



Boys & Girls Clubs of Athens

Media Kit

Sydney Wiederhold

Contents

Situation Statement ... 1

Research ... 4

Target Audience ... 5

Goals and Objectives ... 5

Strategies ... 6

Evaluation ... 7

Budget ... 8

Timetable ... 9

News Release ... 11

Feature Pitch ... 13

PSA ... 15

Fact Sheet ... 19

Feature Release ... 20

Social Media Memo ... 27

Event Plan ... 35

Speech ... 45

I. Situation Statement

HISTORY

Founded

Boys and Girls Clubs of America was founded in 1860 by Mary Goodwin, Alice Goodwin and Elizabeth Hammersley as an afterschool program for children and teens ages 6-18. The Boys and Girls Clubs of Athens opened in 1959 and began serving youth in 1962 at the Joel E. Smilow location, now located on 705 Fourth Street. The HT Edwards location opened in 2011 and is located on 440-4 Dearing Extension.

Values

The core mission of the Boys and Girls Clubs of Athens is, “To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.” The Clubs are focused on providing a quality afterschool program at an affordable price in order to serve every child and teen who would benefit from being a member. They want to ensure that every child leaves their organization feeling more prepared for their future pursuits. The Boys and Girls Clubs motto is “Great Futures Start Here” because of this forward-focus. Members are able to develop positive character traits, reach their goals and become responsible members of the community. Areas of importance are leadership, community service, good character and healthy lifestyles. Programs reflect these values. Specifically, the Athens Clubs highly value running an afterschool program that has an equal focus of both fun and academics.

Services

Boys and Girls Clubs of Athens serves children and teens ages 6-18 by providing afterschool programs that fall in one of three areas: Healthy Lifestyles, Academic Success, and Character and Leadership. Programs are specifically designed for each age group and custom-made for the youth of the local community. They are tested for their effectiveness and are recognized nationally for their ability to enable youth to excel in several areas of school and daily life. Examples of activities at the Boys and Girls Clubs of Athens include sports clinics, computer skills, art lessons, STEM camps, outdoor activities, lessons about nutrition, community service and more.

TODAY

Involvement

The Boys and Girls Clubs of Athens serves Athens-Clarke county families and their children and teens. Because 71 percent of students in the district are economically disadvantaged, so are most of the members at the Clubs. There are approximately 300 children involved with the Boys and Girls Clubs of Athens between both locations and there is a 15-to-1 child to staff ratio. The majority of members are a race other than white. Overall, there are more elementary and middle schoolers than high schoolers at the Boys and Girls Clubs of Athens.

Corporate Staff

Jim Clark- president and CEO

Ed Mishrell- chief strategy officer

Lorraine Orr- chief operations officer

Julie Teer- chief development & public affairs officer

Sam Unglo- chief financial officer

Phyllis R. Austin- senior vice president, human resources

Elizabeth Fowlkes- senior vice president, program, training and youth development

Karl Kaiser- senior vice president, marketing and communications

Athens Staff

Mike Hackett- president/CPO

Derrick Floyd- director of operations

Donna Brown- program director

Cherene Williams- unit director

Sterling Gardner- director of resource development

Judy Burke- bookkeeping and accounting

Adriana Thomas- director of marketing

Community Relations

As a nonprofit organization, Boys and Girls Clubs of Athens relies heavily on the local community for funds for their programs. They hold several different fundraisers throughout the year, of which several local businesses are sponsors. The Boys and Girls Club's biggest donors are KEBA Sandwiches and Locos Grill & Pub. Annual events include the Steak & Steak dinner, Golf Tournament and Summer Soiree.

Competition

Boys and Girls Clubs of Athens has a wide variety of competition. Organizations such as the YMCA, Thomas-Lay program and other after-school programs in Athens who cater to the local community are their primary competition. These after-school programs focus on goals that are different from those of the Boys and Girls Clubs of Athens. The YMCA, for example, is highly focused on fun rather than academics, which the Clubs highly value. There is also heavy competition for funds and resources since Athens has an abundant amount of nonprofit organizations. Such nonprofits include the Backpack Project, HEROs, Kiwanis Club, Project Safe, UGA Miracle and more. There is competition among each of these organizations and the Boys and Girls Clubs for donations, which the Clubs are heavily dependent upon.

Promotion

Boys and Girls Clubs of Athens holds several fundraisers throughout the year to promote themselves and to raise money for their programs as well as to buy resources. The three main fundraisers are the Steak & Steak dinner, Golf Tournament and Summer Soiree, which are promoted via Twitter and Facebook. These platforms are updated regularly. Several businesses such as Taco Bell, the Cox Media Group, State Farm Insurance and United Way sponsor the Clubs during their events and in general. The Boys and Girls Clubs of Athens has a strong working relationship with the Athens Banner-Herald and Red & Black. When events are promoted within these magazines, they have been found to be more successful. In addition, they have a working relationship with Athens radio station POWER 100.1, who promotes their events. Facebook events are also created for each fundraiser and the Clubs have found that doing so increases both awareness and attendance at events. The Boys and Girls Clubs rely heavily on their sponsors for promotion and have a close relationship with each one. There is a steady stream of communication between the Clubs and their sponsors, and as a result, each business aids them in promotion efforts of events.

Strengths <ul style="list-style-type: none">• Nationally recognized after-school program• Strong relationships with business sponsors• Working relationship with two local magazines and a radio station• Update social media regularly• Strong values and mission statement• Unique equal focus on academics and fun	Weaknesses <ul style="list-style-type: none">• Branding/reputation issue (known as a place for disadvantaged youth, want to be a household name, a place for everyone)• Feel as if they have no voice in Athens• Lack of money and resources• Very dependent on donations
Opportunities <ul style="list-style-type: none">• There are many businesses in Athens that could be potential sponsors of the BGCA• There are other magazines and radio stations that the BGCA does not yet have a relationship with but could• BGCA does not yet have an Instagram, a platform that could greatly increase their public awareness	Threats <ul style="list-style-type: none">• Other after-school programs such as YMCA and Thomas-Lay• New after-school programs could open in the next several years• If their reputation doesn't change, people could choose other programs over BGCA

II. Research

Preliminary information will be collected from surveys. The surveys will be taken by parents that have children and teens at the schools the Boys and Girls Clubs serve. Survey questions will be focused around perception of the Club and changes that could be made to make their impressions more positive. The survey can be sent out in paper form or email.

Several areas are of importance such as:

- Current perceptions of parents of the Boys and Girls Clubs
- Current perceptions of kids of the Boys and Girls Clubs
- Learning which after-school programs in Athens are most popular and why

A second set of surveys will be sent via email to businesses in the Athens area. Questions will be focused around sponsorship and specifically, how businesses choose who they donate to.

Areas of importance:

- Learn how businesses choose which nonprofits to sponsor
- Learn how many nonprofits the average business sponsors
- Do businesses tend to continually sponsor an organization or give a one-time gift?

As a second measure, at least 20 interviews with parents that have children at the Boys and Girls Clubs will be set up. These factors should be considered when choosing interviewees as it is important to have a wide range of demographics among those who are interviewed:

- The age of their child or teen
- The race of their child or teen
- The gender of their child or teen
- The school their child or teen attends
- The grade their child or teen is in at school
- The educational and extracurricular interests of their child

Specifically, the interviews will focus on:

- Perceptions of the Boys and Girls Clubs
- Factors considered when searching for an after-school program for their children
- Friend and family opinions of the Boys and Girls Clubs
 - What is done well? What is not done well? What could be improved?
- Friend and family opinions of other after-school programs in Athens
 - What do they offer that the Clubs do not? What are strengths and weaknesses?

