



**CIRCLE OF  
FATHERHOOD**

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# EXECUTIVE SUMMARY

As our team gathered insights about Dads of Douglas County and the public it serves, it became clear that the organization needed a fresh start. We believed the main way that this would be achieved was an overhaul of the organization name.



After meeting with the members of the board, we learned that when abbreviated to DoDC, as we had originally hoped to do in the logo, the DC creates a negative connotation due to being synonymous with the Department of Corrections. After learning this, we decided that the Douglas County part needed to be removed from the name.

Additionally, the board expressed hopes of being more inclusive towards women. Specifically saying "Dads" in the title seems like an automatic restriction, although we know that is the focus of the organization.

Therefore, we decided to opt for a word like fatherhood, because a mother could be trying to fill the presence of a father figure, whereas "Dad" is more restrictive.

After looking into the core values of the organization and the image it is attempting to portray, we settled on a new name: Circle of Fatherhood. This idea originally came from the idea of a tree being symbolic of the organization.

Trees grow stronger the more they are nurtured and cared for, in the same way that a person does. And this strength is integral to our campaign. But even more so, the growth rings, or "circles" inside of a tree tell a story of success, hardship, fighting, and living that closely relates with the way that all people have memories of the way they were raised and the way they live their lives. Additionally, circle has a warm and inviting connotation, especially when attached on to the word

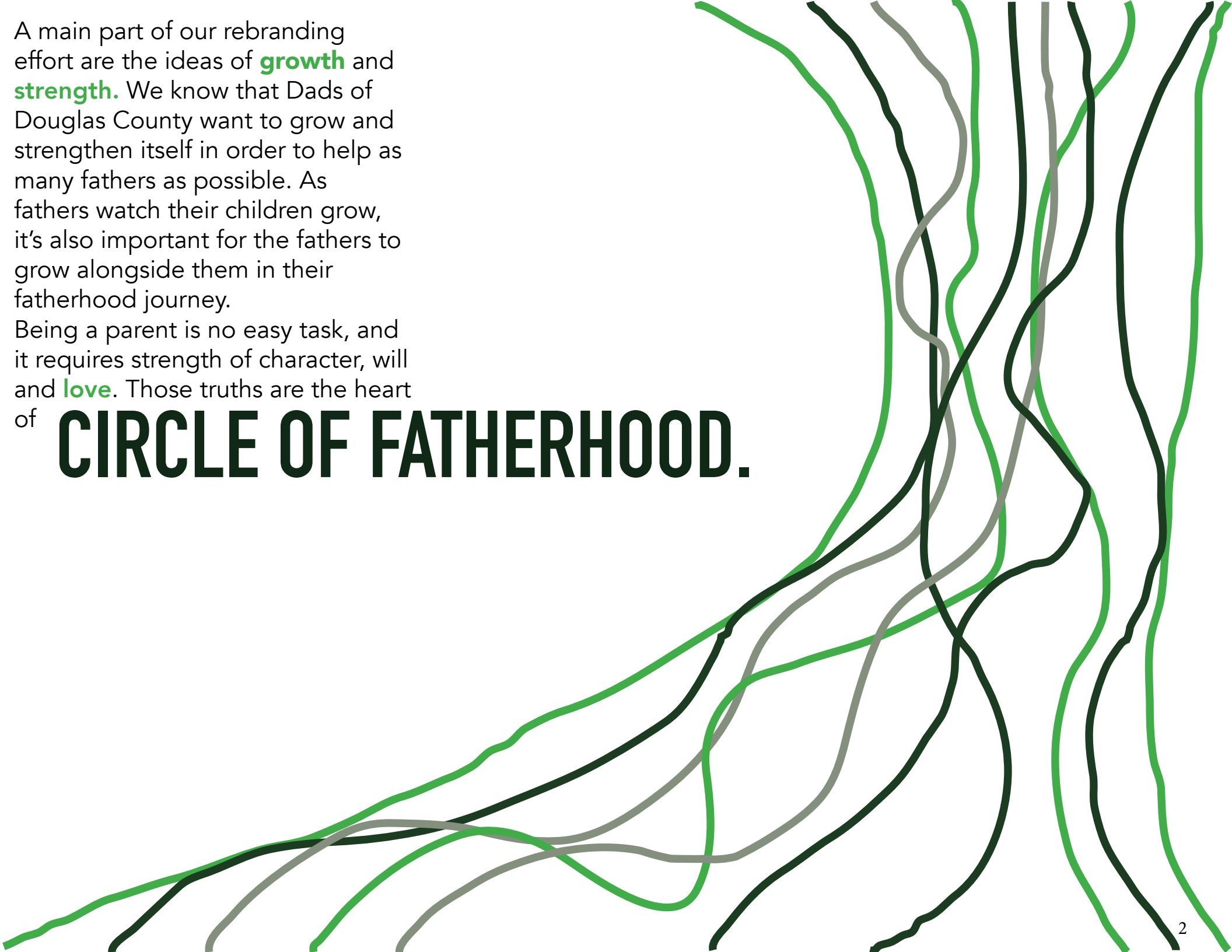
**"fatherhood."**

But we acknowledge that the rebranding doesn't stop there. We additionally made board member titles so that the board was more organized internally. We created social media plans and style guide in order to further establish brand personality. Additionally, we re-examined the mission statement in order to make it slightly more inclusive, as well as use some of the buzzwords that we thought would be beneficial for the organization.

