



NATIONAL
ASSOCIATION *of*
REALTORS®



**BOYS & GIRLS CLUBS
OF AMERICA**

PARTNERSHIP AND CLUB ENGAGEMENT TOOLKIT



A Message from James L. Clark – President and CEO, Boys & Girls Clubs of America

Greetings Members of the National Association of Realtors®,

On behalf of everyone at Boys & Girls Clubs of America, I want to take this opportunity to thank you for playing such an important role in helping the youth of your community. You are making a true difference to the kids and teens who depend on Clubs and who make the most of the positive programming they offer. When you and your local Associations contribute your time, talent, donations and fundraise you are truly giving the gift of a great future to Boys & Girls Club members. And every child deserves a great future.

For more than a century, Boys & Girls Clubs of America has helped all young people who enter our doors, especially those who need us most, achieve their full potential. Remember, young people today face greater challenges and more stress than ever before. Challenges like a sluggish economy, a soaring high-school drop-out rate, crime, drugs and delinquency are just some issues our youth face on a daily basis. Without safe havens like Boys & Girls Clubs, children have fewer opportunities to receive positive guidance and support they need.

We all understand that people have a lot on their minds these days. As we read the headlines, watch the news and surf the Internet, troubling news seems inescapable, especially in terms of our nation's economy. However, we can never lose sight of the fact that giving and generosity have a way of pulling people and communities together. While economic forecasts may be uncertain right now, what is certain is that there is no better time to support your local Club. One simple donation can help change – and in some cases, actually save – the life of a child.

Please encourage your colleagues to join you in your efforts to connect with Boys & Girls Clubs in your local community. No amount of time or effort is too small or too large when it comes to investing in our children.

Once again, I want to thank you for your support. You are helping Boys & Girls Clubs of America make the world a better place for kids.

Warmest regards,



James L. Clark
President and CEO
Boys & Girls Clubs of America

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1. General Information

National Association of REALTORS® (NAR) and the Boys & Girls Clubs of America (BGCA) Partnership

NAR and BGCA are joining forces so America's kids continue to have a bright future. As the premier youth-serving organization in the U.S., Boys & Girls Clubs have doors open to youth in communities across the country, serving as a "home away from home" for nearly 4 million kids each year during the critical time after school and in the summer.

NAR serves as "The Voice for Real Estate" and represents the more than 1 million real estate professionals who help consumers make the American dream of homeownership a reality. Clubs and REALTORS® are part of the fabric of every community in America, and we are working together to give back and make a difference.

Background on BGCA

About BGCA

For more than 100 years, BGCA (GreatFutures.org) has enabled young people most in need to achieve great futures as productive, caring, responsible citizens. Today, more than 4,100 Clubs serve nearly 4 million young people annually through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native lands throughout the country, and serve military families in BGCA-affiliated Youth Centers on U.S. military installations worldwide. They provide a safe place, caring adult mentors, fun, friendship, and high-impact youth development programs on a daily basis during critical non-school hours. Priority programs emphasize academic success, good character and citizenship, and healthy lifestyles. In a Harris Survey of alumni, 54 percent said the Club saved their lives. National headquarters are located in Atlanta.

How BGCA is Organized

BGCA is set up as a federated model with its headquarters in Atlanta, GA, with an expansive footprint of more than 4,100 local Clubs serving nearly 4 million kids each year. Clubs are urban environments, public housing units and rural towns across America. This includes 1,500 school-based sites, 181 Clubs serving 82,000 youth on Native lands across the U.S. BGCA also operates 484 BGCA-affiliated Youth Centers serving some 450,000 youth on U.S. military installations worldwide, currently our only presence outside of the U.S.

Benefits of Engaging with Boys & Girls Clubs/BGCA

In today's economy, BGCA understands that corporate partners are seeking more than a "feel good" partner. You are looking for strategic alliances that will differentiate your brand in the marketplace, demonstrate measurable impact, deliver a high return on investment, and ultimately, make a life-changing difference in the lives of kids.

There are a variety of benefits and opportunities that can arise from developing a strong relationship with your local Club. These may include:

- Understanding your community better. Club staff, parents, and members all have connections and experiences in your community – ones which can help you better market your skills and business to possible clients.
- Developing additional skills. Engaging with a local Club will provide opportunities to enhance your communication skills, project management skills, and even your presentation skills.
- Being a passionate board member or volunteer for a cause you believe in. Clubs need professionals who are committed to the mission. Being a volunteer or a board member is not only a great service to the community and to our kids, but you will learn how non-profits operate and form connections with other leaders in the community.