III. Target Audiences

Primary Audience

The primary audience is families with children ages 6-18 that live in Clarke county and the surrounding Athens areas, as well as children and teens that are currently members at the Boys and Girls Clubs. The reputation of the Clubs is based on the opinions of the both parents in the Athens community as well as the actual kids who are a part of the program. It is important to know the opinions of those involved with the Club as it can only have a favorable reputation if its members believe the service they are getting is worthwhile and valuable.

Secondary Audience

The secondary audience is all businesses in Athens who are able to potentially sponsor the Boys and Girls Clubs of Athens. This includes both small and large corporations as well as chain and independent businesses.

IV. Plan Goals and Objectives

Goal 1: Increase the number of businesses that continually sponsor the Club.

1. Objective 1: Gain the support of one local small business between now and May to become a sponsor of one of the three Boys and Girls Clubs annual events.
2. Objective 2: Gain the support of one corporate chain between now and May to become a sponsor of one of the three Boys and Girls Clubs annual events.

Goal 2: Increase and strengthen positive perception of the Club.

1. Objective 1: Communicate with parents with kids at local schools twice a year.
2. Objective 2: Communicate with sponsors every three months to strengthen already existent favorable opinions of the Clubs.

Goal: Increase public awareness of the Club.

1. Objective 1: Increase positive media mentions (newspapers, social media, etc.) of the Club to at least eight per month.
2. Objective 2: Increase frequency of social media posts to at least 3 per week on each platform.
3. Objective 3: Create an Instagram account that is regularly updated.

V. Plan Strategies

Strategy 1: Give businesses more opportunities to sponsor the Clubs.

- a) Tactic 1: Email Athens businesses twice a year asking for their sponsorship of an event or as a one-time donation.
- b) Tactic 2: Post a link to donate to the Clubs on social media at least once a month. Place the link in Twitter, Facebook and Instagram bios.

Strategy 2: Provide positive information about the Clubs to the public.

- a) Tactic 1: Post fun facts and/or statistics about the Clubs on social media once a week.
- b) Tactic 2: Create social media contests or interactive posts on Instagram that will provoke people to post about the Clubs. The contests should require participants to tag their friends in the Boys and Girls Clubs content, share the content, or tag the Clubs account in one of their own posts.
- c) Tactic 3: Email sponsors every three months thanking them for their support.

Strategy 3: Create opportunities for people to hear about the Clubs and the services it offers.

- a) Tactic 1: Have all fundraisers and large events covered by the Red & Black and Athens Banner-Herald.
- b) Tactic 2: Post about current Clubs happenings on social media at least three times per week.

Strategy 4: Increase advertising of the Clubs in local restaurants, coffee shops, and organizations/businesses in the Athens area as well as at schools.

- a) Tactic 1: The director of marketing will create fliers to hang on the bulletin boards of local Athens businesses that agree to this. These fliers should be updated every six months.
- b) Tactic 2: A brochure designed by the director of marketing will be attached to the monthly newsletter sent home with students. This brochure will be sent home twice per year—once in August and once in January.

VI. Evaluation

Goal 1: Increase the number of businesses that continually sponsor the Club.

- a. Objective 1: Gain the support of one local small business between now and May to become a sponsor of one of the three Boys and Girls Clubs annual events.

Evaluation: At the end of May, check to see if the Club has gained one local small business to sponsor one of three annual events. Send out a survey via email asking them about their sponsorship experience and if they will be continuing with their sponsorship.

- b. Objective 2: Gain the support of 1 corporate chain between now and May to become a sponsor of one of the three Boys and Girls Clubs annual events.

Evaluation: At the end of May, check to see if the Club has gained at least one local small business to sponsor one of three annual events. Send out a survey via email asking them about their sponsorship experience and if they will be continuing with their sponsorship.

Goal 2: Increase and strengthen positive perception of the Club.

- a. Objective 1: Communicate with parents with kids at local schools twice a year.

Evaluation: Send out a short email survey via a listserv at each local school to gather opinions and general knowledge about the Clubs. Send out the same survey in May. Compare responses to gauge whether the increased communication has impacted positive and/or accurate perception of the Clubs as well as general knowledge of the Clubs.

- b. Objective 2: Communicate with sponsors every three months to strengthen already existent favorable opinions of the Clubs.

Evaluation: Send out a survey to sponsors inquiring about their sponsorship experience. Send out the same survey in May, after the increased communication, and check whether their experience has improved based on survey results.

Goal 3: Increase public awareness of the Club.

- a. Objective 1: Increase positive media mentions (newspapers, social media, etc.) of the Club to at least eight per month.

Evaluation: There should be at least two positive media mentions of the Club per week, whether that is through social media, a newspaper, or local TV station.

- b. Objective 2: Increase frequency of social media posts to at least 3 per week on each platform.

Evaluation: Check to see if there were social media posts at least 3 times weekly, on each platform. If more or less, evaluate why. The posts should be evenly spread throughout the week and more interactive in nature.

- c. Objective 3: Create an Instagram account that is regularly updated and steadily grows its number of followers.

Evaluation: Compare the number of followers the account had when first created to the number of followers it has after several months of being active.

VII. Budget

Tactic		Items	Number	Cost per Item	Total
Surveys	Materials	Paper	1,000	\$7 per 500 pages	\$14
		Envelopes	1,000	\$17 per box (of 500)	\$34
		Black ink	1	\$15 per cartridge (up to 120 pages)	\$135
Social Media Contests	Prizes	Gift cards	1 per week	\$5 per gift card	X's 2 (before and after) \$20/month (for 3 months)
Brochures	Materials	Paper	5,000	\$3.99 per 400 ct	\$50
		Colored Ink	30	\$26 per cartridge (up to 165 pages)	\$780
Advertising in local businesses	Materials	Paper	165	\$3.99 per 400 ct	\$4
		Colored Ink	1	\$26 per cartridge (up to 165 pages)	\$26
Staff Time	Planning	Advertising, creating surveys/social media contests/contacting businesses and news outlets	2 hours per week	12 weeks	No cost
Contingency				10 percent	\$128.6

TOTAL.....\$1,414.60

VIII. Timetable

Tactic	3/3- 3/9	3/10- 3/16	3/17- 3/23	3/24- 3/30	3/31 -4/6	4/7- 4/13	4/14- 4/20	4/21- 4/27	4/28 -5/4	5/5- 5/11	5/12- 5/18	5/19- 5/25
Survey												
Post link for donation												
Social Media Contest												
Send brochure home with kids												
Post fliers in local businesses												
Interviews with BGCA parents												
Send thank you emails to sponsors												
Email local businesses about sponsoring												
Email corporate chains about sponsoring												
Contact news organizations about current Club events												
General social media posts												
Evaluate												

IX. References

<https://www.greatfuturesathens.com/>

<https://www.bgca.org/>

Interviews with Adriana Thomas (Director of Marketing) and Sterling Gardner (Director of Resource Development)



FOR IMMEDIATE RELEASE

Sydney Wiederhold, PR Executive

000-000-0000

sjw69728@uga.edu

Boys and Girls Clubs of Athens anticipates annual “Steak & Steak” dinner

ATHENS, Ga. – Locos Grill & Pub and KEBA Spitfire Grill will host the Boys and Girls Clubs of Athens 20th annual steak dinner on March 20 at 6:30 p.m. in the Classic Center.

