

Our Messaging



BOYS & GIRLS CLUBS

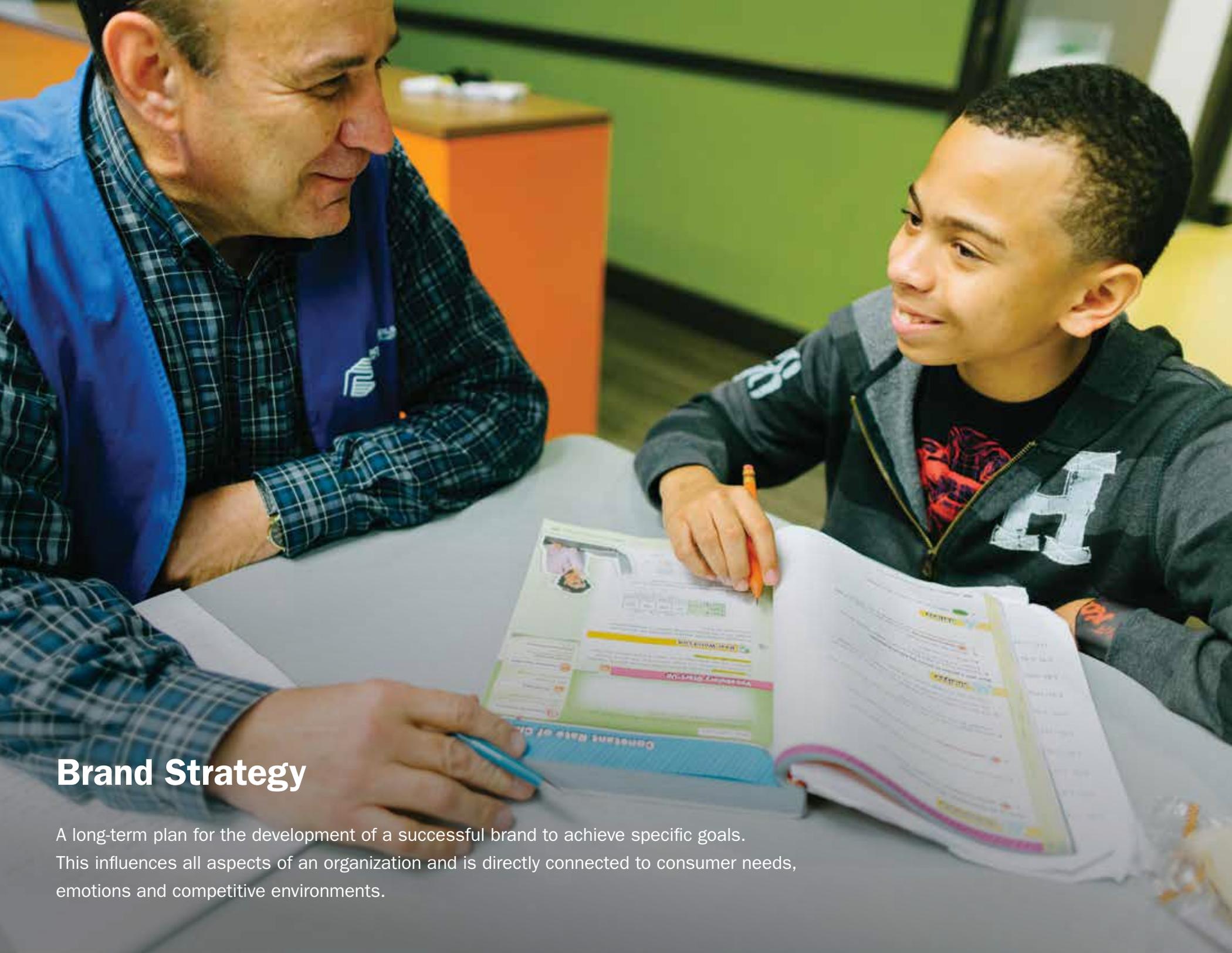
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Guide Overview

Effective communication is achieved through clarity, personality and consistency. The clarity piece helps us articulate our value in simple and succinct ways. This keeps us sounding focused and grounded, rather than scattered and confused. The personality piece is about speaking in one cohesive voice that's human, relatable and unique to our organization. This allows us to stand out from the competition and make powerful connections with our audience. Consistency is about the power of repetition: the more our audience hears the same messages, the more familiar they will become with our brand.

This guide is not meant to be an exhaustive list of words or phrases, rather it's here to give context for what to write and how to sound. It serves as a foundation for communicating effectively about the brand, with key messages and paragraphs that you can build on or amend depending on who you're talking to and which actions you want them to take. In other words, you can use the language verbatim or as inspiration to meet your needs.



