

Formal Letter/Tax Donation Receipt

Print on center letterhead, envelope and Times New Roman font

June 4, 2001

Ms. Katherine Hepburn
5516 Nowhere St.
Dallas, TX 75000

Dear Ms. Hepburn

HEAD START of Greater Dallas, Inc., thanks you for your gift of \$10.00 to help prepare children, aged 0 to 5, for successful entry into school and assistance in helping their families become self-reliant.

It is individual donations such as yours that help us complete our mission and allow us to expand our programs, including books, field trips, parties at the centers and other extras for the children. We also use donations for gift certificates to reward parents for volunteering at their child's center, and maintain an emergency fund to assist Head Start families who have been victims of fire or other disasters.

We are a tax-exempt organization and your donation qualifies as a tax deduction should you care to take it. This letter will serve as your receipt.

Thank you again for assisting HEAD START of Greater Dallas, Inc.

If you need additional information about the center, please do not hesitate to contact us.

Sincerely,

Spencer Tracy
Socorro Gonzales Head Start Center

Informal Thank You Note

Stationery available from External Affairs, extension 479

This note is **handwritten** and is for small gifts, services, speakers and individuals who have helped in some way. It may also be used for confirmation of a speaker.

Examples:

Dear Mary,

Thank you so much for speaking to the council last week. We always enjoy having you, and your information is so interesting and informative.

We appreciate you making time for Head Start in your busy schedule.

Sincerely,

Betty Boop

Dear Mr. Johnson,

Head Start appreciates the food coupons you donated for our health fair. The families who won were thrilled and expressed their thanks to Snappy Joe Grocery for the generous support of the center.

It is good to know we can depend on our neighbors to help us with children and families.

Sincerely,

Isadora Duncan

Dear Miss Holland,

Thank you for your participation in the Head Start Annual Meeting Friday, September 14.

As we discussed, the event will be at Reunion Tower at noon. The topic for the day is "Our Children - Our Future."

We look forward to meeting you. If you have any questions or need more information, please do not hesitate to call me at 214-634-8704.

Sincerely,

Lou Costello

Request for Donation

Use center letterhead and envelope, Times New Roman font

Date

Mr. Binky Watrus
President
Acme Widgets
2345 W. Smith St.
Dallas, TX 75000

Dear Mr. Watrus,

Many area children are in need of help. They live in homes with incomes below the poverty level, which makes it difficult for them to enter school ready to learn. These children may be lacking in proper nutrition, medical and dental care as well as the important preschool skills necessary for success.

HEAD START of Greater Dallas, Inc. seeks to meet these needs. The nonprofit agency operates 36 centers throughout the Dallas area providing services to more than 3800 children and their families. In addition to preparing infants and children to age five for school, Head Start works with families, teaching them to help their children, solve family problems and become self-reliant.

Donations of good and services are important in helping us provide services. The Burbank Center is planning a parent fair Friday, September 14 to acquaint Head Start families with services offered. Your donation of 12 widgets would provide door prizes and help attract parents to the event.

I will be calling you the week of August 20 and hope you will be able to help. The center will acknowledge your donation in the community-wide newsletter published quarterly. Please do not hesitate to call me if you have questions. Thank you for your consideration.

Sincerely,

Archie McNally
Burbank Center

Use of the Logo and Center Name

Every organization has a name and most have a logo. The purpose of these two things is for identification. Most well-known products do not even need to tell the name – when you see the logo, you know what the product is. This is accomplished by seeing the same logo, in the same color, over and over. This is known as “branding.” Cars are a good example – the H for Honda, the L for Lexus and the figure of the Jaguar. Ford has the blue oval – you do not need to read the word Ford inside to know the make of the car.

Head Start has the name of the agency as well as the logo with two blocks surrounded by the slogan. We need to brand the name and colors of the organization into the public’s mind, and this can only be done by using the same logo and type style, or font, in everything we do.

The proper, legal name of the agency is:

HEAD START of Greater Dallas, Inc.

This is the only time Head Start appears in all caps. The type style is Times New Roman and the colors are blue, black or a reverse to white. (Example: if your page is to be printed in blue, the type may be white.) Please do not use any other type style or colors for the complete name of the agency.

If you are doing a flyer and want to use another type style, simply use the Times New Roman the first time you refer to the agency, and the rest of the type in another font.

When referring to the agency the first time, always use the correct and complete name. All future references to the center will show Head Start in upper and lower case:

Examples:

Dallas Head Start

Head Start centers

Head Start will be holding . . .

Kinkeade Early Childhood Head Start

Head Start of Greater Dallas (Note: the absence of “, Inc.” keeps this from being the legal name)

Logo

The colors of the logo are blue and red. The only exceptions are when the logo is in black and white or all blue. Please do not reproduce the logo in any other colors – pink, red and black, etc. When in doubt, use black and white.

The shape of the logo is an **oval**. Please do not drag the logo into circles or distorted ovals. To prevent the logo from becoming distorted when moving or sizing, hold the shift key while you change the size. This will move the logo proportionally.

Do not size the logo differently because you need it to fit into an oddly-shaped space. It is not the HEAD START of Greater Dallas, Inc. logo if it is any different from the recognized oval.

It also should not be reduced so the wording is so small it cannot be read. If you cannot fit it into your work, it is best to leave it out.

EXAMPLES:



Correct



Incorrect



Incorrect

External Relations will send a floppy disk with the logo to any center requesting one. Just call and let us know the program you are using.

If you are sending anything to a commercial printer that needs to be in color, please call for the PMS colors and/or separations. We will be glad to send a disk or email the artwork to the printer. The red and blue are reproduced in specific colors and the printer will need to know what those are. This will assure the best-looking product and will help in branding the center.

External Affairs will be glad to design flyers or other materials you may need. If you have questions or need help with the logo, type, or any other assistance, call Debbie Mormon, External Affairs, ext. 479.