GREAT FUTURES CAMPAIGN
ASSETS & ACTIVATION GUIDE
About This Guide

Boys & Girls Clubs of America is excited to launch our Great Futures Campaign and the supporting marketing materials to kick-off local marketing efforts.

This activation guide will provide:

• **Collective Voice** – messaging materials (message points, logos, graphics, etc.)
• **Access to New Assets** – TV/Radio PSAs, print collateral, OOH signage
• **Customization** – ability to customize assets to strengthen local brands
• **Distribution** – share tips on placing marketing materials in your area

*Ongoing trainings, webinars and technical assistance will be provided to Clubs focused on preparing for the launch and sustaining awareness and fundraising efforts beyond the launch day.

Resources can be found at [http://marketing.bgca.org](http://marketing.bgca.org)
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Why We Started This Campaign

Today, our nation is facing a serious problem.

Fifty million kids in America leave school at 3:00 p.m. When school is out, 15 million kids are left unsafe and unguided.

When America’s kids are left behind, the hope for America’s future is left in the past too. If our nation is to succeed, it is imperative that we redefine the opportunity equation for ALL kids: it takes the knowledge, skills and behaviors kids learn both in school and out-of-school to put our nation on a path to a great future. Applying this equation to every conversation about kids and to every solution for kids is how we help America’s youth graduate, have a plan for the future and become successful, healthy and engaged citizens.
The Great Futures Campaign

Boys & Girls Clubs of America is launching the Great Futures Campaign: the Campaign for America's Kids. It’s an unprecedented initiative to:

• **Mobilize our country** and raise awareness about the critical role of Out-of-School Time.

• **Inspire and empower the next generation** of American youth to be successful, healthy and engaged citizens.

• **Serve more members, more often** and build sustainable high-impact Club organizations for kids to go after school and during the summer.
Our Societal Goal

When school’s out, no child goes unsafe or unguided.

- If our nation is to succeed, it is imperative that we redefine the opportunity equation for ALL kids:

  School + *Out-of-School* = A Great Future
The Role of Clubs

Through the Campaign, BGCA will become an advocate – a force for change – using our size and stature to make a difference on a grand scale. Clubs are critical to assure success is within the reach of every child who enters our doors. Every Club organization can join the Campaign by being:

• A **convener** that mobilizes influencers, partners and stakeholders in their community
• A **leader** that demonstrates the proven outcomes of the innovative work that Clubs do
• A **catalyst** to inspire change locally and collectively across America
Adhering to Graphic Standards

Always adhere to BGCA logo standards for Movement-wide consistency and brand recognition.

Colors

• The approved colors for the Boys & Girls Club service mark are Boys & Girls Club blue for the hands symbol and black for the logotype. The lockup may also be used in all black, all Boys & Girls Club blue or reversed to white from a dark background. If a color other than Boys & Girls Club blue must be used, the hands symbol and the logotype must both appear in the same color. The color must provide sufficient contrast to the background on which it is placed.

• Ask the printer to match to Boys & Girls Club blue or use Pantone® Process Blue for the hands symbol. For four-color applications, Boys & Girls Club blue may be simulated with the following mix:

- C=80
- M=41
- Y=7
- K=0
- R=45
- G=130
- B=185
- PMS=7689c or 646

Visit [http://marketing.bgca.org](http://marketing.bgca.org) for brand guidelines and assets.
Great Futures Assets

Sample BGCA logo and lockup are used for reference. Local Clubs should adapt and use their customized logo via http://marketing.bgca.org

BGCA Logo & Tagline Lock-Up

Horizontal Logo

Vertical Logo

Horizontal Lockup with Tagline (preferred)

Vertical Lockup with Tagline

Reversed Option

Logo may be printed in BGCA Blue (for the graphic) and Black (for the text) or ALL in one color (any color). Do not print the logo in any other color combination.
Great Futures Messaging

Primary Headline *(font=Adobe Garamond Bold)*

Change America’s Future

Sub Headline

When school’s out, Clubs are in.

Call to Action

Open the Door at GreatFutures.org

*Georgia Bold can be used as an alternative*
Great Futures Messaging

Primary Headline (font=Adobe Garamond Bold)*

Change America’s Future

Alternative Headline

Open the Door to America’s Future.

Call to Action

Open the Door at GreatFutures.org

Alternative Call to Action

Open the Door for America’s Kids at GreatFutures.org

Messaging

Out-of-School Time 3:00 p.m.

* Georgia Bold can be used as an alternative
CAMPAIGN ASSETS
# Timeline of Asset Activation

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Great Futures PSA and Print Collateral

A new PSA (TV/Radio) is now available for June release!

The customizable PSA entitled “50 Million” is designed to bring light to the issues kids face after school, creating a sense of urgency for the public to act and open the door to a child’s future.