Brand Strategy

A long-term plan for the development of a successful brand to achieve specific goals. This influences all aspects of an organization and is directly connected to consumer needs, emotions and competitive environments.

Our Mission

To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

Our Promise

This is our internal rally cry—what we all commit to and pledge to our Club members, their parents and the communities we serve. It does not replace Great Futures Start Here as our external tagline.

We exist to . . .

**Prove every kid has
what it takes.**

Our Position

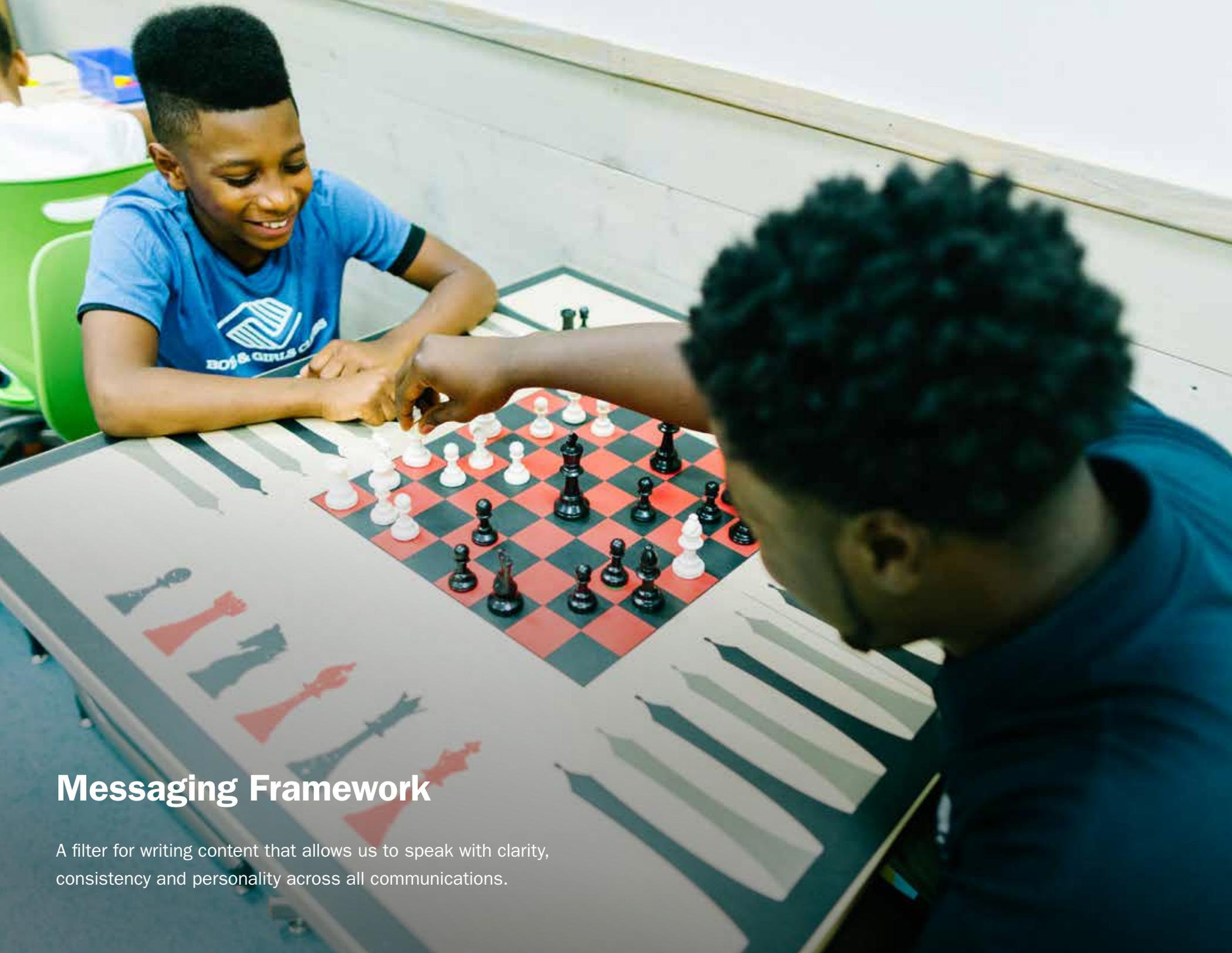
This is an internal statement that summarizes what makes us different from other youth development organizations.

We are the only youth development organization with skilled, caring professionals who understand where every kid is coming from and help them shape their path toward a great future.

Our Brand Essence

This succinct and powerful internal statement summarizes the essence of the entire Boys & Girls Club Movement. It does not replace Great Futures Start Here as our external tagline.

**A Place
to Become**



Messaging Framework

A filter for writing content that allows us to speak with clarity, consistency and personality across all communications.

