleats for Kids is a circular emblem. It features the word "OKLAHOMA" in orange, "CLEATS" in teal, "FOR" in orange, and "KIDS" in teal, all in a bold, sans-serif font. The text is arranged in a stacked format with horizontal lines separating "OKLAHOMA" from "CLEATS", "FOR" from "KIDS", and "CLEATS" from "FOR".

**OKLAHOMA  
CLEATS  
FOR  
KIDS**

Phone: 405-418-4889

Oklahoma Cleats for Kids  
730 W. Wilshire Blvd., Suite 106  
Oklahoma City, OK 73116

[okcleatsforkids.org](http://okcleatsforkids.org)

# MATERIALS

**...CONTINUED**

## INFO KIT



OKLAHOMA  
CLEATS  
FOR  
KIDS

Phone: 405-418-4889

Oklahoma Cleats for Kids  
730 W. Wilshire Blvd., Suite 106  
Oklahoma City, OK 73116

[okcleatsforkids.org](http://okcleatsforkids.org)

### PARTNERING WITH OKLAHOMA CLEATS FOR KIDS

#### ABOUT OKLAHOMA CLEATS FOR KIDS

Oklahoma Cleats for Kids is an Oklahoma City based nonprofit dedicated to giving the gift of sports participation by collecting and distributing sports shoes, clothes and equipment to kids in need.

One out of every four families in Oklahoma lives in poverty and those children may never get the opportunity to play sports.

Research shows that children who have access to play sports during childhood become more successful and lead healthier lives. Playing sports has the potential to improve social skills, academic performance and overall health.

Cleats for Kids believes that every child should have access to sports shoes and safe sports equipment. Every child should have the opportunity to better his or her life through sports.

#### WHY PARTNER WITH CLEATS FOR KIDS?

By partnering with Cleats for Kids, you can make a difference in children's lives. You give children the opportunity to get out and play. Though it may seem small, the impact on children's lives is great.

Cleats for Kids provided more than 4,000 pairs of shoes and countless sporting goods items to kids in need in 2013. With your partnership we hope to exceed that number in the next year.

# MATERIALS

...CONTINUED

## INFO KIT

### HOW TO PARTNER WITH CLEATS FOR KIDS

There are several ways to make your partnership with Cleats for Kids work with your business or organization.

#### **BROCHURES**

As a partner, we ask that you display Cleats for Kids informational brochures in your place of business so others may learn about our organization.

#### **PARTICIPATION SIGNS**

As a partner with Cleats for Kids, you have the option of displaying a sign that will include the website and text, "Proud partner with Oklahoma Cleats for Kids."

#### **DONATIONS & REWARDS PROGRAM**

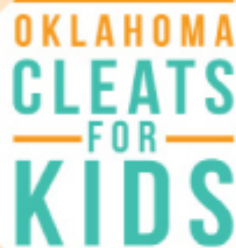
You may offer employees the opportunity to pay a certain amount each week or month to be donated to Cleats for Kids and in exchange, the employees could wear jeans, tennis shoes, etc. one day a week. You choose the appropriate amount for donation and the article of clothing the employees would be allowed to wear.

#### **LOYALTY CARD PROGRAM**

Businesses may choose to participate in the Cleats for Kids loyalty card. Cleats for Kids sells a loyalty card that includes discounts and offers with participating Cleats for Kids partners. You choose the discount or offer that would appear on the card and all profits go to the operation of Cleats for Kids.

For more information on Oklahoma Cleats for Kids or to see the latest news, please visit our website and social media sites.

For questions on partnering with Oklahoma Cleats for Kids, please contact us.

The logo for Oklahoma Cleats for Kids is displayed within a white circle. The word "OKLAHOMA" is in orange, "CLEATS" is in teal, "FOR" is in orange, and "KIDS" is in teal. Horizontal orange lines are positioned above and below the word "FOR".

OKLAHOMA  
CLEATS  
FOR  
KIDS

[okcleatsforkids.org](http://okcleatsforkids.org)



# MATERIALS

**...CONTINUED**

## FLIER



## HELPING ALL KIDS PLAY SPORTS

**C4K PROVIDED MORE THAN 4,000 PAIRS OF SHOES  
AND SPORTING GOODS ITEMS TO KIDS IN NEED IN 2013.**

Oklahoma Cleats for Kids is an Oklahoma City based non-profit dedicated to giving the gift of sports participation by collecting and distributing sports shoes, clothes, and equipment to kids in need.