A main part of our rebranding effort are the ideas of **growth** and **strength**. We know that Dads of Douglas County want to grow and strengthen itself in order to help as many fathers as possible. As fathers watch their children grow, it's also important for the fathers to grow alongside them in their fatherhood journey.

Being a parent is no easy task, and it requires strength of character, will and **love**. Those truths are the heart of

# CIRCLE OF FATHERHOOD.

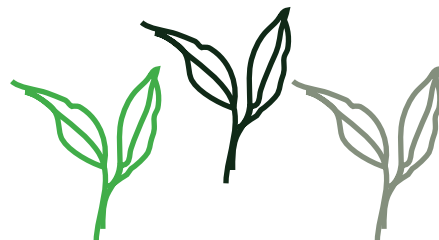


# KEY RESEARCH FINDINGS

🌿 One key insight from our research was that people prefer to accept help and/or advice from organizations rather than from individuals. Because of this finding, we decided that it was very important to make Dads of Douglas county seem more like a cohesive organization and less like a club for a group of dads. Part of this goal is accomplished through the name change. Instead of being “dads” and a collection of individuals, the organization will focus on the wider idea of fatherhood and surrounding one’s self with people that will promote a nurturing environment for **growth**.

🌿 Another key insight that was taken from our research, and another way to promote the cohesiveness of the organization is that it seems like many of the board members are on different pages as to what needs to happen within the organization.

Because of this, in the phone interviews there was a wide variety of disagreeing opinions and also a sense that internal communication and planning was lacking. To help with this, we decided that it would be beneficial to have actual roles on the board with titles, such as director of events, director of outreach, director of financials, and so on. If each board member has a clear understanding of their role as well as their duties to the organization and who has final say in different areas, then there will be a lot cleaner communication happening.

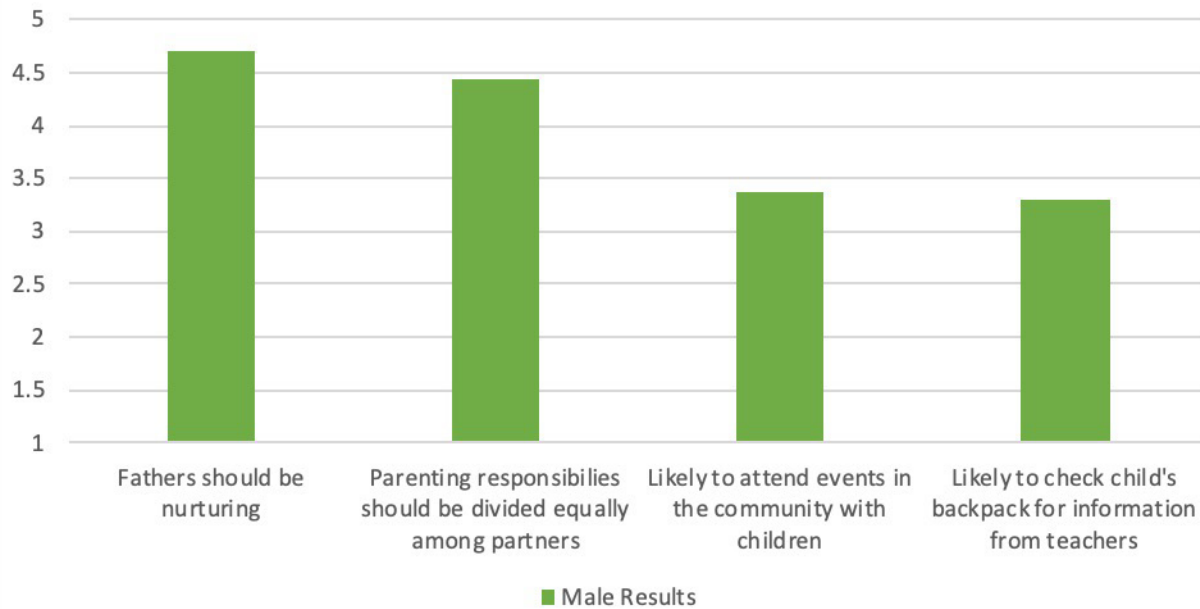


🌿 An interesting insight that we found in the primary research was that men believed just as much as women that men should be **nurturing** and that they should split the parenting workload between both parents. However, men were also much more unlikely to take their children to **community** events or check their backpack after school.

This shows that although most of the men that took the survey were on board with the big picture ideas about fatherhood, they were less likely to do the little things here and there to implement those ideas.

This is an interesting insight for Circle of Fatherhood because it shows that fathers are on board with the ideology of the organization, but they are having trouble following through with their actions, and this is something that the organization could help fathers with.