Steak & Steak is the annual steak dinner sponsored by various local restaurants each year that benefits The Boys and Girls Clubs of Athens. The dinner is open to all club members as well as the local community. Both the HT Edwards and Joel E Smillow club locations will benefit from the money raised this year. Donations raised will go directly towards funding Club programs in 2018. Programs focus on healthy lifestyles, academic success and good character and leadership. Members can get involved with a wide range of activities such as community service, tutoring and sports clinics.

Maria Taylor, notable sports reporter and former basketball player for the University of Georgia, will be the main speaker at the event.

“I grew up going to the Boys and Girls Clubs and remember signing up for every basketball clinic I could,” said Taylor. “What I love about the Clubs is its ability to have something for every kid. I’m excited to give back by speaking at the Steak & Steak dinner in a few weeks.”

-more-

Guests in attendance will also have the opportunity to hear from both former and current members who have been positively impacted by the Club during the ceremony.

“This is one of our favorite events of the year,” said Mike Hackett, president of Boys and Girls Clubs of Athens. “It’s a time for everyone to come together and celebrate the differences the Club has made in the lives of the young people in our community, and it’s always, always fun.”

The cost of an individual ticket is \$250 and group options for businesses and families are available. There will also be a silent auction for attendees to participate in. Items that will be up for auction include sports memorabilia signed by UGA athletes, tickets for a helicopter tour, outdoor adventure gear, season passes to Six Flags, tickets to the Ellen Show and more. Last year the event raised over \$45,000 total and over 200 people are expected to attend this year.

There are also opportunities available to businesses to become sponsors of the event. Sponsors are one-time donors to one of several areas including, but not limited to: silent auction, operations, general dinner fund and ticketing. Sponsors can also be continual donors to areas such as programming, operations, scholarships, education and more. If you are interested in becoming a sponsor, there is an application process required. Please contact Sterling Gardner, director of resource development, at sterling@greatfuturesathens.com for more information. Additional sponsors of the Steak & Steak dinner include the Cox Media Group, Fairway Outdoor Advertising, and the Classic Center.

For more information about this event, visit www.greatfuturesathens.com/steakandsteakdinner.

About Boys and Girls Clubs of Athens:

Boys and Girls Clubs of Athens is a nonprofit organization committed to providing a fun, safe environment for youth ages 6-18. For over 50 years, they have helped their members develop positive character traits, reach their goals and become responsible members of the community. Their programs focus on the areas of healthy lifestyles, academic success and good character and leadership. Activities range from tutoring, sports clinics, art lessons, computer skills and more.

###

Feb. 23, 2018

Donnie Fetter, News Editor
Athens Banner-Herald
1 Press Pl.
Athens, GA 30601

Dear Ms. Fetter:

The Boys and Girls Clubs of Athens has called this city home for over 50 years and has a story to be told. Although the Boys and Girls Clubs of Athens has relocated several times throughout its time serving Clarke County, several of its members have remained with the organization for years. One of these members is Sterling Gardner, the current director of resource development.

A feature story could spotlight Gardner, who grew up attending the Athens Clubs regularly and even received the Youth of the Year award. He attended Cedar Shoals High School, where many current members of the Clubs are students. Gardner's story is relatable and familiar to Athens locals. His story of dedication to The Boys and Girls Clubs of Athens is one that the Athens Banner-Herald audience would appreciate and enjoy. The amount of time Gardner has spent with the organization shows you can be successful while also enjoying and being fulfilled by your job.

Despite all other career options available to him, he chose the Boys and Girls Clubs. Most people do not dedicate such a large majority of their lives to one organization, but Gardner is an exception. The community will want to know his reasoning behind doing so.

While Gardner isn't a millionaire, he loves his position and is financially content. Many success stories today are about people in large corporate positions who are successful but not necessarily happy. Gardner's story would be interesting to locals who may have never considered working long term for a nonprofit, or those stuck in a job they do not enjoy.

This story is also relevant to The Athens Banner-Herald audience because the Clubs serve their community and children. Parents are eager to find the places and people that will foster growth and education within their children. People are ready to get involved with causes bigger than themselves, as Gardner has done. The Boys and Girls Clubs could be that place or that cause.

If you would like more information about Gardner or The Boys and Girls Clubs, please reach out to me. I am able to organize an interview with Gardner for you as well as provide you with photos and additional background information about the organization.

I will follow up with you early next week, but you can reach me at 763-568-1827 or sjw69728@uga.edu at any time until then.

Thank you,

Sydney Wiederhold, PR coordinator
763-568-1827
sjw69728@uga.edu

On behalf of Boys and Girls Clubs of Athens.

To: Donnie Fetter

From: Sydney Wiederhold

Date: Feb. 23, 2018

Subject: Feature Pitch-Boys & Girls Clubs of Athens spotlight on Sterling Gardner

Hello Ms. Fetter,

A feature story could spotlight Sterling Gardner, who attended the Boys and Girls Clubs growing up. He even received the Youth of the Year award in 1972. Today, Gardner is director of resource development for the organization and has found both success and satisfaction in the position. He is a local Athens success story that is yet to be told.

Gardner's history with the Boys and Girls Clubs is relevant to the Athens Banner-Herald audience. They are part of the community that the Clubs have an impact on and the same people that can have an impact on the Clubs' success. Gardner's story is just one example of how the Clubs positively impact Athens' youth as well as a success story about finding fulfilling work.

If you would like more information about Gardner or The Boys and Girls Clubs, please reach out to me so I can organize an interview with Gardner for you. I am also able to provide you with photos and additional information about the Clubs.

I will be in touch with you next week in order to follow up with any questions you may have. You can reach me at 763-568-1827 or sjw69728@uga.edu in the meantime.

Thank you,

Sydney Wiederhold, PR coordinator

763-568-1827

sjw69728@uga.edu

BGCA Dinner

Wiederhold/9 March 2018

WORD COUNT: 125

Friday 12:20 p.m.

START DATE: MARCH 9, 2018

KILL DATE: MARCH 20, 2018

MUSIC "FUTURE LOOKS GOOD"
(FULL THEN UNDER)

ANNOUNCER

People of Athens. I'm excited to introduce you to Athens' favorite football coach, Kirby Smart!

SFX

(KIDS CHEERING :03)

KIRBY SMART

Hello Athens! Kirby Smart here. You're used to seeing me on the field, but in a few weeks, you'll find me at the Boys and Girls Clubs annual Steak and Steak dinner.

ANNOUNCER

You and everyone else, Kirby. It's a community wide event. All are invited to attend!

KIRBY SMART

Think steak, dancing, a silent auction, and lots of fun.

ANNOUNCER

And have you heard? Former UGA basketball star Maria Taylor is the evening's speaker.

KIRBY SMART

It's a night you won't want to miss.

ANNOUNCER

Boys and Girls Clubs Steak and Steak dinner. March 20 at 6:30 p.m. in the Classic Center.

KIRBY SMART

Go Dawgs. Go Steak and Steak.

KIRBY SMART/GROUP OF CHILDREN
SFX

Go Boys and Girls Clubs!
(KIDS CHEERING :04)

MUSIC (FULL, THEN FADE AT
:60)

###

BGCA Dinner

Wiederhold/9 March 2018

WORD COUNT: 72

Friday 12:20 p.m.

START DATE: MARCH 9, 2018

KILL DATE: MARCH 20, 2018

MUSIC "FUTURE LOOKS GOOD"
(FULL THEN UNDER)

ANNOUNCER

Athens! The Boys and Girls Clubs
Steak and Steak dinner is
approaching. Rumor has it coach
Kirby Smart is attending. Is it
a rumor? Let's find out!

KIRBY SMART

People of Athens, it's coach
Smart! And at 6:30 p.m. on March
20th you'll find me at the
Classic Center for the Boys and
Girls Clubs steak dinner.