Messaging Framework

Big Idea

Our brand essence

+

Brand Voice

The unique way we speak

+

Key Points

The main aspects of our brand that we should communicate

A Place to Become

Trusted Champion

Assertive but not Aggressive

Uplifting but not Unrealistic

Expert but not Technical

Empathetic but not Passive

Inclusive but not Unfocused

- Youth development organization with a vast, diverse footprint (4,300 Clubs/every type of community)
- Providing a physical space that's safe and fun
- Passionate mentors and experts, and engaging experiences that provide opportunities for kids
- Advocating for all youth and teens, providing a platform for their voices to be heard
- Standing shoulder-to-shoulder with partners, educators and other experts
- Proven track record and measurable results in key performance areas (Education, Health, Character)
- Filling the out-of-school time gap that adds up to hours and years of impact
- 150+ year history/legacy; part of the fabric of America
- 16 million living alumni

Messaging Platform

Component	Description	Purpose	Deliverable
Messaging Framework	Our filter for writing content that's on brand	Allows us to speak with clarity and consistency across all communications	Big Idea + Brand Voice + Key Points
Messaging Foundations	A high-level "tool kit" of tactical messages	Helps us express who we are and what we do in succinct, yet compelling ways	Sample Headlines Conversation Starter Opening Paragraphs Key Messages
Messaging Applications	The way our voice shifts, depending on recipient audience	Guides us in adding depth and texture to our voice for different contexts	Target Audience Filters



Messaging Foundations

Messaging Foundations are high-level tactical messages that help us express who we are and why we matter. These components serve as starting points that we can build on and draw from to effectively communicate our message.

Headlines

Sample Headlines

These sample headlines are here to show examples of how a Trusted Champion might sound—bringing our brand voice to life. These aren't prescriptive or exhaustive—they are here to provide direction and spur new ideas when short, pithy statements are needed.

Where Kids Have the Stage

Opening Doors to Opportunity

Boosting Potential

Encouraging Accomplishment

Building Pillars in Every Community

You Are a Member for Life

Standing Alongside Educators

Achievement Starts with a Place

Building Bonds for Great Futures

There's No Place Like the Club

Leveling the Playing Field

Where Fun Has a Purpose

Building Skills

We don't just show up. We stay engaged.

We are an ear. A shoulder. A helping hand.

Word Bank

Headline Word/Concept Bank

Here are some key words and themes that help articulate who we are, what we do and how our work makes a difference.

These aren't prescriptive or exhaustive—they are here to provide direction when writing copy or headlines.

Great futures

Voice for all youth

Youth development professionals

2nd home/family

Fun experiences

Educational programming

Healthy Lifestyles

Good Character and Citizenship

Safe space

Every kid, every community

After school/out-of-school time

Resilient

Expertise

Professional, trained staff

Purpose

College/career

Friends/mentors

Relationships

Passionate

Partner

Accessible

Diverse

Champion

Opportunity/potential

Shoulder-to-shoulder

Club Experience

Inspire and empower

Sense of belonging

Academic Success

Workforce development

Conversation Starter

This is a quick descriptor we can all use to introduce who we are and why we stand apart in one simple sentence. It should touch on high-level information without getting into detail, empower us in a conversation and encourage a deeper discussion.

The Building Blocks

There are many things that Boys & Girls Clubs do, but most people don't understand the depth of our thinking and offerings, and sometimes confuse us with other organizations. These four points are the building blocks that summarize our benefits and differentiation:

Objectives

Clear and concise
Relatable and memorable
Consistent and unifying

Non-objectives

Pitch or call-to-action
Say everything
Confuse or overwhelm

Place

Fun and safe

Programs

Experiences and tools

Professionals

Mentors, caring relationships,
youth development experts

Potential

Great futures, reaching goals

Boys & Girls Clubs help kids achieve great futures by providing a safe and fun space, an engaging Club Experience and caring professionals to guide them along the way.

Opening Paragraph

The opening paragraph is how we introduce our brand to the world in one succinct paragraph. Without getting into granular detail, it should quickly hit on our key themes, distinguish us from our competition and highlight our unique personality. This is meant to serve as a starting point that can be shifted and built on to apply to specific audiences and contexts.

Option 1

Every kid deserves a place. A place to feel safe. A place to feel connected. A place to belong. Boys & Girls Clubs provide such places—where kids can go after school and during the summer to grow beyond the classroom. Since the first doors opened over 150 years ago, 4,300 Clubs have been established across the country, from dense cities and sprawling suburbs to Native lands and U.S. military installations worldwide. Clubs now serve 4 million kids and teens annually by building deeply powerful relationships and opening avenues of opportunities. No matter why they enter a Club, young people leave with the knowledge that the Club Experience provides a fun, safe space and a fostering environment where they can be who they are—and become who they were meant to be.