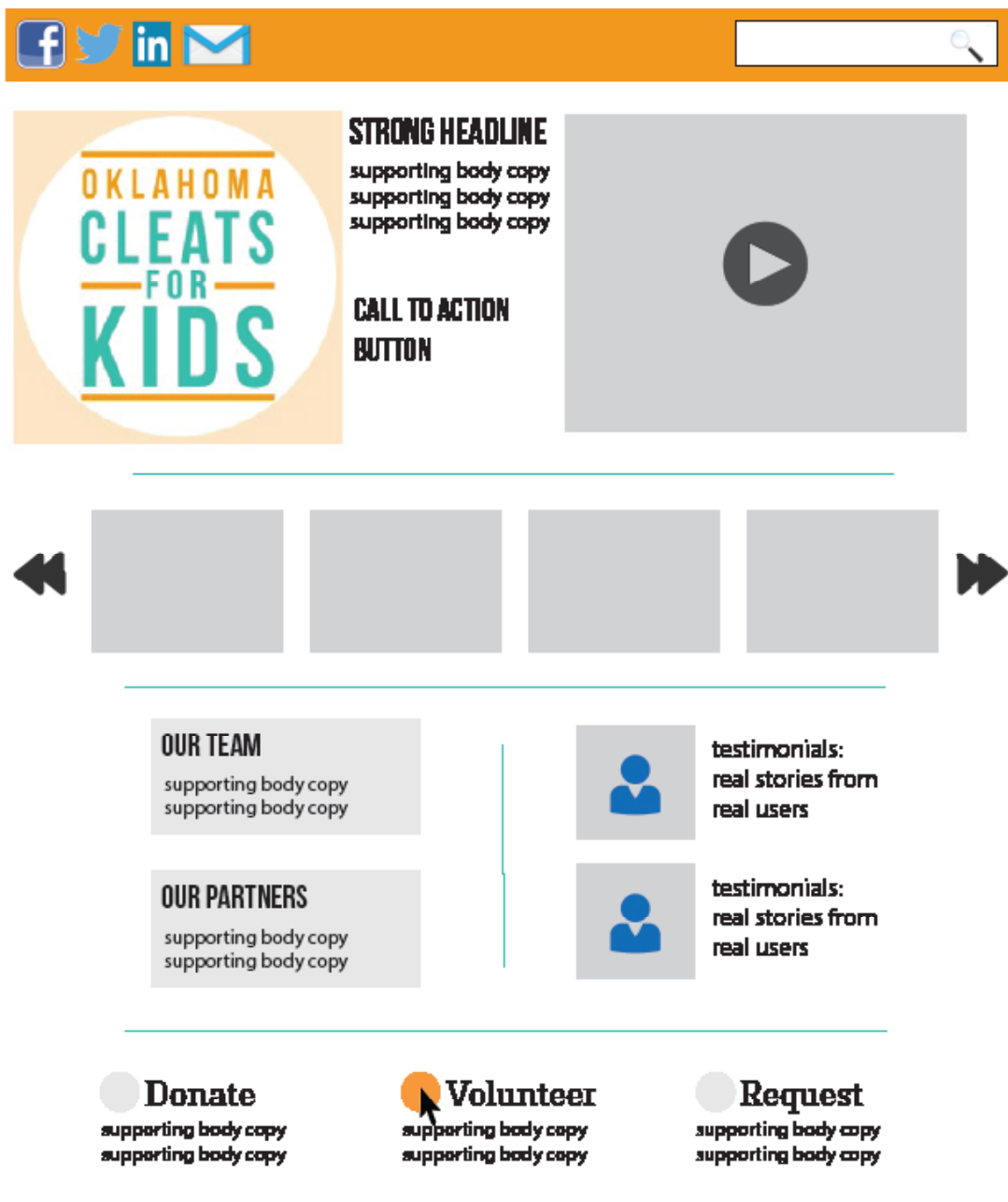
Research shows that children who have access to play sports during childhood become more successful and lead healthier lives. We at Cleats for Kids believe that every child should be able to have access to sports shoes and safe sports equipment. A child being involved in sports may be the deciding factor that changes the child's life forever, whether it is by improving their health, character or giving them an outlet to express themselves. One out of every four families in Oklahoma lives in poverty and those children may never get the opportunity to play sports without the help of Cleats for Kids. Our organization connects kids with their community allowing them to help other kids in need.

To learn more about our organization please feel free to visit [www.okcleatsforkids.org](http://www.okcleatsforkids.org) or call us at 405-418-4889.

**FOR MORE INFORMATION OR TO DONATE.  
PLEASE CALL 405-418-4889 OR  
VISIT US ONLINE AT [WWW.OKCLEATSFORKIDS.ORG](http://WWW.OKCLEATSFORKIDS.ORG).**





# MATERIALS


## WEBSITE: HOMEPAGE



# MATERIALS



## WEBSITE: NEWS LINK





### NEWS HEADLINE

supporting body copy  
supporting body copy  
supporting body copy



New's story content. New's story content. New's story content. New's story content. New's story content. New's story content. New's story content. New's story content. New's story content. New's story content.


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### Donate

supporting body copy  
supporting body copy



### Volunteer

supporting body copy  
supporting body copy



### Request

supporting body copy  
supporting body copy

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# MATERIALS

## WEBSITE: OUR TEAM



### OUR TEAM

supporting body copy.  
supporting body copy.  
supporting body copy.



#### STACY MCDANIELS

supporting body copy. supporting body copy. supporting body copy.  
supporting body copy. supporting body copy. supporting body copy.

#### DARCY SCHULZE

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### BOARD OF DIRECTORS

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### TEEN BOARD

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#### Donate

supporting body copy  
supporting body copy



#### Volunteer

supporting body copy  
supporting body copy






#### Request

supporting body copy  
supporting body copy

# MATERIALS



## WEBSITE: OUR PARTNERS





### OUR PARTNERS

supporting body copy  
supporting body copy  
supporting body copy



American Fidelity Foundation  
The Boys and Girls Club of Oklahoma County  
Boys Scouts of America  
Bishop McGuinness High School  
Casady School  
Chickasaw Foundation  
Christ the King School  
Christmas Connection  
Edmond Public Schools Administration  
Edmond Schools  
Edmond Sequoyah Middle School  
First Serve OKC  
First Tee  
Francis Tuttle Vocational Technical School  
Fields and Futures

Gameday Merchandising  
Girl Scouts of America  
Globe Life Insurance  
Heritage Hall  
Kickstart Soccer/North Oklahoma City Soccer League  
Little Axe Public Schools  
McBride Foundation  
Metro Gymnastics  
Mid-Del Public Schools  
Moore Schools  
Moxie Ride  
Mustang Schools  
National Association of Sports Commissions  
Nichols Hills Elementary School  
Oklahoma Christian School  
Oklahoma City Public Schools  
OKC Youth Wrestling Foundation  
On A Whim  
Peppers Ranch