ANNOUNCER

There you have it folks!

KIRBY SMART

Athens, I cannot wait. Let's all
come together for some steak and
fun!

MUSIC (FULL, THEN FADE AT
:30)

###

BGCA Dinner

Wiederhold/9 March 2018

WORD COUNT: 53

Friday 12:20 p.m.

START DATE: MARCH 9, 2018

KILL DATE: MARCH 20, 2018

MUSIC "FUTURE LOOKS GOOD"
(FULL THEN UNDER)

ANNOUNCER

Athens! Have you heard? Coach Kirby Smart will be attending the Boys and Girls Clubs Steak and Steak dinner!

KIRBY SMART

That's right Athens! Join me, Kirby Smart, at 6:30 on March 20th at the Classic Center for steak, a silent auction and fun.

ANNOUNCER

It's an event for the entire community.

KIRBY SMART/GROUP OF CHILDREN

It's an event for you!

MUSIC (FULL, THEN FADE AT :30)

###



FACT SHEET

Background	Boys & Girls Clubs of Athens (BGCA) opened in 1962 and is part of Boys & Girls Clubs of America, an afterschool program founded in 1860 by Mary Goodwin, Alice Goodwin and Elizabeth Hammersley. BGCA is future oriented and has retained a dual focus on academics and fun.		
Mission	“To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.”		
About	BGCA provides a fun, safe environment for children and teens ages 6-18 to develop positive character traits, reach their goals and become responsible members of the community. Their three program areas focus on healthy lifestyles, academic success and good character and leadership.		
Programs	Healthy Lifestyles <ul style="list-style-type: none"> • Sports clinics • Nutrition classes • Outdoor activities • Stress management 	Academic Success <ul style="list-style-type: none"> • Tutoring • Homework help • STEM camp • Computer skills 	Character & Leadership <ul style="list-style-type: none"> • Team building • Community service • Social skills • Decision making
Involvement	BGCA serves Clarke County families. 71 percent of students in the district are economically disadvantaged, as are the majority of the members at the Clubs. Over 90 percent of members are black or Hispanic. Membership is \$10 per child per year and over 300 children are currently involved. There is a 15-to-1 child to staff ratio and a 10-to-1 child to tutor ratio.		
Opportunities	There are opportunities available to be a member, volunteer, corporate sponsor, or employee at BGCA. Hundreds of local businesses and individuals are donors to areas such as great futures, job readiness, Steak & Steak dinner, special initiatives and Athens business campaign.		
Benefits	Members are more physically active and get better grades than their peers nationally. They are more likely to abstain from alcohol and marijuana and volunteer in the community more often. (Via BGCA’s national website)		
Leadership	Jim Clark: corporate president Mike Hackett: Athens president Adriana Thomas: director of marketing Sterling Gardner: director of resource development		
Contact	Adriana Thomas (marketing): Adriana@GreatFuturesAthens.com		



FOR IMMEDIATE RELEASE

Sydney Wiederhold, PR Executive

000-000-0000

sjw69728@uga.edu

Sterling Gardner reflects on 25 years of calling Boys and Girls Clubs of Athens home

by Sydney Wiederhold

ATHENS, Ga. – Sterling Gardner laughs and sits back in his chair, pointing to a framed picture across the room in his office. It is rare to find him without a smile and something to say.

“That one right over there, you see that young guy in the three-piece suit with some hair and stuff? Yeah, that’s me.”

In the picture, Gardner is receiving the Youth of the Year award. This award is given out to one Boys and Girls Clubs member who regularly participates in the program and strives to work hard and put in extra effort. His Afro hairstyle is completely gone now, but the same hardworking teenager who received that award in 1972 has grown into a man who still calls the Boys and Girls Clubs of Athens home today.

-more-

Of course, holding the position as director of resource development means that today Gardner spends his time at the Clubs differently. A common phrase around the Boys and Girls Clubs is “that’s a Sterling question” because of Gardner’s involvement with the organization.

“Whenever there’s a question about Athens or the Boys and Girls Clubs in general, everyone gives Sterling this certain look,” said Adriana Thomas, the director of marketing. “Everyone knows he’ll have the answer to any question.”

This year commemorates 25 years that Gardner has been working for Boys and Girls Clubs.

Athens is home

Gardner grew up in Athens and attended Cedar Shoals High School. Within his self-proclaimed “traditional” family, Gardner is the youngest and has two older sisters. A traditional Athens family back then included a mom and dad and a couple siblings.

Gardner believes that his Athens community was tight-knit while growing up because they were all similar to one another. The people in his neighborhood all attended church together on Sundays and Gardner and his friends grew up going to the Boys and Girls Clubs and school together. Although Athens has changed a lot from those days, the environment and people made Gardner into who he is today.

“I am usually outgoing. I like being around people but also value my privacy and alone time,” said Gardner. “I have many hobbies, but my favorites are playing piano and upholstering furniture.”



Sterling Gardner (above) serves as director of resource development at Boys and Girls Clubs of Athens. Photo curtesy of Sterling Gardner.

Gardner has been motivated by several people throughout his career and lifetime. Among those are two lifelong board members, Jim Newland and Ed Benson, who have been his greatest advisors. Though three different executive directors have led the Boys and Girls Clubs, the current executive director, Mike Hackett, has inspired Gardner most with the way that he communicates the organization’s vision and mission for the youth. Gardner says his success is also largely a result of having a good upbringing and encouraging parents.

“My parents were very supportive and gave me the tools to succeed. I come from a very stable family background,” said Gardner. “Unfortunately, that is not the norm for many of the kids we serve.”

-more-

Gardner says many of the kids who come to the Boys and Girls Clubs are faced with broken families, violence and other obstacles that children should not have to face at their age. Gardner describes his heart behind working at the Clubs:

“The people that impact my career at the Club the most are the kids. They are the reason I come to work every day and give it my all.”

Nothing about the job is easy. However, Gardner says the most rewarding part is seeing young people with challenges grow up to become good husbands, wives and parents. Former members even come back to visit years after they have left the Boys and Girls Clubs. The impact of the Clubs on their lives is often evident, which makes all the work Gardner does each and every day worth it.

Cheerleader

“I’m kind of the outside cheerleader, the come-on guys let’s do it,” Gardner said.

Budgets, marketing, special events and fundraising are all major parts of Gardner’s schedule and job every single day. Gardner has a background in sales training, so he says the job was a natural fit for him. He is responsible for working with sponsors, businesses and other organizations to make sure the Boys and Girls Clubs keeps a solid footing amidst all the nonprofit competition in Athens.

From Project Safe to Kiwanis Club to UGA HEROs, there are endless options for someone looking to get involved with or donate to a nonprofit. In addition to nonprofits, organizations such as the YMCA and the Thomas Lay program also compete with the Boys and Girls Clubs as alternative after-school programs.

“I am very competitive. I don’t complain when I lose but try harder each time. I need to win!” Gardner said. “I hope to match the enthusiasm and enjoyment that the kids seem to have when they come through the door every day. It is necessary to be passionate in this position.”

When thinking of the future, Gardner pictures more work. He says that he loves what he does, even with challenges here and there. Gardner has been very fortunate to have a mindset that focuses opportunities rather than obstacles.

“Whatever you do, just try to be happy!” Gardner said in reference to his life motto.

The importance of fun

While Gardner has remained with the Boys and Girls Clubs for so long partly because of its familiarity, there have also been some changes. Luckily, Gardner’s position allows him to have influence on the focus and direction of the program.