Use when you want to emphasize

Scale and reach
 150+ year history
 4,300 Clubs
 Club Experience
 A Place to Become—*more literal unpacking of our brand essence*

Key Points in context:

- Youth development organization with a vast, diverse footprint (4,300 Clubs/every type of community)
- Providing a physical space that's safe and fun
- Passionate mentors and experts, and engaging experiences that provide opportunities for kids
- Filling the out-of-school time gap that adds up to hours and years of impact
- 150+ year history/legacy; part of the fabric of America

Opening Paragraph (cont.)

Option 2

What does it mean to be part of a Boys & Girls Club? it means being surrounded by friends and mentors. Sharpening skills and discovering new pursuits. Feeling heard and supported in every way, and knowing that there's a team of caring professionals in your court. Boys & Girls Clubs are not one of these things—they are all of these things, providing a safe space where kids and teens can spend time between school and home. In fact, this is something we've been excelling at for over a century; opening doors of opportunity and preparing young people for a great future. As the leading youth development organization, we see the possibility in every young person and are committed to being a voice for all youth in America—no matter where they come from.

Use when you want to emphasize

Authority and leadership
Voice for all youth
Great Futures

Key Points in context:

- Youth development organization with a vast, diverse footprint (4,300 Clubs/every type of community)
- Providing a physical space that's safe and fun
- Passionate mentors and experts, and engaging experiences that provide opportunities for kids
- Advocating for all youth and teens, providing a platform for their voice to be heard
- Filling the out-of-school time gap that adds up to hours and years of impact
- 150+ year history/legacy; part of the fabric of America

Key Messages

Since our opening paragraph can't do all the heavy lifting, our key messages are here to provide additional context. Taking some of our key points a level deeper, these messages build on points that require additional context.

Breadth and Expertise

By serving 4 million kids and teens a year, Clubs have expertise in youth development that's unsurpassed, and leverage this experience to better serve kids during out-of-school time. Our leadership is also backed by a commitment to providing a high-quality Club Experience in every location, facilitated by caring, trained professionals who understand what it takes to be a voice for young people and draw out their best.

Good Character and Citizenship

As youth are taught to be productive, caring, responsible citizens through high-quality programs and staff who model good behavior, they are more likely to carry these values with them when they leave the Club. In addition to fostering accountability, we also help young people develop leadership skills, a sense of civic duty and an understanding of the value of giving back to their community.

The Road to Great Futures

Providing a great Club Experience means we meet youth where they are, and understand what they need to grow and succeed. In doing so, we emphasize three key outcome areas: Academic Success, Good Character and Citizenship, and Healthy Lifestyles. These focus areas provide a platform for helping all kids build the skills and relationships needed to achieve a great future.

Healthy Lifestyles

In the important hours between when school gets out and dinner is served, we have an obligation to make sure the kids and teens who spend this time with us are achieving social, emotional and physical wellness. From building self-esteem and confidence to providing healthy snacks and activities, Clubs offer a breadth of ways that kids can develop healthy habits for life.

Academic Success

Every person has strengths and gaps when it comes to learning—and it's our job to help kids figure out where their greatest potential lies. Whether through tutoring and homework help, access to technology, college- and career-readiness programs or skills development, Clubs have an outstanding track record of helping young people make academic strides. The success of our programs can be seen by the achievements of our youth, as we guide them along the road to high school graduation, with a solid plan for the future.