Male Results

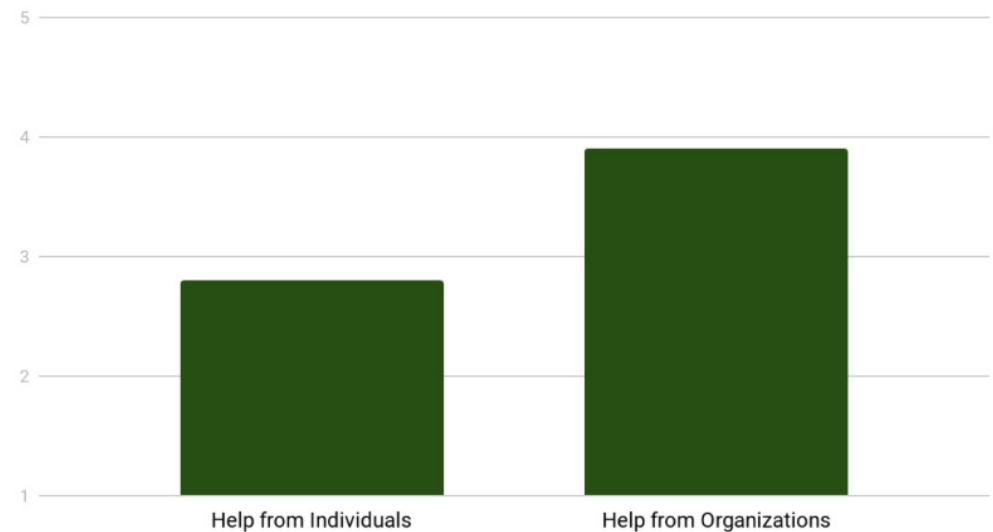


\*This shows that although most of the men that took the survey were on board with the big picture ideas about fatherhood, they were less likely to do the little things here and there to implement those ideas.

## LOOKING AT THE MEANS (AVG.) OF THE DATA

\*Research showed that people prefer to accept help and/or advice from organizations rather than from individuals.

Organization vs. Individual Support



Another insight that was gained through primary research is that dads like the simplicity of being able to get **together** with other local fathers and share in a fellowship of people that can relate to the challenges, and excitements of parenthood.

Through this insight, we formed a support group for Circle of Fatherhood. While simple in nature, a support group will allow fathers to spend time together and share the struggles and victories they face as fathers, as well as provide **support** and **encouragement** to dads that are going through similar situations. Along with the regular meetings of the support group, Circle of Fatherhood will continue to host family events that will **grow** and nourish friendship that are made through the support group.



Primary research also heavily pointed to the insight that men do not think of parenting as something to do with others. Dads of Douglas County aimed to break this notion, but changing the name to Circle of Fatherhood reflects the unity that the organization is promoting. Circle of Fatherhood stresses the importance of a **network** and **community** when it comes to raising a **family**, and this is reflected in the rebranding through frequent events and meetings that foster a strong community of father figures. The idea of “parenting together” is reiterated throughout the website and in the voice communicating to the community through social media.

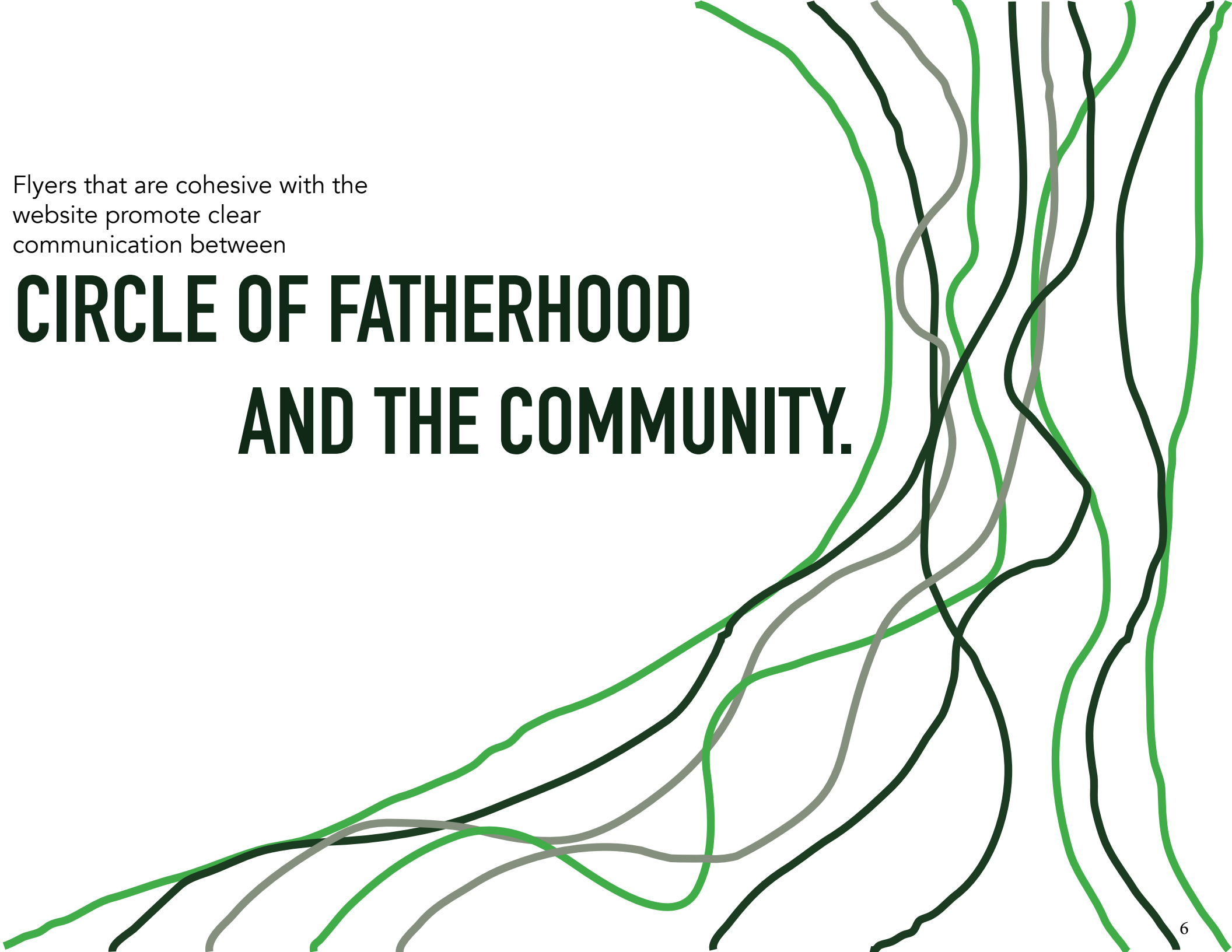
Another key insight that came from primary research that revolved around the logo. The board remained very split on the desire to rebrand the Dads of Douglas County logo, but with the decision to change the name of

the organization, the logo needed to be redesigned to reflect the new image of the non-profit. Through primary research, it was learned that many board members liked that natural color palette of the logo. This color palette was carried through into the Circle of Fatherhood logo, along with the image of the tree stump with rings, which reflect the ideas of growth and stability.

