



Messaging



**BOYS & GIRLS CLUBS
OF AMERICA**

Date

WHAT IS A MESSAGING ARCHITECTURE

A messaging architecture helps to convey messaging priorities and ensures everyone creating content – ads, social posts, emails, letters, signage - is providing consistent messaging.

WHY WE USE IT

The architecture organizes the words, terms and statements associated with our brand platform and campaign to provide a filter for how we write content that's consistent and on brand. It is not content or copy. Rather it informs the content and copy we create so that it is on brand.



Basics of a Messaging Architecture

Below you'll find the six components of a Messaging Architecture and what they're used for. Now, you can see how all of our brand tools are coming together to create a cohesive campaign.

BRAND PROMISE	This is our rallying cry and the value we provide to our audience – parents, kids, donors – can expect to receive when they work with us. Because it's based on what we deliver, it lives at the very top of our architecture.
POSITIONING STATEMENT	This summarizes what makes us different from other youth development organizations. We include this in the architecture to remind us of how we want our messaging to set us apart from others.
CAMPAIGN IDEA	This is the inspirational statement we use to explain our services through a marketing campaign.
TARGET AUDIENCE	We have three main audiences we focus on and include them in our architecture so that we align our messaging based on their needs and motivations.
PRIMARY MESSAGE	This acts as our "elevator pitch" if we only had 30 seconds to get across to our audience who we are and why we can benefit them. We use this as a succinct reminder of the core ideas we want to get across in our messaging.
PILLARS	We support our primary message with proof points (aka Storytelling Paths) to substantiate our claim. These are the key benefits we offer our audience. Along with the Call-to-Action, our pillars will guide the majority of your ad copy.
CALL-TO-ACTION	We want our marketing and communications to end with a positive result and for that reason we provide a brief, actionable statement of what we want our audience to do. This is typically the final closing of your ads and/or communications.



Our Messaging Architecture



BRAND PROMISE

We exist to prove every kid has what it takes.

POSITIONING STATEMENT

We are the leading 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.

CAMPAIGN IDEA

A Place to Become ...

TARGET AUDIENCE

MOMS 25-54 (FOCUS FOR 2018)

PRIMARY MESSAGE

Today's kids live in a complex world with more choices and more distractions than ever before. When they feel safe and supported, they also feel healthier and ready to positively contribute to the world. That's why Clubs are so much more than an after-school or summer hangout for kids. We're a place where academics, arts, sports, play and character-building programs form the foundation for youth to create their own positive space in the world. A place where supportive, trained mentors offer kids acceptance and access to life-changing opportunities. At Boys & Girls Clubs, we give kids and teens a place to become anything they can dream on their path to a Great Future.

PILLARS

EVERYDAY MOMENTS

We get that every moment in a kid's life – from big to small – makes a difference in who they become. That's why painting a picture isn't just about the artwork, it's about learning self-expression. Passing the ball isn't just about hitting the winning shot, it's about working as a team. We know these little moments have a big impact on shaping the adults our children will become and how they change the world.

YOUTH DEVELOPMENT PROFESSIONALS

We know that the people involved in a kid's life will help shape it forever. That's why we have a staff of caring professional mentors with a wealth of experience and training, ready to guide each child on their own unique, positive path. From scholastic achievement to leadership, from physical-fitness to emotional- and mental-well being. These professionals are more than staff. They are an extended family ready to help kids become the greatest version of themselves.

A PLACE TO BECOME

When a child comes to a Club, they don't just open the doors to their dreams – they learn how to make them real. So they don't just learn to write code, they create the next great innovation. They don't just learn to plant a tree, they bring a community together. We believe in the possibility within every child, so we give each one a place to become whatever they want ... a teacher, a business owner, a lawyer or whatever path they choose.

CALL-TO-ACTION

Long version: We're so much more than a place. We're a place for kids to become anything they can dream of. Get to know us at Boys & Girls Club of XXX and find out why great futures start here.

Short version: We're so much more than a place. Get to know us at Boys & Girls Club of XXX. (close with Great Futures logo lock-up)