Commitment to Safety

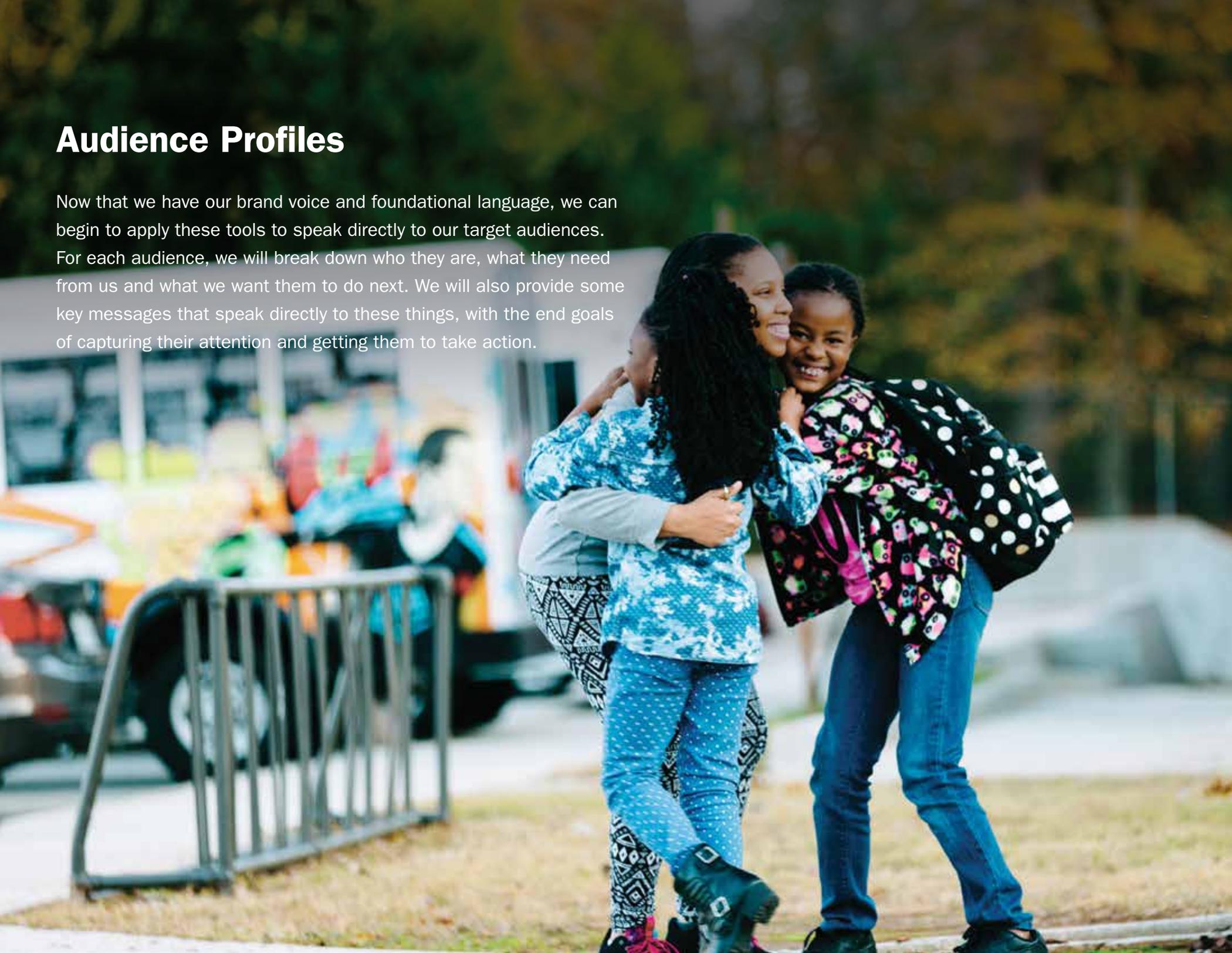
We work every day to create a safe, fun environment where kids can pursue academic success, good character and citizenship, and a healthy lifestyle – all under the guidance of caring, trained, trustworthy adult leaders.

America's young people deserve nothing less than our constant focus on their safety and our firm commitment to protect every child who is entrusted to our care.

Audience Profiles

Now that we have our brand voice and foundational language, we can begin to apply these tools to speak directly to our target audiences.

For each audience, we will break down who they are, what they need from us and what we want them to do next. We will also provide some key messages that speak directly to these things, with the end goals of capturing their attention and getting them to take action.



Parents

Who are they?

We serve all types of families, including a large percentage of single-parent homes

Typically work full-time and feel the pressure of job performance balanced with taking care of kids, home and other responsibilities

Often strapped for time and/or money and don't have affordable options for after-school or summer care

Aren't very familiar with our brand and might confuse us with other organizations

Biggest barriers to sending their kids to a Club are that they're too busy with other activities, not aware of a local Club or their kids' friends don't engage with us

Parents of prospective Club members say their kids spend the majority of their time after school with unstructured and inactive activities

Elevator Pitch

Boys & Girls Clubs provide safe, fun and affordable places for your kids to go during out-of-school time to connect with caring, trained professionals and engage in enriching programs and activities.

What do they need from us?

Trust that we provide a safe, caring environment with a variety of enriching programs and activities

A convenient and affordable option

Transportation from school, where available

What do we want them to do next?

Sign kids up for a membership at their local Club

Spread the word through their social network

Parents

Where are we reaching them?

School referrals
Word-of-mouth (friends/family)

Our Websites
Social media channels

Sample Headlines

The Club is where your kids belong.

A Fun, Safe Space to Call Their Own

Where Life Skills Are Honed

Laying the foundation for a great future.

When the school bell rings, we're there for your kids.

When you're a Club member, you're never alone.

Building confidence, friendships and career paths.

Creating opportunities for kids during out-of-school time.

Where your kids can be themselves, dream big and accomplish their aspirations.

Key Messages

To meet your kids and teens where they are and help them grow in the right direction, we focus on three key outcome areas: education, character-building and healthy lifestyles.