In addition to the PSAs, new print collateral, themed Moments, is available. The ads give a glimpse into what happens inside a Boys & Girls Club featuring a moment of one child’s experience.

All assets are customizable via the Club Marketing website at http://marketing.bgca.org.
Campaign Materials

MOMENTS PRINT ADS

TV PSA: 50 MILLION

RADIO PSA: BELLS
Campaign Material Details

PSA (TV, Radio)
• :60 school year TV PSA English (taggable end card for Clubs)
• :30 school year TV PSA English (taggable end card for Clubs)
• :60 school year TV PSA Spanish (taggable end card for Clubs)
• :30 school year TV PSA Spanish (taggable end card for Clubs)
• :30 school year radio PSA (English – taggable)
• :30 school year radio PSA (Spanish – taggable)

Traditional Advertising
• Standard “Moments” Print Ads (customizable – 10 versions to choose from)
• Mailer “Moments” inserts (customizable)
• Posters (customizable – 10 versions to choose from)
• Banners (customizable)
• PowerPoint template
• Screen savers and desktop graphics

All available on marketing.bgca.org
The Works

Signworks
• Grab the attention of your local community and Club members with customizable billboards, banners, colorful posters and transit signs. Use SignWorks, BGCA's approved sign vendor, to promote your Boys & Girls Club at crowded venues or during busy commutes. [http://www.bgca.org/signworks](http://www.bgca.org/signworks)

Printworks
• Printworks is your custom Boys & Girls Club store where you can order all printed materials such as thank you cards, marketing brochures, one week membership cards and more. All you need to do is create a log in and get to work.

Supplyworks
• To order BGC awards, club wearables and posters you can visit the national supply service: Supplyworks. You can also order the Great Futures campaign merchandise such as pens, silicon bracelets, iPhone cases, license plate frames and marketing materials. [http://supplyworks.gsgbgca.org](http://supplyworks.gsgbgca.org)
GREAT FUTURES CAMPAIGN ACTIVATION SUPPORT
PSA Customization

BGCA gives you the option to localize TV and radio PSAs. Localizing the PSA allows you to add your organization’s name and logo to the “tag” of the PSA. The tag is the identification at the end of the PSA that states who is responsible for the creation of the PSA. Currently, the TV PSA includes the Boys & Girls Club logo and www.greatfutures.org url.

By localizing the PSAs, you are providing viewers/listeners with a local point of contact to learn more about Boys & Girls Clubs. The TV or radio station you are working with should easily be able to help you customize these versions.
PSA Customization

On the taggable version of the TV PSA, there is a screen at the end of the PSA that allows you to add visual information. At the end of the taggable radio PSAs, there is a 3.5-second window to record information.

Information you can add as a tag:
• Organization logo
• Organization Web site

Information you cannot add as a tag:
• Organization phone number
• Organization event listings
Promoting the TV and Radio PSAs

TV and radio stations will be more likely to donate air time to run the Great Futures PSAs if they see there is strong local support behind the campaign. The following steps outline how you can help make sure the Great Futures PSAs are seen and heard in your community.

• **Identify local television and radio stations that reach your key audiences.** Consider which stations appeal to parents and youth as well as community influencers to target your outreach efforts.

• **Locate contact information for the community relations directors at each station.** Community relations directors make decisions about which PSAs to use. Visit each media outlet’s Web site or call the station to identify the community relations director and contact information.

• **Assign outreach responsibilities.** Ask supporters and allies (board members, marketing committee) to reach out to TV and radio stations where they may already have personal contacts. Let the reporter know you are requesting that their station run the PSA and they may work with the community relations director to find air time for the PSA.
Promoting the TV and Radio PSAs

Draft and send a tailored pitch letter to each station.
  • See page 29 for a PSA pitch letter template.

Follow up with community relations directors by phone.
  • Explain the importance of the campaign to your local community and request that they run the PSAs.

Ensure stations have a copy of the PSA.
  • You may choose to walk it to the station yourself to see that it has been received, also ask for confirmation if the files have been sent through email.
Requesting Billboard & Bus Shelter PSA Donation

Billboards and bus shelters are excellent locations for increasing brand awareness, as the public is likely to see the information on their way to school and work.

To secure donated space to run the print PSAs, contact each of the organizations responsible for this type of advertising – local outdoor advertising agencies, transportation authorities and businesses with appropriate space.

The key contact at each organization may be different. Do not hesitate to call to locate the appropriate contact with whom to discuss donation of space for PSAs. Once you locate the right person, follow the same steps as those for reaching out to TV and radio stations.
Be Creative with PSA Distribution

In addition to traditional media outlets, consider other ways to get the PSAs aired or posted. These outlets may include:

School-based television and radio stations.  
Many schools now host their own radio and TV stations – don’t miss an opportunity to tap directly into the target audience.

