

# The power of a T-Shirt



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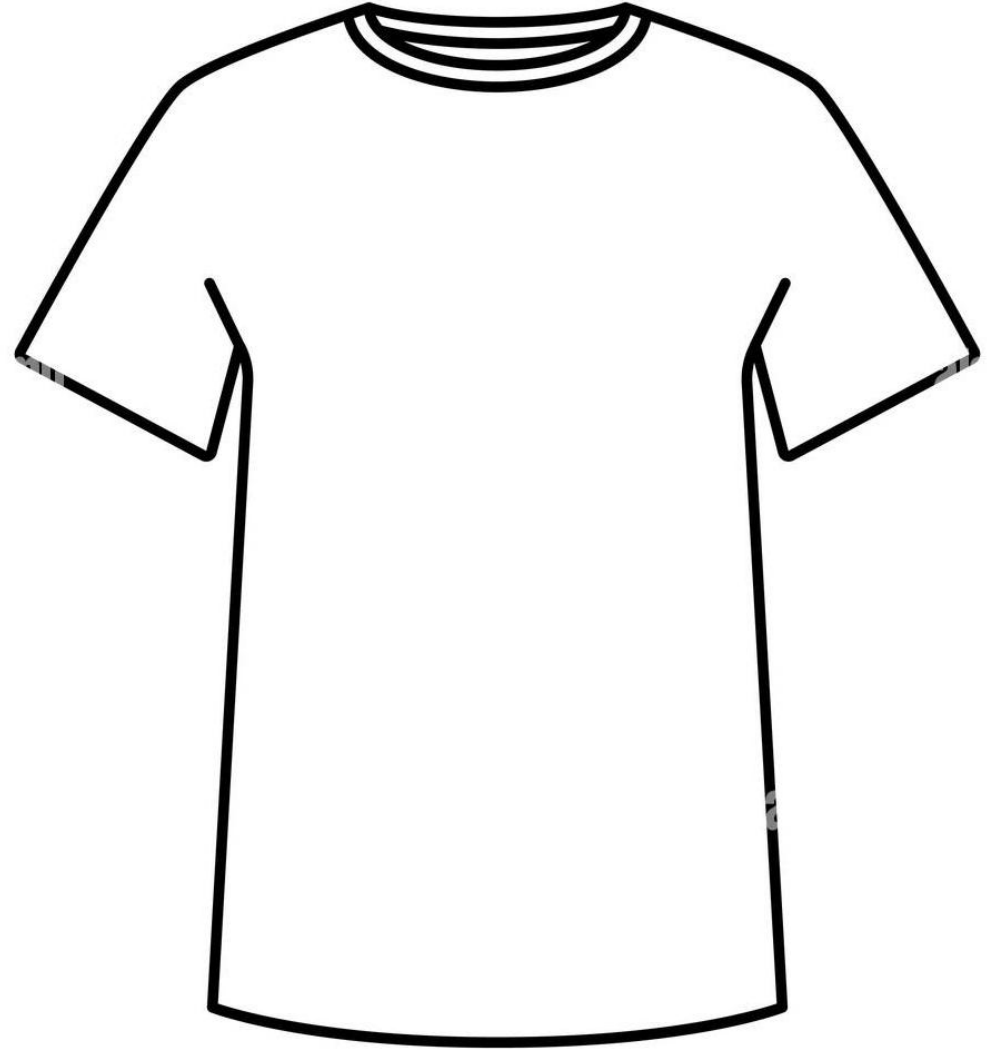
**NCRPA Conference 2024**  
**Monday, December 2nd, 2024**



# T-Shirt Activity

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Draw a  
representation of  
your community  
on your t-shirt.



# BEING INTENTIONAL

- Thoughtful Design
- Tells "WHO" you are
- It's your "BADGE"
- Celebrating Civic Pride
- Check on Organizational Policies





The effective  
use of T-shirts  
in enhancing  
morale,  
motivation  
and  
teamwork.



# Create Belonging

- Encompasses WHOLE TEAM
- Unites Staff
- Inspires Volunteers
- Creates Emotional Connection
- Switch to Tshirt design
- Incentive

# Compliance

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- Help Shirts Create Compliance
- Easier to Implement
- Identifiable







Specific "Brands" for  
Specific Program





# Specific "Brands" for Specific Departments



Print Color(s):  
Full Color





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# Youth Athletics/Sponsorships



# Marketing

- Walking Billboards
- Cost Effective
- Social Media





# Thomasville Parks & Recreation



**VIDEO LINK!**