So reach out to your local Club today and get the relationship started!

Boys & Girls Clubs – Key Marketing Periods

There are several periods within the year in which messaging is amplified for Boys & Girls Clubs. The graphic below illustrates these 4 main periods:

- National Boys & Girls Club Week (March)
- Graduation/Summer Programs (May – August)
- Back2School Promotion (June – August)
- Holiday/Give the Gift of a Great Future (November – December)

Each period has unique messaging and marketing tools to help Clubs and partners join the promotion and help amplify the messaging and call to action. Prior to each period, toolkits will be posted on the BGCA Partner Portal. You can refer to **Section 6 – Logo Usage** for details on how to access this online portal.



2. Volunteering with Local Clubs

A Boys & Girls Club volunteer is any person who freely offers to contribute skills or services to help the Club strengthen or expand its impact on youth development, without expectation of financial or other tangible compensation from the organization. Simply put, volunteers provide services that are meaningful and essential to the operation of a Boys & Girls Club.

One of the reasons the Boys & Girls Clubs are so successful is because they have lots of help. Community members, as volunteers, help out in any number of ways: coaching, assisting at an event, spending an afternoon helping a child with their homework, or serving on a board or advisory committee. No matter what their role, volunteers play a vital part of Club operations and programs.

Most local Clubs are part of a larger local Club organization. An organization may consist of one or more Club sites. For example, there are two Club organizations in Chicago: the Boys & Girls Clubs of Chicago (25 sites) and the Union League Boys & Girls Clubs (four sites). Typically, administrative functions, including fundraising, staffing and public relations, are run on the organizational level, while individual Club sites administer programs for youth and tend to daily Club needs.

While BGCA works closely with local Clubs, each Club organization is a private, nonprofit agency whose policy is set by a volunteer board comprised of local residents. BGCA does not dictate policies or programs to Clubs, rather extends to them a menu of tested programs and support services (e.g., fundraising tools, standards of excellence, brand awareness, national partnership extension opportunities) to enable their success.

3. Tips for Successful Engagement with Local Clubs

The following will provide you with some helpful tips to successfully collaborate with Clubs:

- Be flexible when contacting Clubs and awaiting a response. Most Club staff maintain hours that may not resemble typical business hours. Clubs serve youth during the after school hours; Club hours of operation may be more traditional during the summer months.
- As a volunteer, you will have to undergo a criminal background check before working with Club members. This is a measure all Clubs take as of part of its charter with BGCA. Clubs will have different background check policies depending on their needs. Therefore, the type of background check, length of time for the process and/or the cost of background checks may be different depending on the Club.
- As each Club is its own entity, it is best to work with each Club/staff member individually to determine the times and dates for collaboration that best serve that particular Club with your availability, resources and skills.
- The Club is a fun place! Clubs are not supposed to be schools or training facilities. If you are helping a Club with a program, put a premium on making it fun.
- Helping with a tutoring or fitness program are just several opportunities for supporting the local Club. You may have a specialty skill or interest in which the Club needs volunteer support (e.g. reading with members, coaching sports, mentoring, teaching a skill like cooking, access to special community resources etc.). Clubs are always looking for dedicated volunteers, and professionals make excellent volunteers.

4. Connecting with Local Clubs

How to Identify a Local Club

The first step towards initiating your engagement with Clubs is to contact your team leader or main point person in Communications or Community Engagement group with your Association. Your contact will work with you to get your team connected to your local Club.

You may already have a positive relationship with your local Club. If so, the following steps may have already occurred. If not, the process outlined below will help you create a long-term relationship with your local Club.

Process for Building a Long Term Relationship

Volunteering with a Club is a simple process. The goal is to make sure you and your team is prepared to volunteer and have a positive experience. Follow the steps below to start the process of creating a long-term relationship with your local Club:

1. Get introduced to your local Club and local Club contact

You can find your local Club by going to www.realtor.org/BGCA and clicking on either “Information for Associations” or “Information for Members,” depending on your role. Click on the “Find a Club” button. Then, enter your zip code in the box and a listing of Clubs will pop up with the Club name and location closest to you. Please reach out to the Club as soon as possible to start the process.