“The Clubs now have more focus on academics. When I was a kid there was more focus on having a safe place to play and have fun,” said Gardner. “As a former Club member, I feel I have input on making sure we focus on academics without sacrificing fun aspects of the Clubs.”

Gardner believes that the fun qualities are what make the Boys and Girls Clubs a place the kids want to be at every single day after school. While parents often want to see more of an academic side to their child's after-school program, the kids are usually concerned with how much they will enjoy being at the Clubs. The balanced ratio of the two teaches the Club members that it is possible to work hard and be successful while also having fun. It is a win-win for everyone if there is an equal balance of work and play.

Boys and Girls Clubs is home

Gardner's hope is that he has played a role in keeping the organization relevant, and that the program will continue to meet the needs of the kids and community for many years to come. Although Gardner has impacted the Boys and Girls Clubs immensely, he has been equally affected by the kids within the program.

"I am not naturally a nurturing person, but in working with young people, you need to be able to give somebody a hug or kind word and mean it," Gardner said. "I am a better person because of the Clubs."

The mutual feeling between everyone involved with the Boys and Girls Clubs of Athens is a sense of belonging—of having a place to call home. Gardner found his home here and has been a major proponent in fostering that feeling of home for everyone else. He is thankful for the last 25 years he has had working for the Clubs and looks forward to many more years with the organization.

“Being a former member, the Club was always a cool place to be,” Gardner said. “It still is.”

About Boys and Girls Clubs of Athens:

Boys and Girls Clubs of Athens is a nonprofit organization committed to providing a fun, safe environment for youth ages 6-18. For over 50 years, they have helped their members develop positive character traits, reach their goals and become responsible members of the community. Their programs focus on the areas of healthy lifestyles, academic success and good character and leadership. Activities range from tutoring, sports clinics, art lessons, computer skills and more.

###

Boys and Girls Clubs of Athens

Social Media Memo

Date: March 30, 2018

To: Adriana Thomas, director of marketing

From: Sydney Wiederhold

CC: Tom Cullen

Subject: Boys and Girls Clubs of Athens Social Media Memo- Sydney Wiederhold

Good afternoon Adriana,

Below are three Facebook and three Instagram posts that could be used for Boys and Girls Clubs of Athens. I propose that an Instagram account for BGCA is created in order to reach a younger audience and more people. Instagram is close behind Facebook in popularity and it is important the content below reaches as many people as possible. I am happy to provide additional help or clarity for anything that does not make sense. Let me know if you have any questions and thank you for your time.

Facebook

- Goal: To draw in a wide range of potential customers and corporate sponsors by generating a variety of both fun and informational posts about the Boys and Girls Clubs of Athens, and to keep current customers informed about what is happening at the Club.
- Target audience: Parents who have children involved with Boys and Girls Clubs of Athens; parents of youth ages 6-18 that are in search of an afterschool program for their children; businesses that would be able to become a sponsor of the Club.
- Rationale for platform choice: Facebook is the most popular social media platform in the world, so a large majority of the target audience likely has a Facebook account. Platforms like Twitter, Snapchat and Instagram cater to a younger audience and have not been around as long as Facebook. If adults are the target, Facebook is logically the best option because Facebook caters more to adults than other platforms do. Many businesses are on Facebook because their customers are on Facebook. In addition, Facebook now allows sponsored content with audience filters, such as age, so Boys and Girls Clubs could choose filters on their posts that target people in Athens who are of the parenting age. The Boys and Girls Clubs Facebook has 800 followers and 813 likes, so a moderate amount of people have the ability to interact with the page. People can also share the content posted with their friends. One share on Facebook goes farther than a share on other platforms that aren't as heavily used by the target audience.

-more-

Post 1: March 30, 2018



Photo credit: Boys and Girls Clubs of Athens

Caption: Steak & Steak dinner was a success—the kids had fun and are already looking forward to next year’s dinner! We couldn’t have done it without Locos Grill & Pub and KEBA Sandwiches, our event sponsors. If you’d like to sponsor the Boys and Girls Clubs of Athens or one of our events, visit our website or contact us for more information! #weloveoursponsors <https://www.greatfuturesathens.com/>

Rationale for image choice: The picture is from the 2018 Steak and Steak dinner. It shows kids involved with Boys and Girls Clubs of Athens who are having fun and features both business sponsors on the poster behind them. The picture would appeal to parents whose kids are in the picture or just involved with the Club, but also appeal to businesses who want their brand to be seen by the public more. Also, the caption mentions upcoming events and opportunities for sponsorship. There are several Boys and Girls Clubs events during the summer and in the fall, so the earlier (and the more) sponsors that are found the better, especially because funding is one of their biggest obstacles with all the nonprofit competition in Athens.

Approach to post + timing: To be posted March 30, 2018. The annual Steak & Steak dinner was just held, so as people are beginning to forget about the dinner, this would be a good reminder of its success, as well as a reminder of the opportunities there are to be a business sponsor.

-more-

Post 2: April 1, 2018



Photo credit: Boys and Girls Clubs of Athens

Caption: We're smiling as big as Mikaela is in this picture just thinking about our 57th annual summer camp! It's quickly approaching, so check back here soon for sign up details. Can't wait to see everyone there! #summercamp18

Rationale for image choice: This is a photo from summer camp last year in which the girl looks like she's enjoying her time. Parents want to send their children to something they'll enjoy during the summer, so this post specifically targets parents who are in search for a fun program for their children.

Approach to post + timing: To be posted April 20, 2018. It is a little early to be putting out sign-ups for summer camp, but soon enough to make parents and kids think about it. This content creates publicity for the summer camp, so parents are aware of it when trying to choose a program for their kids for the summer.

-more-

Post 3: August 1, 2018



Photo credit: Boys and Girls Clubs of Athens

Caption: It is impossible to get bored at the Boys and Girls Clubs! Activities are both fun and educational, like this science experiment some of our kids put together at STEM camp! Every day during their free time at the Club, kids can choose between art, science, computer programs, sports and more. Check out our website to see all of the programs we offer, there is something for every type of kid! <https://www.greatfuturesathens.com/>

Rationale for image choice: The picture is fun, colorful, and eye-catching. There is an emphasis on both fun and learning in the photo, which many parents value in an afterschool program. The photo could appeal to parents who are searching for a place for their kids but also assure parents whose kids are already involved that their child is having fun while also learning.

Approach to post + timing: To be posted August 1, 2018. This is right around the time when kids are getting ready to go back to school and when parents are in search of places to send their kids after school.

-more-

Instagram

- Goal: To interact with youth ages 6-18 in Athens by producing fun, intriguing content and to appeal to journalists who can write or report about what is happening at the Club.
- Audience: Athens youth ages 6-18 (including those already involved with the Club and those not yet involved); journalists
- Rationale for platform choice: Instagram is popular among the younger generation. Youth ages 6-18 are more likely to be active on Instagram than Facebook, and they are part of the target audience. In addition, Instagram is one of the best platforms for interacting with both followers and strangers alike. The Boys and Girls Clubs account can be tagged both in posts and in users' 24-hour stories. Competitions can be held requiring participants to interact with the content. This interaction could be in the form of tagging their friends in the comments section or commenting their opinions about an event or in response to a question. Due to the competition in Athens between afterschool programs, it is important to target kids on social media, who may have a say in which afterschool program they are a member of. Journalists are also active on social media platforms such as Instagram to keep up with news and current events; they can read a short caption along with a picture and decide if there is an interesting story to be told from the content. If there is, they can contact BGCA through their Instagram bio to get more information. The more quality posts available on the account, the more likely there will be at least one story there to tell.