Performance Sports  
Planet Nichols Hills  
Police Athletic League  
Positive Tomorrows  
Putnam City Public Schools  
Salvation Army Boys and Girls Clubs  
Santa Fe Life Center  
Santa Fe Sports League  
Satellite Athletic League  
Soul Yoga  
SWAG Classic Baseball Tournament  
Top Soccer/Edmond Soccer Club  
Wes Welker Foundation  
Westminster School  
YMCA – Greater OKC

 **Donate**  
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 **Volunteer**  
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 **Request**  
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# MATERIALS

## WEBSITE: TESTIMONIALS



### TESTIMONIALS

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**CALEB SANDERS,  
ATHLETE:**

real stories from real users. real stories from real users. real stories from real users. real stories from real users. real stories from real users. real stories from real users.



**JOHN SMITH,  
COACH**

real stories from real users. real stories from real users. real stories from real users. real stories from real users. real stories from real users. real stories from real users.



**FIELDS AND FUTURES,  
PARTNER**

real stories from real users. real stories from real users. real stories from real users. real stories from real users. real stories from real users. real stories from real users.



**SALLY JONES,  
TEEN BOARD**

real stories from real users. real stories from real users. real stories from real users. real stories from real users. real stories from real users. real stories from real users.



**JANE DOE,  
PARENT**

real stories from real users. real stories from real users. real stories from real users. real stories from real users. real stories from real users. real stories from real users.



**Donate**

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supporting body copy



**Volunteer**

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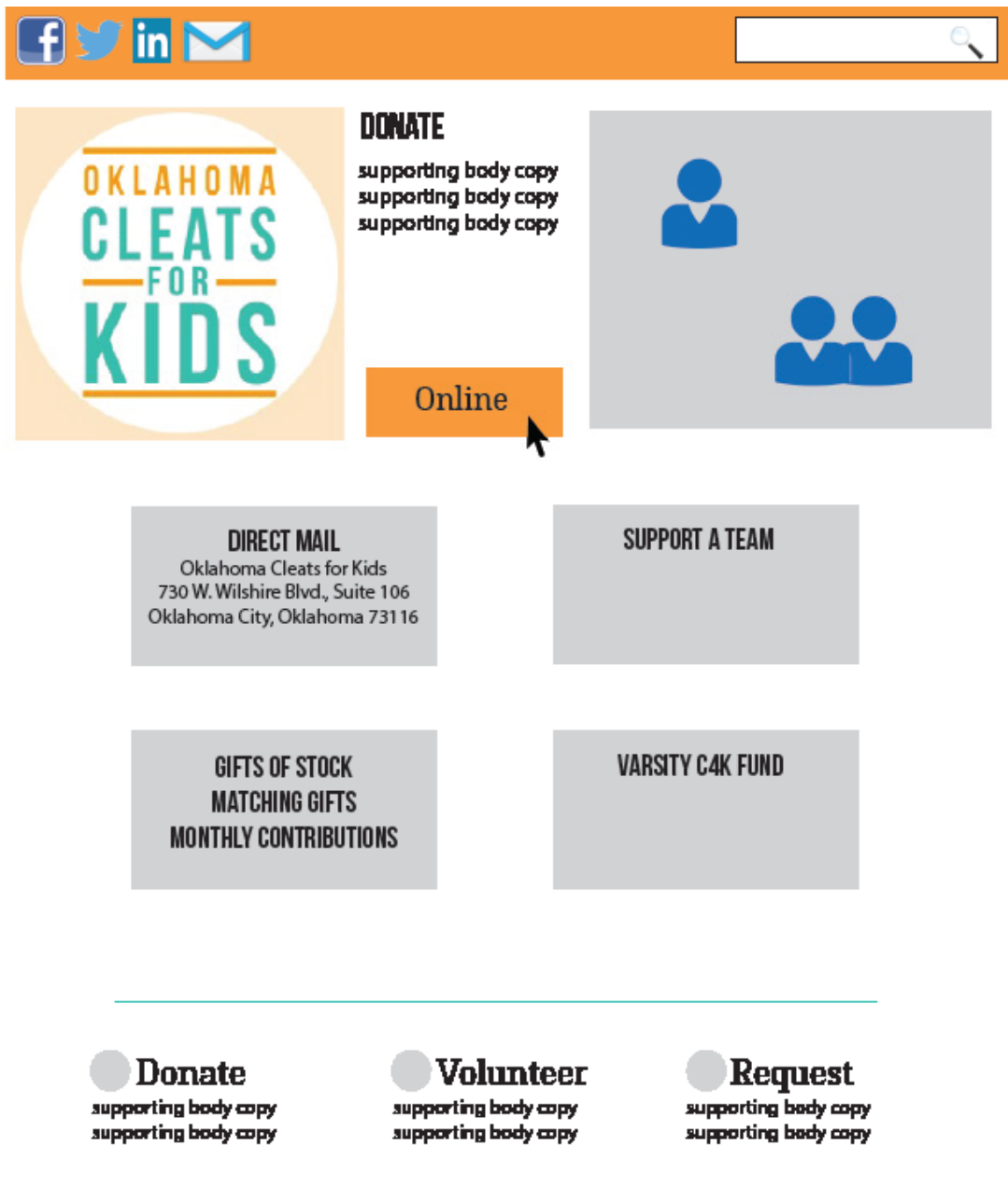


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# MATERIALS


## WEBSITE: DONATE



# MATERIALS



## WEBSITE: VOLUNTEER





### VOLUNTEER

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supporting body copy



**STEP ONE:**

Fill out and the [Information Form](#) online to let us know how you'd like to help.