- Call the Club and ask for the Chief Professional Officer or CEO, Club/Unit Director, Volunteer Coordinator or Program Director
- Introduce yourself and your team. Below are some speaking points:
 - i. NAR has a national partnership with BGCA and we’re looking to support your Club by volunteering and getting engaged in ways that will help your Club and the community
 - ii. Do you have any existing programming or events that need volunteer support?
 - iii. And while we’re kicking off our volunteering soon, we’d also like to know about other volunteer activities that I/we could participate in throughout the year to support your Club. Would you mind sending me a calendar of volunteer events your Club may have?
 - iv. Thank you for your time and we look forward to volunteering with you.
 - v. Initial phone call should conclude with request to set up a Club tour for your team

vi. *Club introduction call made on:* _____ *(mm/dd/year)*

2. Schedule a Time to Meet With Your Primary Club Staff Contact

Let your Club contact know you'd like to set up a time to visit the Club and sit down with the primary Club staff to talk about scheduling and what types of volunteer opportunities can take place over the next couple of months.

- *Club Tour scheduled for:* _____ *(mm/dd/year)*

3. Visit the Club and Have a Planning Meeting

On your planning visit to the Club, you should:

- Tour the facility
- Identify areas or programs of the Club where you/your team would like to volunteer
- Get familiar with the programs at the Club
- Seek to understand the environment by asking about the immediate community in which the Club resides
- Ask Club staff any questions you may have
- Discuss any expectations you and the Club may have for your volunteer experience
- Set up times for when you/your team can come to volunteer and get specific about the roles volunteers would play over the next six months. It's a good idea to get at least six different times on the calendar so that a deep relationship with your Club partner can be built. You'll also want to consider about your availability and what types of volunteer roles you and your team would like to take on.
- Start the process for background checks and understand what is needed from the Club
- *Planning meeting scheduled for* _____ *(mm/dd/year)*
- *Planning meeting agenda developed: Y/N*
- *Directions to the Club and contact phone number printed: Y/N*

4. Go Through a Background Check

Each Club will conduct a background check on volunteers. This must be done in order to protect the kids who come through our doors and takes place prior to having volunteers interact with the kids.

You may want to ask the following questions so you can learn more about the background check process:

- What information do you need in order to conduct background checks on NAR members and when do you need it by?
- How long does the background check process take?
- If background checks are necessary for one activity, are they necessary for each activity after that?
- Is there a cost to NAR members for running the background check?

5. Go through the Clubs’ Volunteer Orientation

Many Clubs ask that volunteers go through an orientation so they can be properly prepared to volunteer with Club members. This may include an information session, viewing a DVD, reviewing policies and procedures, and signing off on volunteer roles and expectations. Some volunteers may have to go through additional training prior to volunteering, especially if their role is more specific to a particular program.

6. Prepare For Your Volunteer Experiences

Please see the matrix of opportunities in this toolkit. These are examples only and specific volunteer opportunities will be discussed and agreed on with your local Club contact based on the needs of the Club and the desires of your team.

It’s a good idea to keep in touch with your Club contact so you can make sure timelines are being met for your volunteer experiences. Make sure to discuss any plans you’ve made, double check and confirm transportation, arrival times, and any items that you may need to bring with you. Communicating this information to your teammates is also essential.

First Volunteer Opportunity

- First project should be one that is easy to execute, introduces team members to the Club and kids, and does not require any special planning or tools/materials
- First project ideas: homework help, read to kids after school, participate in a family literacy night or special event support

Our team’s first project ideas:

- _____
- _____
- _____
- *First project scheduled for* _____ *(mm/dd/year)*

First project scheduled for: __ (mm/dd/year):

Second Volunteer Opportunity

- Second volunteer opportunities should be a little more involved than a first project. They should keep team members engaged with the kids and require a bit more planning to execute.
- Second project ideas: Power Hour tutoring, school supply drive and drop off party, holiday party, adopt-a-family, book drive

Our team's second project ideas:

- _____
- _____
- _____
- *Second project scheduled for* _____ *(mm/dd/year)*

Third Volunteer Opportunity

- Third volunteer opportunities should be even more involved than second ones. They should keep team members engaged with the kids and require more detailed planning to execute and may include an off-site location.
- Third project ideas: Job shadowing event, college fair, mock college interviews, check-in meeting

Our team's third project ideas:

- _____
- _____
- _____
- *Third project scheduled for* _____ *(mm/dd/year)*

Ongoing Volunteer Opportunities

- Ongoing volunteer projects can be any combination of first, second, and third projects. They can even be ones your team thinks of and plans themselves with input from Club staff.
- Ideas: building reading lofts, college tours, Club member and staff recognition or birthday parties, monthly or weekly volunteering

Our team's ongoing project ideas:

- _____
- _____
- _____
- *Project or series of projects scheduled for* _____ *(mm/dd/year)*

Future Plans/Continual Volunteer Opportunities

- Now that your team has built the foundation for a long term relationship with your Club, it's time to think about continuing your relationship with the Club and what future projects or volunteering will look like
- Future ideas: mentoring, skills based projects such as career prep, weekly tutoring, running a program.