A Club is a place for your kids to laugh. A place to learn. A place to grow. A place to belong.

With all the distractions that exist today, there are many directions youth can go. Along with teachers, friends and family, we're an ally who's on their side, here to guide them toward a great future.

Staffed by caring and trained professionals, Boys & Girls Clubs offer more than just a watchful eye, but a place where your kids can connect with mentors and grow outside the classroom.

Kids can get into trouble if they don't have a safe place to go between the last school bell and dinner time. Boys & Girls Clubs are here to ease your mind by providing a safe, supervised place for them to drop in and feel at home.

Volunteers

Who are they?

This audience knows that investing in kids means investing in the future

They may have a connection with a local Club or have deep ties in the community

Might have knowledge of our brand, but often don't know much about us

Often have misconceptions about what we do: swim and gym, daycare, etc. Or they might confuse us with other organizations: Big Brothers Big Sisters, YMCA, 4H, etc.

They often support multiple organizations/causes each year

Elevator Pitch

54% of our alumni said the Club saved their life, so when you give, you help Boys & Girls Clubs provide a safe place to go after school and life-changing opportunities they wouldn't get anywhere else.

What do they need from us?

Confidence in our credibility

Understanding of how they can help transform youth

Clear, easy and impactful ways to volunteer

What do we want them to do next?

Increase their engagement or volunteer for the first time

Get bought into our mission and purpose

Spread the word through their social network

Donate dollars, in addition to time

Volunteers

Where are we reaching them?

Social media channels
Websites

Advertising
Word-of-mouth

Sample Headlines

Help make great futures a reality for the next generation.

Mentor the next great success story.

Every kid has potential. They just need a helping hand.

Investing in the youth of today means investing in tomorrow.

See and Experience How You Can Make an Impact

Your free time is important, but you can make it invaluable.

#BeAClubMentorForLife

Key Messages

There are many ways to give. But none have greater impact on youth than building confidence, teaching life skills and helping plan for a great future.

The Club difference is that we understand where every kid is coming from and where they can go—and we have trained youth development professionals who can help them get there. Join us and feel the difference you're making every day.

From building bonds and holding them accountable to homework help and career advice, there are so many ways to make a real difference in a child's life.

Studies* show that for the first time in history, the next generation of kids will be left with fewer opportunities than the one before. As champions for all youth, Boys & Girls Clubs are doing everything in our power to change this trajectory—but we need your help.

The impact is real: 54% of our alumni said the Club saved their life.

* <http://www.equality-of-opportunity.org/>

Individual Donors

Who are they?

First-time donors

They are looking for organizations that:

- Have a high degree of integrity
- Serve the greatest present need
- Are making the future better

They may have a connection with a local Club or have knowledge of our brand, but often don't know much about us

Often have misconceptions about what we do: swim and gym, daycare, etc. Or they might confuse us with other organizations: Big Brothers Big Sisters, YMCA, 4H, etc.

They often support multiple organizations/causes each year

Elevator Pitch

54% of our alumni said the Club saved their life, so when you give, you help Boys & Girls Clubs provide a safe place to go after school and life-changing opportunities they wouldn't get anywhere else.

What do they need from us?

Proof that their dollars will affect change in the lives of youth

Confidence in our credibility and transparency

Clear and easy ways to give

What do we want them to do next?

Give for the first time or increase their gift

Have BGCA top-of-mind when giving/volunteering

Spread the word to their social network

Individual Donors

Where are we reaching them?

Social media channels
Websites

Advertising
Word-of-mouth

Sample Headlines

Help make great futures a reality for the next generation.

Sponsor the Next Great Success Story

Investing in the youth of today is a wise investment.

See and Feel Your Impact

When you donate, your money goes far. For every dollar you give, your community gets almost \$10 back.

Your investments are important. But through Clubs they could grow to become invaluable.

Key Messages

The impact is real: 54% of our alumni said the Club saved their life.

For many kids and teens, the American Dream is no longer within reach. But we can change this trajectory by providing educational and career opportunities, building character and teaching invaluable life skills.

In addition to home and school, Clubs are essential places in kids' lives where they can grow into themselves and achieve a great future.

Studies* show for the the first time in history, the next generation of youth will be left with fewer opportunities than the one before. Kids deserve better. We have an opportunity to lift them up. Help them reach their aspirations. Give them a great future.

* <http://www.equality-of-opportunity.org/>

Foundations and Thought Leaders

Who are they?

Typically a Program Director at an organization that has expertise in a related field: youth development, employment, juvenile justice, social inequity, law enforcement, education, poverty, etc.

Subject matter experts who are highly academic and open to collaboration

Might have misconceptions that we're not academic, rigorous or cutting edge

We have opportunities to partner with them in a variety of ways: co-writing thought leadership papers and research articles, helping roll out a summer jobs programs, etc.