Through primary research, the insight was gained that board members want clear communication about the organization to the community. This concept is demonstrated through a website redesign that is informative and easy to navigate. Potential members will be directed to the website from flyers that will be distributed throughout the community, and through flyers that will be handed out at events. The flyers are concise and informative, and they relay the message of inclusivity and community.

Flyers that are cohesive with the website promote clear communication between

# **CIRCLE OF FATHERHOOD AND THE COMMUNITY.**





**NAME & TAGLINE**

# **CIRCLE OF FATHERHOOD**

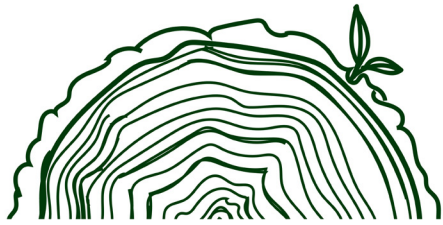
Connecting and Empowering Father Figures

# LOGO



# CIRCLE OF FATHERHOOD

**Primary Logo**



## CIRCLE OF FATHERHOOD

### **Smaller Logo**

Can be used on:

E-newsletters

Newsletters

Presentations

Emails



# CIRCLE OF FATHERHOOD

Connecting and Empowering Father Figures

**Logo & Tagline**

# FONT & COLOR PALETTE

Logo / Name of Organization / Titles

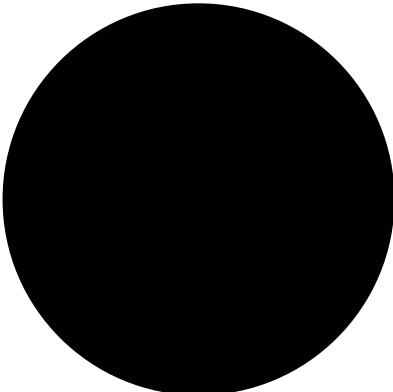
**DIN CONDENSED**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

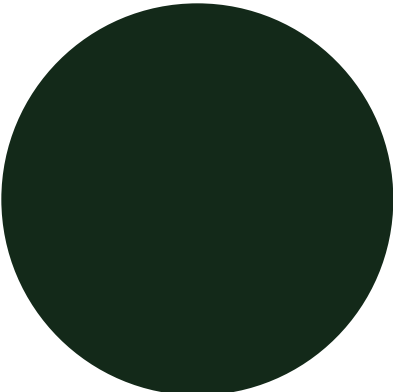
Tag Line / Secondary Text / Copy Text

AVENIR BOOK

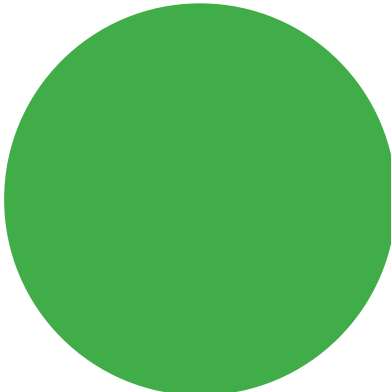
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz



Black



Forest Green



Lime

# MISSION STATEMENT

We are parents dedicated to **empowering** fathers in their involvement in their children's lives. We aim to grow a **caring community** where **father figures** can **connect** with one another while **nurturing** strong relationships with their children and partners. We happily **embrace** all father figures and hope to join them on their fatherhood journey, while fostering **healthy relationships** for all members of a family.

# BOARD POSITIONS

## **Executive Director (Bruce)**

- Chairman of the board
- Leads group discussions

## **Director of Internal Operations**

- Takes notes at every meeting and sends them out to board members
- Helps the Executive Director with any tasks that need to be accomplished
- Coordinates all board meetings

## **Director of Marketing**

- Handles all social media posting
- Handles campaign ideas
- Creates or delegates the creation of all promotional ideas
- Tries to keep the brand on track

## **Director of Events**

- Plan all events (Finding venue, deciding activities)
- Coordinates the calendars
- Sends calendar in a timely fashion to the Director of Marketing

## **Director of Fundraising**

- Plans and handles all fundraising efforts
- Works with the DOR to find partnerships that can support the Circle of Fatherhood

## **Director of Outreach & Recruitment**

- Manages partnerships within the community
- Coordinates recruitment of new members
- Acquaints new members with the organization

## **Director of Financials**

- Acts as a treasurer in budgeting money
- Files all tax exemption documents
- Handles all flows of money in and out of the organization

# WEBSITE LAYOUT



## CIRCLE OF FATHERHOOD

Connecting and Empowering Father Figures

[Upcoming Events](#)

### WHO WE ARE

We are parents dedicated to empowering fathers in their involvement in their children's lives. We aim to grow a caring community where father figures can connect with one another while nurturing strong relationships with their children and partners. We happily embrace all father figures and hope to join them on their fatherhood journey, while fostering healthy relationships for all members of a family.