**STEP TWO:**

Print out the [Volunteer Agreement](#), sign and return by email, by US Mail or at our office.

**STEP THREE:**

730 W. Wilshire Blvd., Suite 106  
Oklahoma City, OK 73116,  
405.418.4889  
Email: [stacy@okcleatsforkids.org](mailto:stacy@okcleatsforkids.org)

 **Donate**  
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 **Volunteer**  
supporting body copy  
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 **Request**  
supporting body copy  
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# MATERIALS

## WEBSITE: REQUEST





**REQUEST**  
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Direct mail  
Oklahoma Cleats for Kids  
730 W. Wilshire Blvd., Suite 106  
Oklahoma City, Oklahoma 73116


Support a team


Gifts of stock  
Matching gifts  
Monthly contributions

Varsity C4K fund

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**Donate**  
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**Volunteer**  
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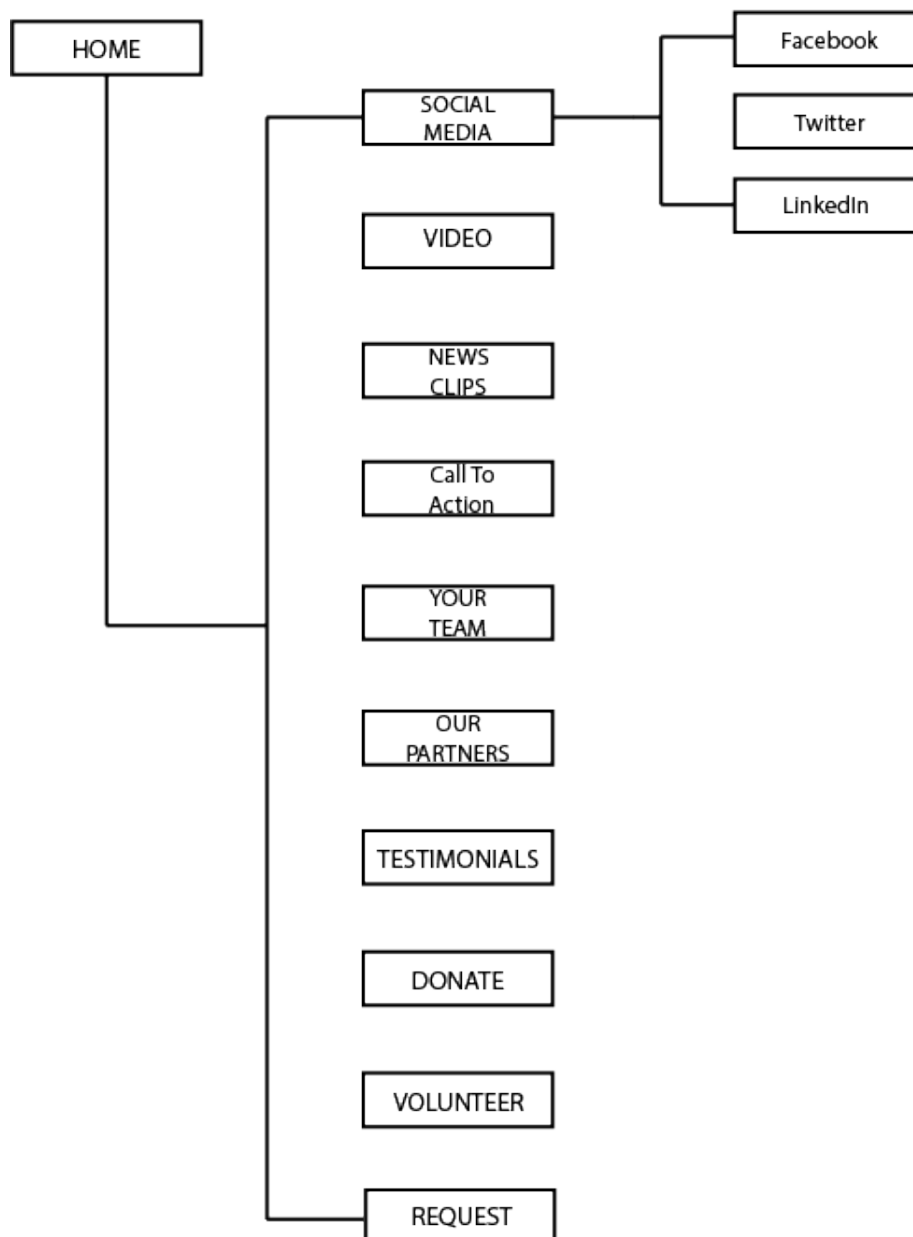
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# MATERIALS

## WEBSITE: SITE MAP

Site Map



# MATERIALS

## LOYALTY CARD

Front



Back



# MATERIALS

## LOYALTY CARD EMAIL

<<NAME>>

When kids play sports, they are healthier, gain valuable social skills and have higher academic performance. But for some kids, the costs connected to playing sports prevent them from participating in athletics.

Oklahoma Cleats for Kids makes it feasible for kids to play sports through providing shoes and other necessary athletic equipment. The ability of Cleats for Kids to continue helping all kids play sports depends on the generous donations of members of the Oklahoma City metro community.