Elevator Pitch

Together, we can move the needle for youth in America, creating real opportunity based on their potential—not their ZIP Code.

What do they need from us?

Thought leadership with breadth, scale and a powerful voice

Knowledge that we're on the ground, face-to-face with kids

Confidence that we're addressing the root of problems and changing policy

Data, research and proof points

What do we want them to do next?

Co-author a paper or article

Give us third-party credibility as youth development experts

Introduce us to other potential partners

Invest in our mission

Foundations and Thought Leaders

Where are we reaching them?

Face-to-face interaction:
Conferences/events

Sample Headlines

Standing Shoulder-to-Shoulder

All great partnerships start with a common cause.

Real impact that can be seen, heard, felt, proven.

Real Reach, Real Numbers, Real Proof

Let's join forces to create great futures for America's youth.

Together, we can move the needle and create real social change.

Real, lasting change takes collaboration, big ideas and bold action.

Key Messages

Our mission goes deep. More than just a helping hand, we're affecting change in policy and providing a voice for all youth on the local, state and national levels.

You're experts in your field, we're experts in ours. Let's work together, toward a common cause.

With a reach 4,300 Clubs strong, we have an incredible amount of experience to draw from in the youth development space, and leverage what we know to better serve kids and teens during out-of-school time.

Studies show that 1 in 6 kids don't graduate on time—unless they're Club kids. 90% of our alumni said they earned a high school diploma or equivalent. The Club Experience makes all the difference.

For every dollar invested into a Club, the surrounding community gets almost \$10 back in saved resources. That's real, tangible impact that affects generations.

Educators

Who are they?

Time-starved and overworked

Might also be parents, in addition to educators, so they see things from both angles

Potentially confuse us with other organizations (Big Brothers Big Sisters or the YMCA)

Might have a high student-to-teacher ratio, so they're looking for help with how to manage the classroom

Looking for partners who can relate to their day-to-day work and provide additional help for students during out-of-school time/curb summer learning loss

Elevator Pitch

Boys & Girls Clubs are here to partner with you and provide students with enrichment during out-of-school time, building on the critical work you do every day.

What do they need from us?

Confidence in our credibility: evidence-based programs, certifications, proof points

Enrichment outside the classroom, filling the gap during out-of-school time and building on their work

A partner in educating and preparing youth

What do we want them to do next?

Partner with us

Connect with a local Club and potentially work there part-time

Recommend us to their students

Educators

Where are we reaching them?

Face-to-face interaction (schools)
Websites

Sample Headlines

Enrichment that goes beyond the classroom. Partner with us to create stepping stones to college.

We are all part of the opportunity equation for America's kids.

From homework help to college prep, we are helping kids go further.

Getting to a great future for a child or teen takes belief, action and a lot of support. Are you with us?

Key Messages

With your work inside the classroom and our work during out-of-school time, we are closing the opportunity gap for the next generation.

Boys & Girls Clubs enhance the work you do as educators by providing evidence-based programming and caring mentors during critical out-of-school time.

As experts in youth development with 4,300 Clubs across the country, we have a large bank of valuable data on what it takes to build character, confidence and resilient behaviors.

Every day, 11.3 million kids are without supervision between the hours of 3 and 6 p.m. But what if there was a safe place where they could learn beyond the classroom and get the additional guidance they need?

Teens

Who are they?

Ages 13-18

Live on their mobile devices versus interacting with friends, mentors and/or coaches

Often bored and/or lacking direction, might lack positive role models

See themselves as “young adults” so our name doesn’t resonate with them

When choosing an after-school experience, teens want to learn about new opportunities and expand their world view

Appreciate their own unique space, separate from the younger kids (The CLUB)

Each Club varies by community, but all empower teens to find their voice and reach their potential

Elevator Pitch

The CLUB is a fun place where you can drop in, hang with your friends and find opportunities you wouldn’t get anywhere else.

What do they need from us?

Authenticity and freedom to choose what they do at The CLUB

Space to chill with friends, explore careers, discover passions, prep for college and learn beyond the classroom

Positive adult mentors and role models who foster accountability and help them navigate tough decisions

Fun, engaging experiences and access to helpful resources and healthy meals

What do we want them to do next?

Engage with us on social media

Explore our teen-specific websites

Become a member and find a mentor

Spread the word to friends, share the Club Experience

Teens

Where are we reaching them?

YouthoftheYear.org, MyClubMyLife.com, Club websites
Our teen social media channels: Instagram, Snapchat, Twitter

Sample Headlines

Be Real . . . Be Honest . . . Be You.

Join The CLUB and feel like family.

Dream it today, do it tomorrow.

When you come to The CLUB you can be yourself.

