



CAROLINA
FOR THE KIDS

Carolina For The Kids Style Guide

**2019-2020 School Year
2020 UNC Dance Marathon**

Organizational Overview

Mission

The mission of the Carolina For The Kids Foundation is to provide major emotional, medical, and financial support for the patients and families served by UNC Children's.

Our mission statement should be publicized on every relevant item. It is the driving force and guides our every action as an organization.

About Carolina For The Kids

Carolina For The Kids is a student-run nonprofit and University-recognized organization located at UNC-Chapel Hill. Carolina FTK is the largest student-run fundraising organization in the state of North Carolina. Over the course of the year, we host a variety of events, such as Kilometers For The Kids, Benefit Reception live and silent auctions, and the UNC Dance Marathon. Each year, hundreds of Carolina students pledge to raise at least \$200 and stand for either 12 or 24 hours in solidarity for the families of UNC Children's. Since our inception in 1997, we have raised over \$6 million for the patients and families of UNC Children's, with over \$440,000 raised in 2019.

Goals, Priorities, and Values

In the organization's 2020 strategic plan, the following are identified as our main goals:

- Increase the total funds the Carolina For The Kids Foundation raises, and thus, can contribute to the patients and families served by UNC Children's
- Improve the Carolina For The Kids Foundation's overall organizational efficiency
- Improve the Carolina For The Kids Foundation's stakeholder engagement

While measured using different metrics, these goals must be reached by achieving excellence in the following objectives:

- Establishing a concrete base of donors by developing long-term donor relationships and providing multiple giving opportunities
- Growing and instilling an organization-wide culture of mutual support, accountability, empowerment, long-term thinking, and transparency
- Centering all of our actions and efforts around our cause and in support of our mission
- Supporting our dancers so that they may be fully engaged with the Carolina For The Kids Foundation
- Becoming more efficient in order to establish operational excellence through processes, culture, and a sustainable work-life balance

The core values of Carolina For The Kids include advocacy, compassion, dedication, ingenuity, and teamwork.

Graphic Style

Logo & Wordmark

Full Color



CAROLINA
FOR THE KIDS

One Color



CAROLINA
FOR THE KIDS

Block Icon &
Variations



Icon should only appear in a different color scheme when alone and must only use the main organizational colors (except yellow) with white details.

Wordmark should be used on a white background whenever possible and have space surrounding it equal to at least one-third the height of the blocks, though preferably more when possible.

The text part of the wordmark can also be used separately from the icon and should be when the icon would be too small and cause it to lose detail.



Graphic Style

Typefaces








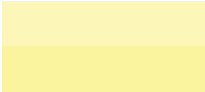













Raleway is our main display typeface used for titles and headlines. It should not be used for anything longer than a few sentences.

Open Sans is our main sans-serif typeface and should be used for longer passages of text and body copy, especially for items intended solely for electronic use.

Tahoma is our secondary sans-serif typeface for use when Open Sans is unavailable, particularly when using email clients (Gmail) where Opens Sans is not an option.

Garamond is our primary serif typeface, used for more formal applications or printed materials with extended copy. Adobe Garamond Pro is the preferred version of this typeface. Use as an alternative to Open Sans.

Colors

Sunshine	Coral	Steel Blue	Turquoise	Sea Foam	Charcoal	Carolina Blue
						
CMYK 3, 0, 59, 0	CMYK 0, 48, 56, 0	CMYK 71, 38, 15, 1	CMYK 64, 0, 21, 0	CMYK 51, 0, 42, 0	CMYK 0, 0, 0, 70	CMYK 39, 14, 0, 0
RGB 250, 242, 136	RGB 247, 154, 114	RGB 0, 117, 163	RGB 66, 194, 205	RGB 124, 201, 170	RGB 109, 110, 113	RGB 150, 192, 230
HEX #FAF288	HEX #F78A72	HEX #0075A3	HEX #42C2CD	HEX #7CC9AA	HEX #6D6E71	HEX #96C0E6
						
						

Secondary colors (sampled below the hexadecimal values) should be used as accents to create depth and supplement the main colors above. Carolina Blue is the only one that doesn't have derivative tints and shades and should only be the University-chosen

PMS 278. Carolina FTK prefers a bold, clean, vivid graphic style. While artwork is not limited to the colors above, consistent use of them helps to cement a solid graphic identity for the organization.

Written Style

Organizational

Carolina For The Kids

Carolina FTK is acceptable on second reference or when used informally to members of the organization. *Carolina FTK* is never used in written publications. *Foundation* is always acceptable, though not required, following (*Carolina For The Kids Foundation*).

Benefit Reception

Our annual live and silent auction organized by the Formal Affairs Committee. It is held in the beginning of the spring semester. *Benefit Reception* should always be capitalized and never abbreviated.