*Note: Boys and Girls Clubs does not currently have an Instagram account, but it is advised to create one. Doing so will reach not only a larger audience but a more diverse audience in terms of age. In addition, Instagram is useful for interacting with followers, members, and even those who have no association with the Clubs.

Post 4: May 20, 2018



Photo credit: Boys and Girls Clubs of Athens

Caption: The Boys and Girls Clubs of Athens is the perfect place to meet your best friend! Who is yours? Show the love and tag him or her in the comments!

Rationale for image choice: The kids in the picture look like best friends. Any emotion that is positive is an emotion the Boys and Girls Clubs should be known for, as it maintains a good perception of the Club. Friends are important to kids at every age, and this post would encourage and remind them to find those good friends at the Club as well as recognize them.

Approach to post + timing: To be posted May 20, 2018, around the time the school year is winding down. By this point, kids will have had the opportunity to make close friends during their year at the Club. A post like this would allow them to recognize those friends in a fun way while also giving others on Instagram (including the kids' followers or strangers) the chance to see that good friends can be made not just at school but at the Club.

-more-

Post 5: March 30, 2018



Photo credit: Boys and Girls Clubs of Athens

Caption: Congratulations to our 2018 Youth of the Year recipient: Trayvon Browner! This award goes to one member at the Boys and Girls Clubs who actively participates in the program and puts in extra effort both inside and outside of the Club. We are so proud of you Trayvon, keep it up! #youthoftheyear #greatfutures

Rationale for image choice: The image is from the 2018 Steak & Steak dinner, where the award was presented. This award is a big deal, especially to parents and the recipient, and everyone in the photo looks happy—especially Trayvon. Behind the three kids, Locos Grills & Pub and KEBA are being advertised. Although the target audience for Instagram isn't necessarily businesses, it is an added bonus that sponsors are in this picture. However, part of the target audience is journalists, and this is newsworthy and something a journalist could write a feature story about.

Approach to post + timing: To be posted March 30, 2018. The Boys and Girls Clubs recently had their annual Steak & Steak dinner, so it is a good time to post about the event, its success, and what happened during the night.

Post 6: May 15, 2018



Photo credit: Boys and Girls Clubs of Athens

Caption: Last spring these lucky kids teamed up with former UGA basketball players and coaches to improve their game! What sport would you like to improve on this summer? Let us know in the comments! #perksoftheClub

Rationale for image choice: The image associates UGA athletes with the Boys and Girls Clubs, putting both the Clubs and UGA athletics in a positive light. It also has the cool factor for kids and anyone else who comes across the picture because it is not every day that kids get the opportunity to spend time with former UGA stars. The caption would cause kids to interact with the post, which increases publicity. The content is intriguing for kids not involved yet with a summer program who may be looking for a program to join, but also fun for kids who are a part of the Club because they may be featured in the picture or see their friends in the picture.

Approach to post + timing: To be posted May 1, 2018. This could be posted right around summer starting, when kids are thinking about their summer plans and where to spend their time. These special events happen once or twice a year at the Club, and kids have a need to feel included in “cool” things—this could be the post that makes them want to be a Club member.

###

To: Adriana Thomas, director of marketing

From: Sydney Wiederhold

Date: March 25, 2018

Subject: Boys and Girls Clubs of Athens Event Memo- Sydney Wiederhold

Good afternoon Adriana,

I would like to propose an event for the Boys and Girls Clubs to raise awareness of the organization as well as gain potential new corporate sponsors. Below are all the details, let me know if you have any questions I can resolve.

Minute to Win It competition

The Boys and Girls Clubs should hold a Minute to Win It competition featuring teams of five to ten employees from various Athens businesses. Minute to Win It games require participants to complete various tasks in only a minute or less. Teams would receive points in the order that they completed the task. Teams that did not finish in the minute would receive a zero for that round. At the end of the competition, the three teams with the most points from all combined rounds would win first, second and third place. Each team will represent one boy and one girl involved with the Club.

The event will be open to the public for anyone who wants to be a spectator. It will be held on UGA's Herty Field on Saturday, July 28 from 6 p.m. to 8 p.m. This event will take place at most once per year because it will require several months of planning and reaching out to businesses. Having the competition only once per year will also create something for the community to look forward to each year.

-more-

There should be enough notice for businesses to compile their teams and make sure they have an adequate number of participants. It could be especially harder for smaller businesses to have more than one night out of the year that requires a group of their employees to be away from work to participate in this event. The Boys and Girls Clubs has several other fundraisers throughout the year. Having the Minute to Win It competition more than annually would take away the originality of and decrease how much the public looked forward to it. In addition, the planning committee should have enough time to focus on this event alone without having to also work on planning other functions. Therefore, an annual Minute to Win It competition would be best for both the planning committee and each business that is participating.

Logistics

The planning committee should be comprised of:

- Director of marketing
- Director of resource development
- Director of programming
- Director of operations
- Three volunteers (group 1)

The Boys and Girls Clubs regularly has volunteers. Three of these, who are consistent and/or long-term volunteers at the Clubs, should be approached and asked to be a part of the planning committee on April 1 (group 1 volunteers). These volunteers must be available at least twice weekly from April 8 to July 28, the actual day of the event. There should be an open line of communication at all times regarding the event.

The planning committee should meet:

- Three times a week for the first three weeks while planning the event.
 - Note: during the first meeting on April 8, a schedule of meetings for the next four months will be agreed upon, including dates and times.
- Once to twice weekly after the first three weeks, depending on tasks to be accomplished and the meeting schedule agreed upon on April 8.
- Several times weekly one month before the event, until the event day.

An additional five volunteers will be needed for the actual event day for setup and tear-down (group 2 volunteers). These volunteers will be contacted on July 1 by the director of operations and must be regular and/or long-term volunteers at the Boys and Girls Clubs to be chosen. The director of operations will follow-up with them and remind them of the event leading up to July 28. Group 2 volunteers are only needed on the actual day of the event as well as the week before. The director of operations is responsible for following up with group 2 volunteers each week to remind them of the event. He or she will also meet with group 2 volunteers to tell them about the event on July 22 to make sure they know what to do on event day.

The planning committee should compile a list of all the Athens businesses they want to reach out to the week of April 8. Possible businesses include: Chick-fil-A, Publix, Locos Grill & Pub, Firehouse Subs, KEBA Sandwiches, Subway, Kroger and Athens Skate Inn. By the end of the week of April 15, all participating businesses should be finalized so the Minute to Win It games can be planned. The director of resource development will be responsible for contacting each business and asking that they participate. He or she is responsible for reaching out via email starting the week of April 22.

Herty Field will need to be rented out for the night. Here is the link to make a reservation: <https://ems.stuact.uga.edu/virtualems/>. Supplies will be needed for each Minute to Win It game, which could range from various food items to common household items, depending on the types of games chosen. The amount of games and type of games should be decided upon by the week of May 27. A supplies list will be created by the week of June 3. Multiple large speakers, a video projector and screen and microphone are necessary, which all can also be rented out at the above link. Refreshments will be provided at the event. There will be lemonade, water, fruit punch and sweet tea for drinks. Brownies, cookies and fruit will be available as well. Group 1 volunteers will purchase these July 27, the day before the event.

The CEO of the Boys and Girls Clubs should give a short speech at the start of the event. Before each game, one pair of kids involved with the Boys and Girls Clubs (of which an Athens business is representing for the night) will go up on stage and introduce themselves with their first name and grade in school. Then a projected video will play in which the two children share what the Clubs mean to them. The director of programming is responsible for helping the kids with what to say in the video. He or she will work with the director of marketing to create the video by the end of the week of July 8. While the director of programming is responsible for most of the content of the video, the director of marketing is responsible for the editing, appearance and sound effects in the video. The night of the event, the director of programming is responsible for each kid who will be getting up on stage.