[Connect](#)



## ABOUT US

We are parents dedicated to empowering fathers in their involvement in their children's lives. We aim to grow a caring community where father figures can connect with one another while nurturing strong relationships with their children and partners. We happily embrace all father figures and hope to join them on their fatherhood journey, while fostering healthy relationships for all members of a family.

Circle of Fatherhood is a registered 501(C)3 non-profit organization.

[DONATE](#)

## WHAT WE DO

Support and Empower Father Figures, Hold Events, & Provide Family Resources

## THE TEAM



**Bruce Eggers**  
Executive Director



**Name**  
Director of Internal Operations



**Name**  
Co-Director of Marketing



**Name**  
Co-Director of Marketing



**Name**  
Co-Director of Events



**Name**  
Co-Director of Events



**Name**  
Co-Director of Fundraising



**Name**  
Co-Director of Fundraising



**Name**  
Director of Outreach and Recruitment

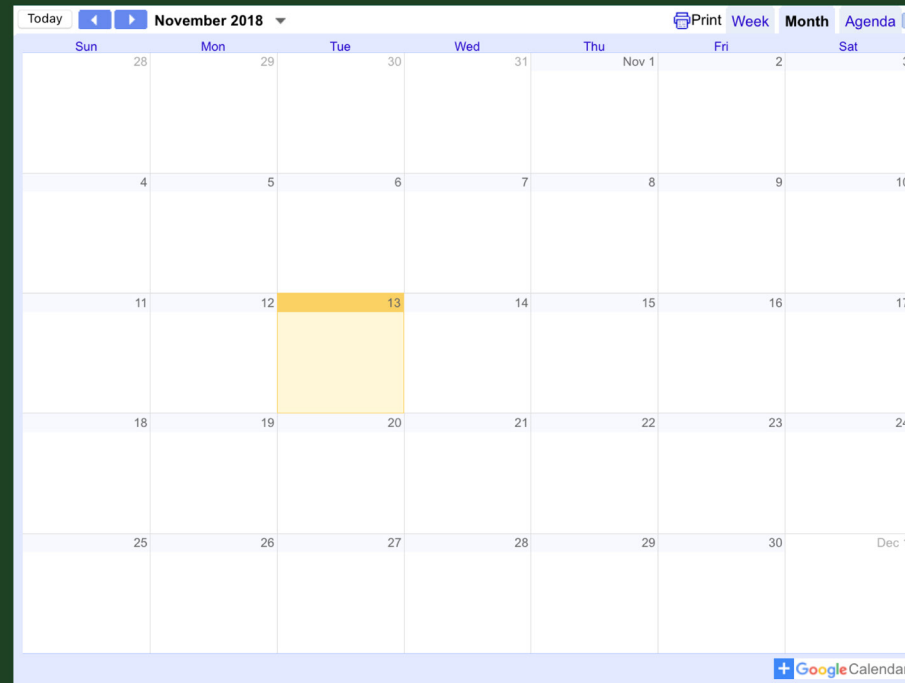


**Name**  
Director of Financials





## EVENT CALENDAR



**All Fathers Support Group**  
When: 7-7:45 p.m.  
  
Where: Lawrence Public Library  
  
What: Focuses on father's well-being, Safe and open conversation

**Passports to Health Fall Camp Out**  
A bi-annual overnight camping experience with fishing, paddle boats, bonfires, s'mores, and games.

**Dad & Me Play Group-- Fall Edition**  
A super fun night of pumpkin pie, corn maze, and games!  
A photographer will also be present!



## CONTACT

Please email us if you have any questions or simply want additional information. We'd love to hear from you and will respond within one business day.

**Name**

First Name

Last Name

**Email Address**

**Subject**

**Message**

**SUBMIT**



## DONATE

Every day we strive to connect and empower father figures. To help do that, we host events and rent out venues, speakers to gather and learn. If you feel passionate about this cause and decide to donate, we promise that all donations go to helping father figures in the Lawrence community area. Thank you so much. We appreciate you.

DONATE



Log in



Circle of Fatherhood  
paypal.me/circleoffatherhood

Dads of Douglas County  
paypal.me/dadsofdouglascounty

\$ 25.00

USD

Next

MORE ABOUT

Lawrence, KS

Encouraging and promoting fathers' involvement in children's lives

Connecting and empowering father figures.



## SHOP



### DAD'S ROAST (BY REPETITION COFFEE)

**\$15**

Dad's roast is a delicious whole bean Kenyan coffee that all coffee drinkers will appreciate! All proceeds go to support the work of Circle of Fatherhood.

Quantity:

1

[ADD TO CART](#)


## STORY OF REPETITION COFFEE x CIRCLE OF FATHERHOOD

Our friends at Repetition Coffee came across Circle of Fatherhood and felt drawn to our mission and what our organization was doing. Repetition Coffee then donated their Kenyan roast to us. Our friendship quickly grew into a partnership.

Now, we proudly sell Repetition Coffee's 'Dad's Roast'. Dad's always need that extra burst of energy, and when that extra burst is delicious, that's such a plus.

All of the proceeds go to support the work of Circle of Fatherhood, which we are grateful for.




Circle of Fatherhood   
@CircleOfFatherhood



- Home
- About
- Join Our Email List
- Groups
- Events
- Photos
- Videos
- Reviews
- Posts








 Like  Follow  Create Fundraiser   

 Create Post

---

 Write a post... 