A new way for businesses to help all kids play sports is through participating in Oklahoma Cleats for Kids loyalty card program. As a participating business in the program, <<NAME>> chooses the discount or offer that would appear on the card. All profits from the sell of this \$20 card will go toward the purchase of sports gear that can be distributed to the kids who need it.

For more information about participating as a business partner in the loyalty card program, contact Stacey McDaniels at 405-418-4889.

Thank you,  
<<SENDER>>

# MATERIALS

## POSTING PLAN FOR MAY 2014

OKLAHOMA  
CLEATS  
FOR  
KIDS






Phone: 405-418-4889

Oklahoma Cleats for Kids  
730 W. Wilshire Blvd., Suite 106  
Oklahoma City, OK 73116




okcleatsforkids.org

### MAY 2014 POSTING PLAN






#### FIRST WEEK OF MAY

-   "We appreciate our partners! Stop by On A Whim in Oklahoma City and tell them Oklahoma Cleats for Kids sent you!"
-   Post from Instagram shared on feeds.
-  "Oklahoma Cleats for Kids is on Instagram now! Follow our account @okcleatsforkids to see how your donations are #helping all #kids play #sports." -photo of logo




#### SECOND WEEK OF MAY

-   Post from Instagram shared on feeds.
-  "Our teen board has been working hard to raise support for Oklahoma Cleats for Kids. It's great to see #kids #helping kids." -photo of teen board

#### THIRD WEEK OF MAY

-   "We help provide kids with sports equipment for summer sports camps and programs. If you or someone you know needs sports equipment, let us know at <http://okcleatsforkids.org/get-help/>."
-   Post from Instagram shared on feeds.
-  "Wondering what to do with old sports equipment? Donate your old #cleats and other #sports gear to Oklahoma Cleats for Kids. " -photo of donation bins

#### FOURTH WEEK OF MAY

-   "#Donate outgrown #sports equipment to kids who need it for athletic camps this summer. We have multiple donation locations in the Oklahoma City area. To find a location and see a list of what we accept, visit <http://okcleatsforkids.org/sports-goods/>."
-  No scheduled post

# MATERIALS

## JEANS DAY PARTICIPATING EMPLOYEES

**WILEY-LISS**

**JEANS DAY  
PARTICIPATING EMPLOYEES**

### CHLORAMPHENICOL CLEARS FOR AIDS

[illegible]

# MATERIALS

## CONTACT RECORD PARTNERSHIP PACKET

**CONTACT RECORD  
PARTNERSHIP PACKET**

## ORLANDO CLETS FOR IDS

[illegible]

## CONTACT RECORD PARTNER INTERACTION

## OKLAHOMA CLENTS FOR AIDS

- 45 -



# MATERIALS

**...CONTINUED**

## THANK YOU EMAILS

### EXAMPLE 1:

<<EMPLOYEE>>,

Thank you for your generous donation to Oklahoma Cleats for Kids. Your donation helps children who do not have the opportunity to benefit from participating in sports. At Oklahoma Cleats for Kids it is our focus to get as many schools in the Oklahoma City area involved in playing sports.

With our donations from January 2014 we were able to collect enough equipment to help over 900 kids get involved in a sport that will help give them the skills necessary to be successful on and off the field.

If you would like to volunteer with Oklahoma Cleats for Kids or know of someone who would like to make a difference in children's lives, please visit us at [www.okcleatsforkids.org](http://www.okcleatsforkids.org) or call us direct at (405) 418-4889.

Thank you,  
<<SENDER>>

# MATERIALS

**...CONTINUED**

## THANK YOU EMAILS

### EXAMPLE 2:

<<EMPLOYEE>>,

<<COMPANY NAME>> is partnering with Oklahoma Cleats for Kids to offer our employees the opportunity to participate in Tennis Shoe Tuesdays for a month to employees who donate <<AMOUNT>> to the cause.

Oklahoma Cleats for Kids is an Oklahoma City nonprofit that collects, recycles and distributes sports shoes and equipment to less fortunate children throughout the city that would not have the ability to participate in sports. With your donation you will be able to wear jeans for the entire month of <<MONTH>> and help a local organization improve the lives of our youth.

Please email <<NAME>> at <<EMAIL>> to sign up to participate in our partnership with Oklahoma Cleats for Kids. If you would like more information about the organization please visit us at [www.okcleatsforkids.org](http://www.okcleatsforkids.org).

Thank you,  
<<SENDER>>

# MATERIALS

**...CONTINUED**

## THANK YOU EMAILS

### EXAMPLE 3: POTENTIAL PARTNERS

Dear <<COMPANY>>,

Oklahoma Cleats for Kids looks forward to working with your company to create a strong bond promoting our aligning values to allow children who do not have the opportunity to play sports.

Thank you for the potential to make a difference,

Oklahoma Cleats for Kids Teen Board

### EXAMPLE 4: EXISTING PARTNERS

Dear <<COMPANY>>,

From all of us at Oklahoma Cleats for Kids, we appreciate your aid in supporting our mission to provide children with sports equipment who would otherwise be unable to play sports. Without your support, these children may never have the chance see the many benefits playing sports bring to a child's life.

Thanks for everything you do,

Oklahoma Cleats for Kids Teen Board

# MATERIALS

**...CONTINUED**

## THANK YOU EMAILS

### **EXAMPLE 5: EOY THANK YOU EXISTING PARTNER**

Dear <<COMPANY>>,

Oklahoma Cleats for Kids wants to personally thank you for your commitment to helping us achieve our goals this year. By strengthening our community through giving children the opportunity to play sports we are preparing future generations for success.