Group 1 volunteers should be in charge of planning each Minute to Win It game and buying the supplies for each game. The week of May 13, they will begin planning these games based on the number and size of teams. A supplies list will be created the week of June 3 and supplies will be purchased by the end of the week of June 17.

If there are a lot of teams, less games will be needed and vice versa because of the time constraint the night of the event. Below is a table of the recommended amount of games for the possible number of teams that will participate in the event:

Number of teams:	Number of Minute to Win It games:
Less than 10	9
10-20	8
21-24	7
25 or more teams	6

There will be a prize for the top three winning businesses of the competition. These prizes will come from three different current sponsors of the Boys and Girls Clubs, who should be decided upon and approached by the end of the week of April 15. Suggested prizes could be cash prizes in the amount of \$500, \$1,000 and \$1,500. Prizes should be collected by the end of the week of April 29 by the director of operations.

All participating businesses must pay the entrance fee by June 9, seven weeks before the event. The entrance fee should be at least \$1000 and should be decided upon April 15. The four directors in the planning committee will decide on this amount together since they know about the Boys and Girls Clubs budget and needs in detail. The combined entry fees of all involved businesses will be donated to the Boys and Girls Clubs. After the event is over, a press release should be created that shares the total amount raised for the Boys and Girls Clubs by the Minute to Win It event.

Promotion

The marketing director will head all social media marketing for the event but can delegate work to volunteers or directors as needed. The Minute to Win It event will be promoted via social media (Facebook and Twitter), word-of-mouth, fliers and email. The hashtag #BGCAminute2winit (BGCA as an abbreviation for Boys and Girls Clubs of Athens) will be used throughout the entire advertising process. A Facebook event should be created for the event and parents who have children at the Clubs should be encouraged to respond “going” to the event, as well as share it on their page. This will also help the Boys and Girls Clubs prepare, at least somewhat, for how many people to expect the day of the event. Sponsors of the Boys and Girls Clubs should be contacted and encouraged to share and promote the event.

In addition, a flier with information about the event will be sent home the week of May 6 with each kid who is a member of the Boys and Girls Clubs. On the flier will be the date, location, time and a description of what to expect of the event. The Facebook event and hashtag should be mentioned on the flier and families should be invited to be spectators. This flier will be designed by the marketing director.

Emails will also be sent out to the families that send their children to the schools the Boys and Girls Clubs serve. Journalists should be notified of the event via a press release written by the marketing director, as well as invited to attend the actual event the week of July 8. The director of marketing should be especially active on Twitter leading up to the event to target journalists looking for a story. Facebook allows businesses to pay a small fee for an online ad promoting their event or business, so several of these should be produced to advertise the event. Once a budget is developed, the necessary and precise number of these ads can be decided upon.

Calendar

Week of:	To do this week:	Party or parties responsible for task:
April 1	<ul style="list-style-type: none"> • All four directors meet on Monday for an hour to pick three volunteers to be on the planning committee • Director of operations will contact all three volunteers and ask them to be a part of the planning committee 	<ul style="list-style-type: none"> • Director of marketing • Director of resource development • Program director • Director of operations
April 8	<ul style="list-style-type: none"> • Planning committee meets three times this week to decide schedule of meetings over the next 4 months and: <ul style="list-style-type: none"> - Set the budget for the event - Create a list of all Athens businesses that could be possible participants in the event • Director of operations books Herty Field for the event 	<ul style="list-style-type: none"> • Planning committee • Director of operations
April 15	<ul style="list-style-type: none"> • Planning committee meets three times this week (dates and times decided April 8) • Finalize businesses to contact by the end of this week • The four directors will agree on entry fee amount for participating businesses by April 15 • Three current Boys and Girls Clubs sponsors to be contacted for prizes by director of operations 	<ul style="list-style-type: none"> • Planning committee • All four directors • Director of operations
April 22	<ul style="list-style-type: none"> • Planning committee meets twice this week (dates and times decided April 8) • Director of resource development begins reaching out to businesses via email • Release press release about the event and the opportunity for businesses to participate in the event • Create event page for the competition on Facebook and share event page with followers on all social media platforms 	<ul style="list-style-type: none"> • Planning committee • Director of resource development • Director of marketing
April 29	<ul style="list-style-type: none"> • Planning committee meets twice this week (dates and times decided April 8) • Post about the event on the Boys and Girls Clubs Facebook and Twitter once this week • Director of resource development continues reaching out to businesses via email • Director of operations to collect all prizes for event by end of this week 	<ul style="list-style-type: none"> • Planning committee • Director of marketing • Director of resource development • Director of operations

May 6	<ul style="list-style-type: none"> • Planning committee meets twice this week (dates and times decided April 8) • Send home fliers about the event with kids that are involved with the Club • Send out email about the event to parents at local schools • Post about the event on the Boys and Girls Clubs Facebook and Twitter once this week • Participating businesses that have said “yes” are finalized this week by the director of resource development 	<ul style="list-style-type: none"> • Planning committee • Director of marketing • Director of resource development
May 13	<ul style="list-style-type: none"> • Director of resource development to begin collecting entrance fees from participating businesses • Planning committee meets twice this week to gather final counts on size of each team • Group 1 volunteers begin planning Minute to Win It games based on number and size of teams (use chart) 	<ul style="list-style-type: none"> • Director of resource development • Planning committee • Group 1 volunteers
May 20	<ul style="list-style-type: none"> • Group 1 volunteers continue planning games • Director of resource development to continue collecting entrance fees from participating businesses • Post about the event on the Boys and Girls Clubs Facebook and Twitter once this week 	<ul style="list-style-type: none"> • Group 1 volunteers • Director of resource development • Director of marketing
May 27	<ul style="list-style-type: none"> • Director of programming meets with group 1 volunteers twice this week to finalize the type of Minute to Win It games • Director of resource development to continue collecting entrance fees from participating businesses 	<ul style="list-style-type: none"> • Director of programming • Group 1 volunteers • Director of resource development
June 3	<ul style="list-style-type: none"> • Group 1 volunteers create supply lists for each Minute to Win It game • Planning committee meets once this week • Director of resource development to continue collecting entrance fees from participating businesses: **all entrance fees to be collected by the end of this week (June 9) • Share Facebook event this week once more on all social media platforms 	<ul style="list-style-type: none"> • Group 1 volunteers • Planning committee • Director of resource development • Director of marketing
June 10	<ul style="list-style-type: none"> • Director of programming meets with group 1 volunteers to finalize all needed supplies for each game, then entire planning committee meets to 	<ul style="list-style-type: none"> • Director of programming • Group 1 volunteers