Your Favorite Spot

Feeling Good About the Future

The place to be after 3.

The CLUB is Yours

A Place to Belong #MoreThanAClub

#MyClubMyLife

Key Messages

The CLUB is your second home—a space for you and your friends to make your own.

At The CLUB, you have the opportunity to learn and have meaningful experiences today so that you are ready to chase your dreams tomorrow.

We have walked a mile in your shoes, and we're ready to listen and guide you as you choose your path forward.

The CLUB is a safe place to gain real-world experience without feeling the pressure of being judged.

From sports to the arts, volunteerism to academic pursuits, The CLUB is here to help you discover and live out your skills, passions and potential. Discover your passion, find your voice and plan for the next steps in life.

Alumni

Who are they?

Former Club members

Have a strong emotional connection with our mission and work

Believe their time at the Club made a positive impact on their lives

Some have more time than money, so are looking for opportunities to network, mentor or volunteer (younger)

Some have more money than time so are looking for easy ways to donate and stay in touch (more established)

What do they need from us?

Access to college or career resources

Networking opportunities (Alumni & Friends community)

Ways to give back to the next generation of Club kids

Social connections and the ability to share their story

What do we want them to do next?

Register with Alumni & Friends

Reconnect with their hometown Club or connect with a Club near their current residence

Become advocates or volunteer at a Club

Donate

Elevator Pitch

Alumni & Friends is a great opportunity to stay connected, network with alumni from around the world and help the next generation of Club kids succeed.

Alumni

Where are we reaching them?

BGCA.org/Alumni

Facebook.com/BGCalumni

Alumni LinkedIn page

Sample Headlines

**Show your Club pride. Reconnect and give back.
We are members for life.**

Show the world you are #BGCMade.

If you are a proud Club alum, share your story!

**Be inspired by Club kids from around the world.
It feels good to give back.**

Proud Club kid since _____.

**Activate your Club legacy. Reconnect,
remember and give back.**

Key Messages

A Club kid needs you. Give to the Alumni & Friends Fund.

Access college and career resources, such as scholarships, mentorship and job opportunities for Club alumni.

You are a member for life. Stay connected and give back to the next generation of Club kids.

You are a member for life. As you take your next steps, remember the Club is always a home away from home.

Register at BGCA.org/alumni to share your story and activate your Club legacy.

Remember where you learned about life. Time to pay it forward. Leaders are developed at the Club. Activate your Club legacy and serve as a volunteer or mentor.

Corporate Partners

Who are they?

Fortune 500 companies; America's top corporate partners interested in youth, education and communities

Our contact is often the CMO, Foundation President, President/CEO

Considering partnerships and sponsorship opportunities with other nonprofits as well as for-profits like the MLB/professional sports leagues and their own marketing initiatives

Often have specific agendas or initiatives they want to pursue, and outcomes to achieve and market to their audience

Appreciate our value proposition: scope, ability to hit on many areas—health and wellness, education, poverty, leadership development

Elevator Pitch

Boys & Girls Clubs are essential places in kids' lives where they can develop skills, make lasting connections with mentors and achieve great futures.

What do they need from us?

Flexibility, scope and scale

Promotions, events that work within their schedule

Proof points and metrics that demonstrate success

Mission/values alignment

A story that resonates from the senior leadership all the way down the chain, and to customers

What do we want them to do next?

Contribute funds/facilitate contributions to support our mission

Help raise awareness of our mission and its importance

Help us reach more donors and alumni

Keep us top-of-mind for new opportunities

Corporate Partners

Where are we reaching them?

Face-to-face interaction:
Conferences/events

Sample Headlines

Let's build great futures together.

Be a part of our story, help change their stories.

Sponsor the next success story.

**Join us in opening doors of opportunity
and creating great futures.**

Great futures start at Boys & Girls Clubs and at *[NAME]*.

Key Messages

Every \$1 invested in a Boys & Girls Club returns \$9.60 in economic benefits to individuals and society. So, when you give to a Club, you're investing in your community.

When you invest in a Boys & Girls Club, you're investing in the future by supporting a wide range of youth issues, from education and skills development to social equity, poverty and safety.

Every year, 4,300 Boys & Girls Clubs provide 4 million kids with a safe and fun place, positive adult mentors, educational enhancement and life-changing experiences during critical out-of-school time.

Boys & Girls Clubs of America reaches every community and every congressional district across the country with almost 300 Clubs in public housing, nearly 200 Clubs on Native lands and 480+ BGCA-affiliated Youth Centers on U.S. military installations worldwide.

GREAT FUTURES START HERE.



BOYS & GIRLS CLUBS
OF AMERICA

GREAT FUTURES START HERE.



**BOYS & GIRLS CLUBS
OF AMERICA**

National Headquarters

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BGCA.org

Contact

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