Thanks for everything you do,

Oklahoma Cleats for Kids Teen Board

### **EXAMPLE 6: EOY THANK YOU POTENTIAL PARTNER**

Dear <<COMPANY>>,

Oklahoma Cleats for Kids hopes to partner with your company next year and help us make a difference in our city. By strengthening our community through giving children access to sports we hope to make a difference. We look forward to making our community stronger together in the future.

Thank you for the potential to make a difference,

Oklahoma Cleats for Kids Teen Board

# MATERIALS

...CONTINUED

## BROCHURE

Front

### WHO WE ARE:

Oklahoma Cleats for Kids is an Oklahoma City based nonprofit dedicated to giving the gift of sports participation by collecting and distributing sports shoes, clothes and equipment to kids in need. The company was founded in 2010 by Stacy McDaniels, an Oklahoma City resident who saw a need and took action.

### WHY WE SERVE:

Oklahoma Cleats for Kids believes that every child should have access to sports shoes and safe sports equipment. Every child should have the opportunity to better his or her life through sports. When kids play sports, they are healthier, gain valuable social skills and have higher academic performance.

### WHOM WE SERVE:

Oklahoma Cleats for Kids wants to help all kids play sports. We give shoes, clothes and sports equipment to schools, community sports programs and individuals who ask for help. If you or someone you know is in need of sports equipment, please contact us.

### BUSINESS PARTNERS:

Become a business partner by participating in one of our partnership programs. These programs include jeans days, Tennis Shoe Tuesdays and the Oklahoma Cleats for Kids loyalty card program.



### CONTACT:

Email: [stacy@okcleatsforkids.org](mailto:stacy@okcleatsforkids.org)

Phone: 405-418-4889

Address:  
Oklahoma Cleats for Kids  
730 W. Wilshire Blvd., Suite 106  
Oklahoma City, OK 73116

### HOW YOU CAN HELP

Oklahoma Cleats for Kids is always looking for generous community members willing to donate time, money and equipment. There are several ways to partner with Oklahoma Cleats for Kids in its mission to help all kids play sports.

### DONATE TO CLEATS FOR KIDS

Make a financial donation to Oklahoma Cleats for Kids so it can purchase equipment to give to kids in need. Financial donations can be made through our website and are always welcome.

### DROP OFF LOCATIONS

Donate shoes, clothes or equipment at one of Oklahoma Cleats for Kids drop off locations around Oklahoma City. Visit our website for a map of locations and a list of acceptable donation items.

### DONATION DRIVES

Let Oklahoma Cleats for Kids know the date and bins can be provided. These drives can be held through a school, church, business, etc.



OKLAHOMA  
CLEATS  
FOR  
KIDS



HELPING ALL KIDS  
PLAY SPORTS

### TEEN BOARD:

The Oklahoma Cleats for Kids teen board is made up of middle school and high school students from schools in the Oklahoma City metro area. These students help with events, plan fundraisers and contribute to the overall mission of Oklahoma Cleats for Kids. If your teen would like to be involved, please contact us for more information.



Back

# MATERIALS

**...CONTINUED**

## PRODUCT EXAMPLE: DRAWSTRING BAGS



# BIBLIOGRAPHY

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Young, E. (2014, February 14). Telephone interview

"Trends in Charitable Giving." Home. N.p., n.d. Web. 21 Apr. 2014.

"DICK'S Sporting Goods And The DICK'S Sporting Goods Foundation Announce A \$25MM Multi-Year Commitment To Inspire And Enable Kids To Play Sports." Reuters. Thomson Reuters, 07 Mar. 2014. Web. 21 Apr. 2014.

# INTERVIEWS

## FIELDS & FUTURE INTERVIEW - LIZ CROMWELL

### What is your relationship with Oklahoma Cleats for Kids?

Program Director for F&F, strategic and built on relationships. Our missions align very closely and its just that we want the best for Oklahoma City Public School children and we believe that doing that through athletics we can achieve those same goals. Fields for Futures builds the athletic facilities for the kids and then Oklahoma Cleats for Kids can come in and outfit those kids with new equipment that they didn't have before. This can give the kids a sense of pride and ownership between their equipment and themselves. They do deserve all the same opportunities that the kids in the suburbs have as well.

### How did you become partnered with Oklahoma Cleats for Kids?

Through conversation we realized that the missions aligned and when you have a passion for something you look for people who do similar things and when you link elbows with those people you become much stronger than you would be alone. It was very organic and natural when the partnership began.

### How has this partnership benefited your company?

The awareness that has been the largest benefit. When they are out at an event they tell the coaches "Hey contact Darcy and Stacey with Oklahoma Cleats for Kids." "Hey are you guys going to the .. benefit and the Fields for Futures banquet?" and the partnership just reiterate that over and over again.

### What could Oklahoma Cleats for Kids help promote/further your business with this partnership?

Keep doing what they are doing. They have done such a wonderful job in the shortest distance. They keep making sure that they are worth it.

### Do you believe the partnership has aided in your company's sense of community?

Yes, yes. For sure. The way that we all interact is not just a professional relationship in the non-profit world. You get to know people as well because you are doing things that you are passionate about and when you are doing things that you are passionate about you reach your heart and out to other peoples hearts. When you have more of a personal relationship when you have a personal relationship you have a stronger community.