 Photo/Video  Tag Friends  Check in 

 **4.8 out of 5** · Based on the opinion of 11 people

Our Story

Current Activities:

- Passports to Health outdoor play and father engagement program

# FACEBOOK AD #1

Grab your target audience's attention by giving them an invitation. Make FB ad target Males in Lawrence, ages 23 to 50. Spend \$200 for the lifespan of this ad (1 month).

# YOU'RE INVITED

**WHAT:** An All Fathers Support Group

**WHEN:** Every 1st and 3rd Tuesday of Every Month,  
7-7:45 p.m.

**WHERE:** Lawrence Public Library  
707 Vermont St, Lawrence, KS 66044

**WHY:** Father Figures Have Emotions Too  
(& Deserve a Support Group)



# FACEBOOK AD #2

## **NOW CALLING ALL FATHER FIGURES**

**Including (but not limited to):**

**Dads, Single Dads, Two-Dad Families,  
Single Moms, Two-Mom Families,  
Grandparents, Legal Guardians, etc.  
Join our circle.**

**Click here to learn more!**



Simple FB ad to strike audience's attention, and possibly interest. It shows that Circle of Father is not exclusive and is open-minded. There is not one perfect fit for the word father figure. This ad shows this, which corresponds with Circle of Fatherhood's beliefs and strategy to reach all father figures.

Make FB ad target Males and Females in Lawrence, ages 23 to 50. Spend \$400 for the lifespan of this ad (1.5 months to 2 months).

# COMMUNICATION TOOL BOX



# WHY IS THIS IMPORTANT

The purpose of creating a Social Media Style Guide for Circle of Fatherhood is simple: consistency across the board with little effort. This style guide aims to help establish a brand personality for the Circle of Fatherhood and quickly assist anyone with establishing a consistent voice when posting on social.

We have identified two outlets that our target audience uses and indicated to us through primary research that is their primary mode of communication. Our target audience indicated to us that Facebook is where they go for updates on friends, organizations and even get the news. By establishing a professional Facebook presence, Circle of Fatherhood can use their Facebook page to further develop their brand identity and relationships with members.

# SOCIAL MEDIA

## PROFILE BASICS

### **Facebook: @DadsofDouglasCounty**

- Change @name to @CircleofFatherhood

\*Should you ever choose to pursue alternative social media outlets and the username @CircleofFatherhood is taken, consider alternative names like

- @CircleofFatherhood\_
- @Circle\_of\_Fatherhood
- @\_CircleofFatherhood

While we highly doubt this name would be unavailable to you, it is important to try to keep the same or similar usernames across platforms -- making you easier to find.

**Profile Picture:** Use the new logo as the profile picture on Facebook and across the website to establish a cohesive voice across platforms. This further establishes our rebranding efforts and can be further brought to life through voice in messaging, which we'll touch on later.



**Profile Bio:** Connecting and Empowering Father Figures -- We are men and women dedicated to promoting the importance of fathers involvement in their child's lives.

\*Consider including hashtags

# SOCIAL MEDIA

## PROFILE BASICS

### **E-Newsletter: [info@dadsofdouglascounty.org](mailto:info@dadsofdouglascounty.org)**

- Change to [info@cof.org](mailto:info@cof.org)

This small change will not only reinforce rebranding by using the abbreviation CoF, but it's also just a shorter, easier e-mail address to use for contact.

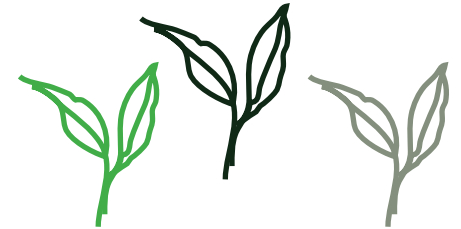
**New Logo:** Incorporating the logo into every document to be seen by the public is a must. (ex. Press releases, e-newsletter, event flyers) This is such an important part of the rebranding process because it establishes a professional, yet welcoming voice for the brand. This makes the organization look more official on paper.

**Tagline:** The tagline "Connecting and Empowering Father Figures" should be in a small font close to the logo.

# CIRCLE OF FATHERHOOD'S BRAND VOICE



When people think of Circle of Fatherhood, what do we want them to think? COF is a source of information for me. COF can help me grow as a parent. COF is a growing community promoting healthy relationships and is open to all family members. COF is an organization I want to be a part of. I want my friends who are parents to be a part of COF, too.



As part of our rebranding campaign, establishing a tone or a voice for Circle of Fatherhood is critical. This organization represents **strength, growing** on the journey of **fatherhood**, and **healthy relationships**. We convey this through the use of this style guide. Use of keywords, phrases, and hashtags creates a cohesive, no-nonsense message that not only looks speaks to the target audience, but also always focuses on promoting the organization's mission. This style guide also makes it easy to quickly onboard new employees who may be assigned to post on social in a specific circumstance.

Keywords	Phrases	Hashtags
- GROW (Growth, Growing)	- OPEN TO ALL	#CircleofFatherhood
- CIRCLE (Circles, Connecting, Full Circle)	- EMPOWERING FATHER FIGURES	#COF
- EMPOWER (Empowering, Empowerment)	- JOURNEY OF FATHERHOOD	#Fatherhood
- FATHER (Father figure, Dads, Moms, Parents)	- HEALTHY RELATIONSHIPS	#DadsofInstagram
- FATHERHOOD (Journey of fatherhood)	- IMPORTANCE OF FATHERS' INVOLVEMENT	#FamilyTime
- COMMUNITY (Growing Community, Healthy Relationships)	- GROWING COMMUNITY	#Parenthood
- OPEN (Friendly, Open-minded, Open to all, Welcoming)	- SUPPORTING OTHER PARENTS	#DadLife
- INFORMATION (Resources, Events)	- CIRCLE OF LIFE	#ProudDad
		#FathersLove
		#Fathers

There should be the use of at least one of these keywords or phrases in every post made on Facebook. These are the keywords we've identified that will further the organization's mission statement and create a tone of voice that is knowledgeable, confident, inspiring and trustworthy. These words promote the organization's mission to empower father's to be confident in their parenting abilities and establishes COF as an organization where healthy relationships will be built among fathers.