Board of Directors

Oversees the entire organization and ensures that the mission of Carolina For The Kids is always being fulfilled, while ensuring ethical and legal integrity and approving key decisions of the Executive Board. *The board* is acceptable on second reference when there is no mention of the Executive Board.

chairs

The 11 committee leaders who make up the Executive Board along with the Executive Director and 4 Coordinators. *Chair* should follow sentence case when used by itself, but it should be capitalized when used in conjunction with a specific title (e.g., *Public Relations Chair*). The terms chairman or chairwoman are never acceptable.

committees

The Carolina For The Kids structure consists of 11 committees, each led by a committee chair and comprised of 3-4 subchairs and up to 50 committee members. Along with the 11 committees, there are 4 specialized coordinators. Specific committee names should be capitalized, but *committee* should always be lowercase when used by itself (e.g., *Public Relations Committee, the committee*). Use of an ampersand is preferred to the word “and” in committee titles. For more information on the committees, see the “Committee Descriptions” section.

coordinators

New in the 2019 school year, the 4 specialized coordinators make up the Executive Board along with the 11 chairs and Executive Director. Each coordinator is responsible for overseeing their respective committee chairs. *Coordinator* should follow the same capitalization rules as chair.

dancers

Participants in the UNC Dance Marathon. *Dancers* should follow sentence case.

Executive Board

The main leadership team of Carolina For The Kids comprised of the Executive Director, 11 committee chairs, and 4 specialized coordinators. *Executive Board* should always be capitalized and not abbreviated.

Executive Director

The head of the Executive Board. *Executive Director* should always be capitalized and never abbreviated.

For the Kids

The focus and motto of the organization. When used in this way, both For and Kids should be capitalized, otherwise, sentence case is acceptable. *FTK* is acceptable in all internal communication and on second reference otherwise.

For the Kids Fund

One of our staple grants that is used to cover costs incurred by families not otherwise paid for by insurance. *FTK Fund* is acceptable on second reference or first internally.

Kid Co-Captains

Current or former patients of the hospital who are partnered with teams of dancers at the Marathon. *KCC* is acceptable on second reference or first internally.

Kilometers For The Kids

Kilometers For The Kids is our large fall fundraising event comprised of our 5K and 1-Mile Fun Run. *Kilometers FTK* or *KFTK* are acceptable on second reference or on first reference in internal communication.

motivators

Participate in 6-hour shifts at the Marathon and help to keep dancer morale up. *Motivators* should follow sentence case.

patients & families

Keep our work in perspective by saying we benefit or support *patients and families* of the hospital rather than the hospital itself unless space is limited. Simply *families* is also acceptable.

Parents' Night Out

One of our staple grants where we provide a hot and healthy free meal to families in the hospital. *PNO* is acceptable on second reference or first reference internally.

Recruitment Weeks

During the year, we have three recruitment weeks: *Committee Recruitment Week*, *Dancer Recruitment Week*, and *Motivator & Volunteer Recruitment Week*. These should all be capitalized and abbreviated on second reference (first reference internally) is acceptable (i.e., *CRW*, *DRW*, *MVRW*).

Ronald McDonald House of Chapel Hill

One of our community partners and past grant recipients. *Ronald McDonald House* or *RMH* is acceptable on second reference.

subchairs

Each of the 11 committees has 3–4 subchairs selected by the committee chair to assist with more intensive duties and be leaders within the committee. *Subchair* should be one word, not hyphenated, and follow the same capitalization rules as chair.

UNC Dance Marathon

Refers to the 24-hour event that takes place annually in March. *UNCDM* or *Marathon* are always acceptable on second reference and acceptable on first reference when used in internal communications. *Marathon* should always be capitalized. *Dance Marathon* is acceptable only in informal communication to people associated with UNC-Chapel Hill or on second reference (but simply *Marathon* is preferred for second reference). When referring to a certain Marathon, the following formats are acceptable:

- 2020 UNC Dance Marathon
- 22nd Annual UNC Dance Marathon
- 2020 UNCDM

volunteers

Work three-hour shifts at the Marathon and help Operations with staffing the event. *Volunteers* should follow sentence case.

The University of North Carolina

Campus Y*

Both the building and organization on campus used annually for Kilometers For The Kids. Should not be shortened.

Carolina*

This diminutive is acceptable only in quotes and on second reference to athletic teams at the University of North Carolina at Chapel Hill.

Chapel Hill*

A town, not a city. It is governed by a Town Council, and it has both a mayor, who is elected, and a town manager, who is appointed.

Dean E. Smith Center*

Smith Center is acceptable on first reference when locating an activity. Use the full name in other cases. *Dean Dome* is unacceptable, except in quotes.