# INTERVIEWS

**...CONTINUED**

## FIELDS & FUTURE INTERVIEW - LIZ CROMWELL

**What events, if any, have you done in conjunction with Oklahoma Cleats for Kids?**

Fields & Futures host's coach appreciation banquets and clinics, at all of those events Oklahoma Cleats for Kids is always present at those events. We have also had one of our Field dedications at Webster middle school that they were present at. Its really just to show coaches, it's an easy way for coaches to see and have the resources available all together. Fellowship of Christian Athletes will also be there to say "Hey coaches you can talk to Abraham Ryan at FAC or Peter Evans at PAC to talk to." The events that each of them have everyone is present. The Oklahoma City private schools have been very active with their projects as well as the public schools, which is our target and Oklahoma Cleats for Kid's target as well. We don't do a lot with the surrounding areas at this point, just because OKC school district is a very large target.

**Would you be interested in some sort of regular communication from Oklahoma Cleats for Kids? i.e. newsletter, monthly partner luncheon, etc...**

Yes of course.

**Do you have any other partnerships with organizations?**

We partner with PAC, our relationship with the West Welker Foundation is also very strong.

**Do you know of other businesses that might be interested in partnering with Oklahoma Cleats for Kids as well?**

There are so many, FCA we do a lot with. Having a stronger partnership with community centers, that would be beneficial. There are a lot of kids that participate in those athletics that still need athletic gear. State organization Boys and girls clubs. Community centers maybe a good partnership for them.

**Is there any way Oklahoma Cleats for Kids's social media could aid in your partnership?**

Of course, social media is so strong. We throw out other organizations they don't want to donate to us they could donate to these other wonderful organizations. Facebook posts or twitter. People who follow you will be interested in who you follow as well. That is something we could all do better, is leverage social media to work for us. Its an area we all need to improve in with our partnerships.

# INTERVIEWS

**...CONTINUED**

## NASC INTERVIEW - ELIZABETH YOUNG

### **What is your relationship with Oklahoma Cleats for Kids?**

Oklahoma Cleats for Kids is the beneficiary of our Sports Legacy Fund this year. So every year when we host our symposium, we have a local organization that has impacted the use of sports at the local level by a silent auction and a raffle and cash donations to the Fund. Then we donate a percentage back to Oklahoma Cleats for Kids.

### **How did you become partnered with Oklahoma Cleats for Kid's?**

The OKC CVB (convention & visitors bureau) was the organization that connected us with Oklahoma Cleats for Kids. CBB is our host organization for the symposium, as the host they identify 4 different groups in the community that would be worthy of receiving the money we made through the fundraiser. They selected Oklahoma Cleats for Kids and a couple other organizations and our sports legacy committee, review the applications and possible beneficiaries then the committee selected Oklahoma Cleats for Kids to be the recipient

### **What drove your decision to partner with Oklahoma Cleats for Kids?**

The Sports Legacy committee, we are a non for profit, they vote to elect the Oklahoma Cleats for Kids as being a partnership and the beneficiary of the fund.

### **How has this partnership benefited your organization?**

We are still in early stages to getting things finalized for the symposium. IT has been really helpful to have Stacy who is really engaged in the process and identify organizations that might have items to donate for the raffle and auction. It has gotten us more exposure of the Sports Legacy Fund locally.

### **What could Oklahoma Cleats for Kids help promote/further your business with this partnership?**

They are doing everything they can be doing now. They have done a great job helping us find donors and they will be visible at the symposium and they will help sell tickets.

# INTERVIEWS

**...CONTINUED**

## NASC INTERVIEW - ELIZABETH YOUNG

Would you be interested in some sort of regular communication from Oklahoma Cleats for Kids? i.e. newsletter, monthly partner luncheon, etc...

We would be happy to but we are not located locally, but I could find some people at the CBB that could attend.

Do you know of other businesses that might be interested in partnering with Oklahoma Cleats for Kids as well?

Since we are national, I don't know of any locally. They should reach out to USA softball and USA kayak. National governing bodies that are members of our organization that could help with raising money or getting exposure.

## ON A WHIM INTERVIEW - DEBBIE TRACHTENBERG

What is your relationship with Oklahoma Cleats for Kids?

I am a board member.

On a Whim partnership with Oklahoma Cleats for Kids: I am a co-owner of On A Whim, which is a retail store. And our relationship with Oklahoma Cleats for Kids is that we support them like through donations, through fundraisers at our store for them

How did you become partnered with Oklahoma Cleats for Kids?

Friends with Stacey. Kids grew up together. When Stacey had the idea to start it [Oklahoma Cleats for Kids] she ran it by me and asked me to be a board member. Two of my three children are also on the teen board.

# INTERVIEWS

...CONTINUED

## ON A WHIM INTERVIEW - DEBBIE TRACHTENBERG

**How has this partnership benefited your business?**

I don't know if it has benefited our business really. What we do is we have a thing we do [at On A Whim] called "Charity of the Month" and we pick different charities from around the community. We have featured Oklahoma Cleats for Kids before and what it is is that we advertise it through our email blast and have employees call customers and then we will have a day dedicated to it. So anyone who brings a \$20 or more cash donation to Oklahoma Cleats for Kids then receives a discount at our store that day only. . . So I guess it may benefit us because we may get new customers at our store, that would not may have come in, but want to benefit Oklahoma Cleats for Kids. But we're doing the donation days really to help Oklahoma Cleats for Kids.

**What could Oklahoma Cleats for Kids help promote/further your business with this partnership?**

Definitely social media. Where we are lacking is in social media. That would definitely be something that they could help us with in that area.

**Do you believe the partnership has aided in your company's sense of community?**

Absolutely.