This further establishes Circle of Fatherhood's brand voice and brand identity. Style guides are crucial for establishing brand identity. And, it's an easy way to guide anyone in creating an on-brand message for the organization.

While hashtags will most likely be used in Facebook posts, you may also want to include them on fliers, event promotions and blog posts. This, if anything else, will curate Circle of Fatherhood's posts, as well as link the posts to similar posts using the same hashtag. This further promotes the brand identity and also allows the opportunity for new audiences to view and follow.

# NEW BRAND IDENTITY

🌿 *The final element of the rebranding strategy is developing a plan to advertise and strengthen your new brand. This starts first with an internal launch with the Circle of Fatherhood's board members. It's essential that the board members are able to embrace the new brand as they are the face of the organization. A simple meeting or conference call going over our ideas seems sufficient.*

🌿 *Take the opportunity to tell your identity transition story, from why a brand shift was necessary, to the reasons why this new mark fits your organization.*

This rebrand was based on the client's need for a new identity that was more focused on furthering the organization's mission while attracting new members.



🌿 *We suggest a short blog entry by one of the board members to post on Facebook with the "story" behind the new brand identity, see Whitney Museum's example above.*

You know the story behind the creation of this organization, we hope we've created a brand identity that we believe furthers the mission.

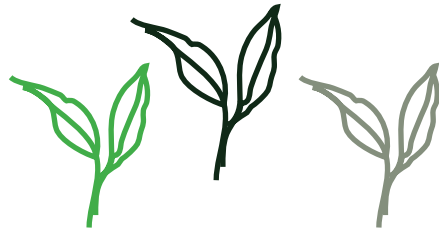
🌿 *Another thing our client requested was an elevator pitch-like description of the organization. It's hard to recruit new members if you struggle to explain exactly what the organization does.*

🌿 *We are parents dedicated to empowering fathers in their involvement in their children's lives. We aim to grow a caring community where father figures can connect with one another while nurturing strong relationships with their children and partners. We happily embrace all father figures and hope to join them on their fatherhood journey, in the hopes that we can foster healthy relationships for all members of a family.*

🌿 *This can obviously be shortened to be more conversational in nature, but this explains who the Circle of Fatherhood is.*



# ELEVATOR PITCH



“We are parents dedicated to **empowering** fathers in their involvement in their children’s lives. We aim to **grow** a **community** where all **father figures** can **connect** with one another and their children.

In short, dads helping dads.”

# NEW EVENTS



# ALL FATHERS SUPPORT GROUP

Fathers often do not have an outlet to converse and express their feelings to one other. It is perfectly ok to ask for advice and help others who need **support**. We want to provide a way for fathers to seek support easily and in a comfortable setting. Every first and third Thursday of each month there will be an All Fathers Support Group where any father or father figure is welcome. A Facebook group would be created for any fathers that cannot attend the meetings and still want to be a part of the group. The Facebook group would also be used for any father seeking advice. An email will be sent out informing members about the group and how to sign up. The email will also mention the Facebook group for fathers who cannot attend the meeting. To sign up for the support group, members will send an email back to rsvp and they will be added to a separate email group for support group members only.



The separate email group is for sending reminders about group meetings and the date and times they will occur. To sign up for the Facebook group, members will reply to the email and they will be added to the group by the group leader of the support group. The focus of **Circle of Fatherhood** is to bring fathers together and **empower** them to create strong family relationships so we realized this means having more events focused on fathers and father figures rather than solely focusing on the children. Fathers are the foundation of this organization and fathers need support, just as children do.

The support group will be held at the Lawrence Public Library in a meeting room because these rooms can be rented out for free. The capacity of the meeting rooms is 30 people but the Facebook group can have an unlimited amount of members. The group will be from 7:00-7:45 p.m while Library storytime is occurring at the same time. Children can attend the storytime while the support group members attend the support group. One member of the Circle of Fatherhood board will lead the support group. Any guest speakers who may be beneficial to the support group may be brought in to have a discussion with the group. Some guest speakers could include a Healthy Families representative from Lawrence-Douglas County Health Department, a representative from Parents as Teachers, and a representative from Tiny-K Early Intervention.

# DADS WITH ADOLESCENT DAUGHTERS

Being a father with a daughter can be a challenge at times. Fathers' roles often change as girls grow older so fathers are more more consulting and understanding. We realize the topic of adolescence may be extremely difficult for some fathers to feel comfortable talking about.

We want to alleviate some of the stress and take down the barriers that come along with being a father to a daughter. This event will be twice a year and will help fathers ease into conversations with their daughter.

The event will be at the Lawrence Public Library in a free meeting room. The capacity of the 30 people. A health professional may be brought in to talk about the challenges of adolescence and to guide and promote fathers in approaching the topic. The event will focus on how fathers can support their daughter in the best way possible while they transition through adolescence. With this event, fathers will be able to strengthen the bond with their daughter. The event will act more as a conversation where questions that fathers have can be answered and fathers with daughters can gain support through the community. This event is open to any father figure who wants to learn how to approach the topic of adolescence.