Fetzer Gym

The location of the Marathon. Simply *Fetzer* is acceptable in internal communication or on second reference.

First-year*

UNC-Chapel Hill's preferred alternative to freshman. Note: hyphenation.

General Alumni Association*

GAA is acceptable on second reference or first reference internally. *Alumni association* is also acceptable on second reference.

Kenan Stadium

Football stadium located on UNC's campus, and is the home field of the North Carolina Tar Heels.

North Carolina Children's Hospital

Refers to the building and organization housed within on UNC-Chapel Hill's campus. *N.C. Children's Hospital* is also acceptable on first reference. Should never be preceded by *the*. *The hospital* is acceptable on second reference.

Old Well

UNC's signature structure located on East Cameron Avenue between Old East and Old West dorms.

Tar Heel

Nickname of UNC's athletic teams, students, alumni, and fans. *Tar Heels* is two words and can be shorted to *Heels* on second reference.

UNC-Chapel Hill*

UNC-CH is acceptable on second reference. *The University* is acceptable on second reference if no other university appears in the story.

UNC Children's

The newly rebranded term to refer to N.C. Children's Hospital and all related children's health services of the UNC Hospitals system. Never follow with *Hospital* or precede with *the*.

UNC Health Care System*

Owned by the State of North Carolina and based in Chapel Hill. It includes the School of Medicine and UNC Hospitals, as well a network of community medical practices and a home health agency.

UNC Hospitals*

The hospitals are N.C. Memorial Hospital, N.C. Cancer Hospital, N.C. Children's Hospital, N.C. Neurosciences Hospital, and N.C. Women's Hospital. It's acceptable to use *UNC Hospitals* on first reference when saying that a person was treated at UNC Hospitals or died at UNC Hospitals. Specify which hospital when relevant to the story. Treat as a singular noun.

Notes

All rules developed in this style guide should take highest precedent when writing on behalf of or in reference to the organization. Otherwise, all copy should follow the rules of the most recent edition of the AP Stylebook.

Though an organization run by college students, all alcohol references should be kept to an absolute minimum when associated with the organization. One notable exception is explaining rules or specials of a bar night benefiting the foundation. Except for very rare and unusual circumstances, there should never be any references to illegal drugs or actions.

Pronouns used to refer to a person should always be their preferred pronoun, regardless of any style rules (*he, she, they, ze, etc.*). As noted, *they* and *their* are acceptable as singular. Titles with gender-neutral alternatives should be used (*chair* instead of *chairwoman*).

While not endorsed or advised by the AP Stylebook, the Oxford or Serial Comma is acceptable (though not required) in materials not sent for publication in other outlets (press releases, etc.).

As noted in the previous page, confusion still exists as to usage between *UNC Children's* and *N.C. Children's Hospital*. As a general rule, N.C. Children's Hospital refers to the building and the organization housed within, while UNC Children's extends further and includes N.C. Children's as well as other children's health services of UNC Health Care.

When referring to our nonprofit status, we are the largest student-run nonprofit with nonprofit as one word.

Email

As a general rule, all emails sent from organizational accounts should be signed "For the Kids" or "FTK." All organizational email accounts should also have signatures with the following format:

Full Name (bold)

Title, Carolina For The Kids

Office: 919.843.6991 | Cell: XXX.XXX.XXXX

carolinaftk.org | @carolinaftk

Kalina MacKay

Public Relations Chair, Carolina For The Kids

Office: 919.843.6991 | Cell: 980.210.8171

carolinaftk.org | @carolinaftk

The website URL and social media pages should both link to their respective pages.

carolinaftk.org

facebook.com/carolinaftk

instagram.com/carolinaftk

twitter.com/carolinaftk

Coordinator Descriptions

Events Coordinator: The Events Coordinator is in charge of coordinating between *Formal Affairs*, *Entertainment*, *Morale & Recruitment*, and *Operations* committees to ensure that all events have efficient logistical plans and run smoothly. They are also in charge of all day-to-day organizational reservations. The Events Coordinator will implement Incentives and head up Letter Push with the assistance of the other Events committee chairs.

Financial Coordinator: The Financial Coordinator is in charge of coordinating between *Sponsorship & Development* and *Organizational Donations* committees to ensure that our corporate outreach and student fundraising flourishes. They are also in charge of managing budgets, monitoring transactions, reviewing and improving requisitions, and keeping Carolina For The Kids Foundation's financial databases current. Additionally, they are responsible for approving and reviewing matching grants throughout the year. They are also responsible for checking the mailbox weekly and maintaining our bank accounts. The Financial Coordinator and all chairs sitting underneath will coordinate canning efforts together.