**Would you be interested in some sort of regular communication from Oklahoma Cleats for Kids?**

**i.e. newsletter, monthly partner luncheon, etc...**

I think we'd be interested in the newsletters, but not the luncheon, mostly because it's hard for us to leave the store. (She suggested an email newsletter)

# INTERVIEWS

**...CONTINUED**

## FIRST SERVE INTERVIEW - JESSICA REINIKÉ

**What is your relationship with Oklahoma Cleats for Kids?**

Oklahoma Cleats for Kids has gathered and donated any of the tennis rackets they had donated to them, balls and shoes they had gathered, We also took some of the volleyball shoes as well.

**How did you become partnered with Oklahoma Cleats for Kids?**

I know Stacey as well as Mark Allen. Mark runs Will Rodgers Tennis Center.

**What drove your decision to partner with Oklahoma Cleats for Kids?**

The relationship with Stacey and Mark as well as the need for equipment fueled our partnership decision. First Serve is a newer organization, we had a great need for supplies and materials. So we took whatever Oklahoma Cleats for Kids gathered.

**How has this partnership benefited your business?**

We needed rackets primarily to give to kids last summer at the tennis camp we held last summer. They were all used at the tennis camp this past summer. We used many of the rackets she gave us to let the kids play tennis.

**What could Oklahoma Cleats for Kids help promote/further your business with this partnership?**

Over the next couple of years, First Serve will continue to grow. The programs will really take off. I was just a beginning coordinator. In the future there will be a great need for more equipment. More supplies from Oklahoma Cleats for Kids will be needed to run First Serve.

**What events, if any, have you done in conjunction with Oklahoma Cleats for Kids?**

We have not done any events with them.

**Would you be interested in some sort of regular communication from Oklahoma Cleats for Kids? i.e. newsletter, monthly partner luncheon, etc...**

Not as of now, in the future possibly as we grow and there are more opportunities to partner with them.

# INTERVIEWS

**...CONTINUED**

## FIRST SERVE INTERVIEW - JESSICA REINIKI

**Do you have any other partnerships with organizations?**

Just Oklahoma Cleats for Kids, since we are a new organization, there will be more opportunities in the future to partner with more.

**Do you know of other businesses that might be interested in partnering with Oklahoma Cleats for Kids as well?**

All of the ones partner with Oklahoma Cleats for Kids already, Boys and Girls clubs around the city and our local church tennis group, with lower income families. The BCC, we have used some of their materials as well.

**Is there any way Oklahoma Cleats for Kid's social media could aid in your partnership?**

Yes as our program grows.



# STYLE GUIDE



# STYLE GUIDE

## VISUAL IDENTITY

The Cleats for Kids brand is the most valuable asset in visual communications. The consistent application of a cohesive identity is crucial to supporting the message Cleats for Kids carries. A clear and consistent visual brand is a tool that ensures every touch point reinforces the Cleats For Kids brand and communicates excellence.

This style guide contains constraints, rules and examples for maintaining a consistent identity in all aspects of Cleats for Kids' visual communications. Every person involved with Cleats for Kids has a role in ensuring the visuals produced in-house or with the assistance of an outside source hold to these standards in order to maintain a consistent and recognizable brand.

## LOGO

### LIMITS & PADDING

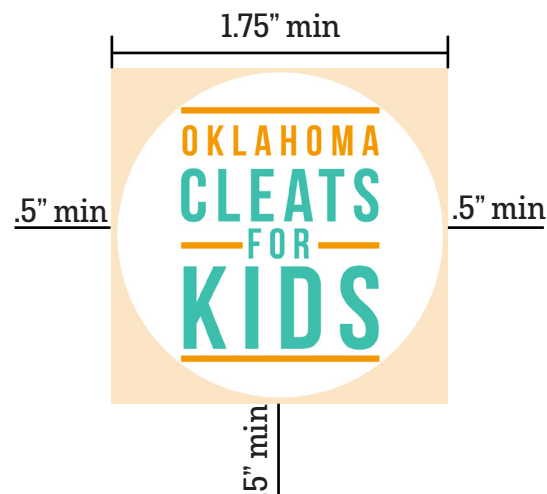
The logo should always have ample breathing room. Maintain a generous "safe" area equal to .5 inches on all sides. This frames the logo with visually equal padding. See visual on right.

### ARTWORK

Digital files with an .eps extension should be used for printed materials. Digital files with .jpg or .png extensions should be used for on-screen viewing. If you are sending artwork to an outside source, please consult with them for their preferred file format prior to production.

### SIZE

The minimum application size for print applications of the logo is 1.75 inches. Smaller uses of the logo will detract from the overall impact and consistent branding. See visual on right.

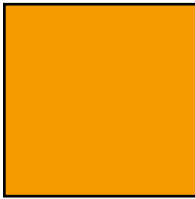




# STYLE GUIDE

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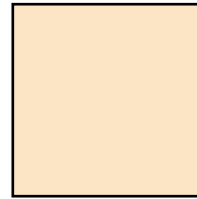
## COLORS



C4K Orange  
RGB: 244, 153, 0  
CMYK: 2, 46, 100, 0  
Web #: F49900



C4K Teal  
RGB: 62, 191, 173  
CMYK: 67, 0, 40, 0  
Web #: 3ebfad



C4K Cream  
RGB: 252, 229, 197  
CMYK: 1, 10, 23, 0  
Web #: fce5c5

\*plus black and white

## FONTS

### Serif Typography: Hermeneus One

Use this font for body text at no smaller than size 13.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

### SAN SERIF TYPOGRAPHY: AMERICAN PURPOSE

Use this font for headlines at no smaller than size 20.

AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ1234567890

\*both fonts can be found at [www.dafont.com](http://www.dafont.com)