Scoreboards at high school and middle school sporting events.  
Scoreboards at school sporting events are increasingly high-tech. If a school in your area has the capability to run a TV ad, ask!

TV and radio stations run by local and county level government.  
Governments often run their own TV and radio stations that play both on local cable and within government offices throughout the day.

TV monitors at grocery store registers and gas station pumps.  
Many businesses are now running ads and entertainment for patrons waiting in line.
Print Advertisements

Print advertisements are available in several sizes. These can be run in donated space in local publications, including organizational newsletters, bulletins of religious organizations, community newspapers and other outlets.

Follow the same steps as those for radio and television distribution to help get these important advertisements placed. To note, many magazines have a lead time of three months so outreach should begin immediately for future placements.
Utilizing Posters for Schools and Partners

Utilizing the previously mentioned Supplywork and Signworks is an excellent way to design the appropriate poster for schools and partners.

The posters can be displayed in youth and community centers, religious organizations, local businesses, government offices and other high-traffic areas.

You can use the customized banners & posters from Signworks to exhibit your Club information as well as information about your local events or activities. You are encouraged to distribute these posters throughout your network.
Dear XXX:

Everyday, at 3:00 p.m. **15 million kids leave school with no place to go.** They risk being unsupervised, unguided and unsafe. Unfortunately, too many kids, especially those most in need, lack the essential ingredients that out-of-school time provides—safety, mentors, expanded learning, healthy living, character building, and grit—leaving these kids at a steep disadvantage before they can even get started.

When America’s kids are left behind, the hope for America’s future is left in the past too. If our nation is to succeed, it is imperative that we redefine the opportunity equation for ALL kids: it takes the knowledge, skills and behaviors kids learn both in school and out-of-school to put our nation on a path to a great future. Applying this equation to every conversation about kids and to every solution for kids is how we help America’s youth graduate, have a plan for the future and become successful, healthy and engaged citizens.

(Organization Name) recognizes that we cannot serve all 15 million kids who need an adult mentor and a place to go after school and during the summer. However, (Organization Name) is leveraging our influence to convene the local community around our goal of ensuring every child and teen is engaged during Out-Of-School Time.

To do this, (Organization Name) seeks to reach the community through trusted mediums. We recently released impactful public service advertisements (PSAs) for TV, radio and outdoor use. To support the important message of ensuring all kids have a place to go during out-of-school time, we are seeking donated media space for these PSAs.

(Station or business name) has a history of supporting initiatives that benefit young people and the larger community. In this spirit, we would like for you to include our PSA in your rotation. We will be in touch shortly to discuss our outreach efforts in more detail. In the meantime, you can view the PSAs at [http://marketing.bgca.org](http://marketing.bgca.org) (or attached via a download link). If you have additional questions about Boys & Girls Clubs of XXX, please contact (name of contact) at (phone) or (email).

Sincerely,
Resources to Come

Participate in Movement-wide Digital Media Moment on July 31st (3 p.m. Bell Heard Round the Web)

• Join in the Bell Heard Round the Web, our Movement’s strategy to take over as many Web sites, social media pages and other digital platforms with our messaging at 3:00 p.m. on July 31st to bring attention to millions of youth who leave school every day with no place to go; unguided and unsafe.

• Place special designed banners on your Club Web site and ask your local partners to do the same.

• Utilize customizable Facebook and Twitter templates and email templates to spread the word.

• Have your board members, staff, fans and followers and Club members join in the fun by tweeting, blogging and posting on July 31st with ready-made and customizable content.

*Ongoing trainings, webinars and resources will be provided to Clubs focused on launch activities and sustaining awareness and fundraising efforts beyond the launch day.

Resources can be found at http://marketing.bgca.org
Resources to Come

Participate in a Movement-wide Grassroots Event Moment on or around July 31st

• To create buzz and awareness of the amazing moments that happen inside of Clubs each day, create a pop-up Club in a high traffic area (e.g. shopping malls, park, city hall, etc.) after 3:00 p.m. on July 31.

• Utilize activation toolkit to set-up an easy and turnkey Club-like experience/demonstration with Club kids, local celebrities and partners; culminate with a pop-up pep rally for the back to school season.

• Take pictures, video and messages and upload to a Movement-wide Twitter Page in real time on July 31.

• Leverage national media and utilize ready-made media tips to secure local media coverage.

*Ongoing trainings, webinars and resources will be provided to Clubs focused on launch activities and sustaining awareness and fundraising efforts beyond the launch day.

Resources can be found at [http://marketing.bgca.org](http://marketing.bgca.org)
QUESTIONS?
Visit http://marketing.bgca.org
Email: marketing@bgca.org