Media Coordinator: The Media Coordinator is in charge of coordinating between *Public Relations*, *Creative Media*, and *Technology* committees to ensure that all media is in tandem. They are to ensure there is sufficient photo and video content to create media for the Public Relations committee. In addition, they are to take the lead on all merchandise orders, email/account administration, and advertisements.

Relations Coordinator: The Relations Coordinator is in charge of coordinating between *Community Relations* and *Hospital & Family Relations* committees to ensure secure relationships with our community on and off campus. This includes extending Carolina For The Kids' outreach throughout North Carolina. Additionally, they are in charge of planning the benefit nights in the area and distribution of thank-you letters to members of the community.

Committee Descriptions

Community Relations: The Community Relations Committee serves as a liaison between CFTK and the surrounding community to include local schools, external organizations, Greek organizations, campus groups, and alumni. The committee also seeks to engage the community through participation in local school fundraisers and high school Dance Marathons.

Creative Media: The Creative Media Committee is responsible for creating all organizational and promotional graphics. They are responsible for creating and editing all photo and video content. Additionally, they are accountable for all organizational merchandise designs.

Entertainment: The Entertainment Committee is responsible for securing both on- and off-campus performers for all 24 hours of the Marathon, as well as all other performance based organizational events. They create the minute-by-minute schedule for the Marathon and are responsible for coming up with new and exciting activities, competitions, and games for the Marathon.

Formal Affairs: The Formal Affairs Committee is responsible for the planning and execution of the annual Carolina For The Kids Foundation Benefit Reception. The committee is responsible for hosting and staffing this event as well as procuring all items for the auctions by visiting and establishing relationships with businesses. This committee is also responsible for soliciting all event donations. Formal Affairs will also head up the Incentives system for the year.

Hospital & Family Relations: The Hospital & Family Relations Committee concentrates on expanding and solidifying the relationships with UNC Children's, the patients and families of the hospital, and the organization. The Hospital & Family Relations committee is involved in building relations with families, doctors, nurses, and hospital administration, as well as planning ways for committee members to engage with patients and families through the Pediatric Playroom, Parent's Night Out, and other events.

Morale & Recruitment: The Morale & Recruitment Committee is responsible for recruiting dancers, motivators, and volunteers to participate in the Marathon, as well as boosting morale at the UNC Dance Marathon. Morale & Recruitment focuses on keeping dancers engaged throughout the year leading up to the Marathon and serving as dancer team captains. They are also responsible for the coordination of existing dancer fundraising opportunities and the development of new avenues for dancer fundraising through larger-scale events.

Operations: The Operations Committee organizes and executes all logistical details of the 24-hour Marathon, the Kilometers For The Kids race series, and other major events. This committee works with University officials and outside groups to handle logistical tasks for the other 10 committees. Other responsibilities include training volunteers for Marathon setup and cleanup, ensuring smooth functioning of the Marathon and KFTK, and overseeing weekly banner poster paintings throughout the year.

Organizational Donations: The Organizational Donations Committee is responsible for soliciting all food donations for the UNC Dance Marathon as well as in-kind donations for all Carolina For The Kids events outside of the Benefit Reception. This committee also coordinates all gift card pushes.

Public Relations: The Public Relations Committee is responsible for all of the organization's internal and external communications. The main responsibilities of this committee include developing, editing, and publishing written content, coordinating media coverage for major organizational events, managing all of the organization's social media accounts, and ensuring all communication clearly reaches members of our community via the necessary outlets. Furthermore, they will be in charge of creating all press releases and newsletters.

Sponsorship & Development: The Sponsorship & Development Committee is the main avenue through which the organization solicits corporate donations. It is responsible for creating large corporate partnerships, as well as contacting and working with both large and small companies interested in sponsoring the organization through monetary donations. This committee will also coordinate the annual one day campaign. The Sponsorship & Development Committee will secure foundational grants.

Technology: The Technology Committee is responsible for managing the organizational website, our fundraising site, and our organizational app in terms of content and functionality. Additionally, this committee facilitates production during the Marathon and is the point of contact with the production company for the Marathon. Lastly, this committee is responsible for ensuring that the organization is effectively implementing and using the latest technological solutions throughout the year.

2020 Contact Information

Executive Director

Michelle Cooley
executivedirector@carolinaftk.org
(919) 475-3399

Event Coordinator

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Finance Coordinator

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Media Coordinator

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Relations Coordinator

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Community Relations Chair

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Creative Media Chair

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Entertainment Chair

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Formal Affairs Chair

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Hospital & Family Relations Chair

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Morale & Recruitment Chair

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Operations Chair

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Organizational Donations Chair

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Public Relations Chair

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Sponsorship & Development Chair

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Technology Chair

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2020 Contact Information

Public Relations Subchairs

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Newsletter

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Social Media

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Technology Subchairs

Production

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Special Projects

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Website

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