# OTHER DELIVERABLES

# WELCOME FLYER

This flyer will be available at every Circle of Fatherhood event to provide important information.

It can also be posted at local churches, coffee shops, grocery stores, bus stops, etc.



## CIRCLE OF FATHERHOOD

Connecting and Empowering Father Figures

### WELCOME

We appreciate you for attending a Circle of Fatherhood event and look forward to seeing you again if you choose to continue participating in the organization. To ensure that you understand what exactly this non-profit is, we have created this flyer.

### WHO WE ARE

We are parents dedicated to empowering fathers in their involvement in their children's lives. We aim to grow a caring community where father figures can connect with one another while nurturing strong relationships with their children and partners. We happily embrace all father figures and hope to join them on their fatherhood journey, while fostering healthy relationships for all members of a family.

### WHAT WE DO

Support and Empower Father Figures, Hold Events, & Provide Family Resources

### STAY CONNECTED

Website: [www.circleoffatherhood.org](http://www.circleoffatherhood.org)

Facebook: @CircleOfFatherhood

### WHO CAN I INVITE TO THESE EVENTS?

Anyone, especially family members and friends

### QUESTIONS, COMMENTS, CONCERNS, IDEAS?

Email: [info@cof.org](mailto:info@cof.org)

We value your thoughts, input and assistance on all matters related to fatherhood!  
Contact us any time!

THANK YOU AGAIN

# INFORMATIONAL POSTER

This poster will be posted at local churches, coffee shops, grocery stores, bus stops, etc.

The format is very consistent with the Facebook advertisement which not only creates consistency, but helps with brand recognition and awareness.



## CIRCLE OF FATHERHOOD

Connecting and Empowering Father Figures

# CALLING ALL FATHER FIGURES

**Including (but not limited to):**

**Dads, Single Dads, Two-Dad Families,  
Single Moms, Two-Mom Families,  
Grandparents, Legal Guardians, etc.  
Join our circle.**

We are parents dedicated to empowering fathers in their involvement in their children's lives. We happily embrace all father figures and hope to join them on their fatherhood journey, while fostering healthy relationships for all members of a family.

We offer support and empowerment, hold events, & provide family resources.

## FOR MORE INFO:

[www.CircleOfFatherhood.org](http://www.CircleOfFatherhood.org)

Email: [info@cof.org](mailto:info@cof.org) | Facebook: [@CircleOfFatherhood](https://www.facebook.com/CircleOfFatherhood)

# #CircleOfFatherhood Challenge

## #CircleofFatherhood

Challenge fathers to post a photo with their children, sharing why they are proud fathers or why they enjoy being involved in the organization.

This reinforces brand recognition and brings traffic and awareness to the organization.

# SWAG



**Circle of Fatherhood T-shirts** with the new name and logo

**Circle of Fatherhood Koozies** (suggested gift for participants in an outdoor event such as camping, fishing)

Getting the new logo out there, especially to be seen at an event with participants, is an important step in the rebranding process.

\*Reinforce brand identity through branded items\*

# BUDGET

<b>Expense</b>	<b>Cost</b>	<b>Comments</b>
Facebook Ad #1	\$200	FB ad targeting males in Lawrence, ages 23 to 50. Ad has a lifespan of 1 month.
Facebook Ad #2	\$400	FB ad targeting both males and females in Lawrence, ages 23 to 50. Make ad available for 2 months.
Print	\$100	Printing costs
T-Shirts	\$613	100 T-Shirts
Koozie	\$294	100 Koozies
Events	\$500	Can provide snacks, drinks, etc.
Cushion	\$300	Just-in-case
<b>TOTAL</b>	<b>\$2,407</b>	





**DREA TORRES**  
Creative Director  
purelydrea@gmail.com



**MARGO HELLMAN**  
Production Director  
margo.hellman@gmail.com



**ELEANOR JOHNSON**  
Research Director  
eleanor.a.johnson@gmail.com

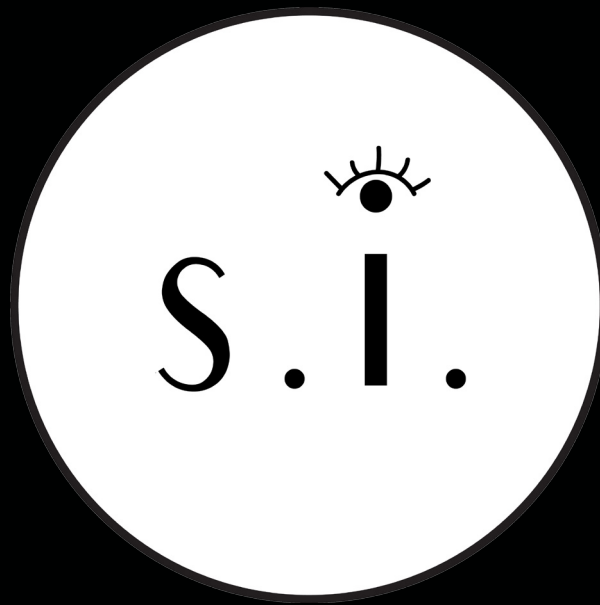


**HANNAH SAXTON**  
Media Director  
hnsaxton18@gmail.com



**LINDSEY TAULBEE**  
Account Executive  
lindseytaulbee13@gmail.com

# STRATEGIC INNOVATIONS



**Brand Book by Strategic Innovations**