	<ul style="list-style-type: none"> finalize types of games and all supplies needed for each game (two total, separate meetings) Budget is set by all four directors for game supplies 	<ul style="list-style-type: none"> All four directors
June 17	<ul style="list-style-type: none"> Planning committee meets once this week to discuss budget for refreshments Supplies for games are purchased by the end of this week by group 1 volunteers Post about the event on the Boys and Girls Clubs Facebook and Twitter once this week Director of programming to meet with kids who will be introducing themselves at the event and prep them 	<ul style="list-style-type: none"> Planning committee Group 1 volunteers Director of marketing Director of programming
June 24	<ul style="list-style-type: none"> Planning committee meets once this week Email is sent out to parents at local schools reminding them of the event Director of programming to meet with kids who will be speaking at the event and marketing director to begin creating video of kids 	<ul style="list-style-type: none"> Planning committee Director of marketing Director of programming
July 1	<ul style="list-style-type: none"> Planning committee meets three times this week Post about the event on the Boys and Girls Clubs Facebook and Twitter twice this week Continue creating video of kids Director of operations to choose and contact five long-term volunteers who could be there on the night of the event to help (group 2 volunteers) 	<ul style="list-style-type: none"> Planning committee Director of marketing Director of operations
July 8	<ul style="list-style-type: none"> Planning committee meets three times this week Journalists and news sources to be contacted by director of marketing this week and invited to event Post about the event on the Boys and Girls Clubs Facebook and Twitter twice this week Edit and finalize video of kids by end of this week Director of operations to follow-up with group 2 volunteers 	<ul style="list-style-type: none"> Planning committee Director of marketing Director of operations
July 15	<ul style="list-style-type: none"> Produce two sponsored Facebook ads advertising the event Post about the event on Twitter Planning committee meets three times this week to discuss final details and check in with one another 	<ul style="list-style-type: none"> Director of marketing Planning committee

July 22	<ul style="list-style-type: none"> • Group 1 volunteers to purchase all refreshments for the event July 27 • Planning committee meets three times this week to finalize all event details and check in with each other • Director of marketing to follow-up with journalists and news sources • Post about the event on the Boys and Girls Clubs Facebook and Twitter three times this week • Produce two sponsored Facebook ads advertising the event • Director of operations to meet with group 2 volunteers on July 22 and make sure they're aware of what to do on event day and know what the event is all about 	<ul style="list-style-type: none"> • Volunteer group 1 • Planning committee • Director of marketing • Director of operations
July 28 (event day)	<ul style="list-style-type: none"> • Volunteers to setup the games and refreshments • Volunteers to setup speakers and microphone system • CEO to give speech • All four directors are responsible for overseeing games, as well as volunteers • Kids to come on stage to introduce themselves • Video to show • Minute to Win It games (number decided May 13) • Prizes given away to top three winners • Volunteers to tear-down and clean up from the event 	<ul style="list-style-type: none"> • Eight total volunteers (group 1 and 2) • BGCA CEO • All four directors

Summary

The event will be a Minute to Win It competition on Saturday, July 28 from 6 p.m. to 8 p.m. on UGA's Herty field. Teams will be comprised of five to ten employees from Athens businesses and each team will represent a pair of kids from the Boys and Girls Clubs. The top three winners of the competition will bring home prizes from current sponsors of the Boys and Girls Clubs. The entrance fees from each business will all be combined and donated to the Clubs. I look forward to hearing from you by March 30, 2018 and upon approval will create a preliminary event budget for consideration. Thank you for your time

###

Sydney Wiederhold

April 20, 2018

Cullen - Friday lab

To be delivered July 28, 2018 at the BCGA Minute to Win It event

Partner with Great Futures

Thank you to everyone for joining us here tonight. To our donors, thank you for who you are in this community and all that you do for and with us. Your contributions have concrete impacts and we, as a community, are grateful. We are excited to continue working with you and thank you for your loyalty not only to this organization but to every face behind the doors of the Boys and Girls Clubs.

For over 100 years the Boys and Girls Clubs of America have provided a safe place for children and young adults to go after school to have fun, learn and grow into the best versions of themselves. It's hard to walk into the doors of a Boys and Girls Club without leaving changed, different, or transformed in some way. Children and teens involved with the Boys and Girls Clubs are often more active in serving their community. They are more likely to abstain from alcohol and marijuana and lead healthier, more active lifestyles. Overall, our members receive better grades and have higher graduation rates as compared to their peers nationally.

Our favorite phrase at the Boys and Girls Clubs is "great futures start here." Each child who is a member of the Clubs represents a great future. At Boys and Girls Clubs, we want to take responsibility for the youth in our community by believing in their potential. Our children need people like you and I to support and encourage them during the most pivotal and important years of their lives. Every child's future has a beginning. We want to be that steady beginning, and present in their lives, so they are equipped to launch into a great future.

-more-

For the past 23 years, the Boys and Girls Clubs have been ranked number 1 among youth organizations by The Chronicle of Philanthropy. We have a strong reputation as leaders and change-makers. But none of the growth, progress, or transformation would be possible without our donors, who are the backbone of our organization. The Boys and Girls Clubs needs donors that are committed to Athens' children and teens. Our organization is only as good as our members, who are growing each day into the young men and women that will change this community and ultimately this world.

There are endless paths that our children and teens could choose, and they face real and serious issues today—youth violence, obesity, staggering high school dropout rates, and drug and alcohol abuse— to name a few. In Athens-Clarke county, the dropout rate of high school students is higher than the state average. According to the Georgia Department of Education, just under 81 percent of students end up graduating. If these obstacles put our youth at risk, that puts both our city and our country's futures at risk too. The Global Strategy Group found that 81 percent of Americans agree that corporations are responsible for taking action to address pressing issues that are facing society. By partnering with Boys and Girls Clubs, your business is making it clear to consumers and the Athens community that you care about these issues. More so, you are showing that you want to be an integral part of the solutions to the unique problems that children and teens in Athens face.

Every child is unique and the more we are able to customize our programs and services to fit exactly what each child needs to grow, the more productive citizens of the community they will become. The Boys and Girls clubs provides everything from help with homework to STEM camps to basketball clinics with former UGA athletes. Each program is specifically designed for the community the Club is in and for the type of children and teens that the Club serves. Through

years of interacting with the children and young adults in Athens, we are confident in our ability to customize programs according to their needs. Specifically, we have created a Club that has a dual focus on academics and fun. Our members are taught the value of hard work. At the same time, they know that having fun is important and are equipped with tools that allow them to balance the two equally. We have found that when our members maintain this healthy balance, they are all-around happier, more proficient and less stressed.

Being a member of the Boys and Girls Clubs has always been affordable and we hope it will always be that way. Of course, low program costs mean that we are funded almost entirely by donations from our sponsors. Our donors allow our members to have experiences and opportunities they wouldn't have had otherwise, and lives are changed because of them. We are looking to grow our team of supporters and are asking you to consider sponsoring the Boys and Girls Clubs tonight. The best part is seeing the impact of your contribution in the community with your own eyes.

For our future donors, this is just the beginning. If you are not already a donor but would like to become one, the contact information for our director of resource development, Sterling Gardner, is attached to the information packet you received at the beginning of the event. To the parents of our members, thank you for letting us invest in your children. It is our honor to be a part of their lives. And to our members, we believe in you, we are for you, we cannot wait to see the people you become. Here's to your great futures. Thank you all for coming out to celebrate the Boys and Girls Clubs tonight and for getting excited about its future.

###

Sources:

ABOUT US. (n.d.). Retrieved from https://www.greatfuturesathens.com/about_us

Boys and Girls Clubs of America - Annual Report. (2017). Retrieved from
<https://www.bgca.org/about-us/annual-report>

Boys and Girls Clubs of America - Ways To Give. (n.d.). Retrieved from
<https://www.bgca.org/ways-to-give>

Club Impact (n.d.) Retrieved from <https://www.bgca.org/about-us/club-impact>

Global Strategy Group. (2016, December 7). New study finds corporations have a responsibility to lead on issues of the day, right behind the President and US Congress [Press release].

Knight, V. (n.d.). 2017 High School Graduation Rates Increase in Georgia, Along With Clarke and Oconee Counties. Retrieved from <http://wuga.org/post/2017-high-school-graduation-rates-increase-georgia-along-clarke-and-oconee-counties#stream/0>

Retrieved from <http://www.globalstrategygroup.com/wp-content/uploads/2016/12/Press-Release-1.pdf>