Our team's continual volunteering ideas:

- _____
- _____
- _____

7. Start Volunteering!

Engagement Opportunities

Matrix of Opportunities

Typically, volunteers start off with a casual relationship to the Club, move to a more connected relationship and finally, a committed relationship with a Club.

Created from several years of field research and Club feedback, BGCA's tiered approach to volunteer engagement provides three levels of engagement in order to give every volunteer an entry point that fits with their schedule and desired level of commitment.

1. Casual: The first tier is comprised of one-time events or opportunities which can be done independently of other events or programs and offers a lower level of commitment for volunteer's time. (i.e. a field trip; fitness clinic; homework help, etc); anyone can come and participate without any preparation.

2. Connected: Tier two or the mid-level tier is comprised of volunteer opportunities that are a little more encompassing of time and commitment than tier one. These activities are usually tied to a Club program that runs for multiple days during the week, for an extended period of weeks or have specific curriculum modules associated with the program (i.e., curriculum module; guest speaker; an interviewing day; networking event; career fair; college tour); requires some amount of preparation and time commitment.







3. Committed: The third tier is the tier with the deepest level of commitment. These volunteer activities allow for volunteers to create long-term relationships with Club members and have a deep level of impact on their development through mentoring or ownership of a longer term program (i.e., mentor or tutoring one-on-one; “adopt-a-Club” monthly or weekly volunteering); usually requires significant preparation and/or time commitment.






Many volunteers start with tier one activities and find they enjoy the Club environment, understand the mission more clearly and start to form relationships with Club members and staff so they decide to move to tier two activities. After a period of time, some volunteers do move to tier three activities.

The benefits of the tiered strategy are many. Opportunities are presented in three levels for each core pillar of programming (Academic Success, Healthy Lifestyles, Good Character and Citizenship) so that every volunteer will have an activity to choose from that meets their needs, harnesses their passions and meets the needs of the local Club and members. Also, volunteers can start volunteering at any level since each level is independent of the others. Volunteers who want to jump into tier three and have a deep level of commitment from the beginning may do so without having to participate in the other tiers first.

Depending on time requirements, desired commitment levels, and market demographics of the local area, Clubs and contacts can choose from activities such as:

- College Visits, Field Days, Job Shadowing Experiences
- Back to School Supply Drive
- Holiday Adopt a Family
- College Application Coach
- Super-volunteering (on-going, continual volunteering)
- Program co-facilitator
- Mentoring

Volunteer Opportunities (Examples)	Casual	Connected	Committed
Back to school supply drives or other special events throughout the year such as college tours, field days, Job Shadowing, etc. (Year Round)			
Holiday adopt a family (December)			

College admissions coach (September – April)			
Super-volunteering (regular volunteering in one of the three pillar areas) (Year Round)			
Program co-facilitator for Academic Success, Healthy Lifestyles or Good Character and Citizenship (Year Round)			
Mentoring (Year Round)			

Volunteer Roles & Examples

While each Club has unique needs for the members they serve, there are some volunteer roles and opportunities that almost all Clubs will need filled.

Some examples of volunteer roles could include:

1. Homework Help/Tutoring/Power Hour program
2. Helping with activities related to succeeding in school and getting into college, such as:
 - Sharing your experience of transitioning from middle school to high school with the teens
 - Attend or volunteer at the high-school transition fair
 - Co-facilitate a workshop or panel discussions on various topics
 - Sharing your college application and attendance experience with the teens
3. Special events and projects, such as:
 - Family Literacy nights
 - Assisting or Volunteering with school supply drives, backpack drives and/or during Boys & Girls Club Week (March of each year)
 - Field Days
 - Service projects with youth
4. Skills-based events, such as Career Preparation and Job Shadowing

Below are a couple of examples of volunteer roles and their description. For specific roles that the Club may need, the local Club will provide the details on those to their volunteers.

Example 1: Homework Help Volunteer

SUPERVISOR: Club staff

SITE: TBD - Club staff will provide information on specific site location

OBJECTIVE: To assist Boys & Girls Clubs members with their homework and school projects

RESPONSIBILITIES:

- Promote members' interest and participation in learning
- Assist children ages 6-18 with their homework and education skills
- Update bulletin boards with current events and other educational information
- Work with Program Director to improve members' academic performance and interest in learning

QUALIFICATIONS:

- General knowledge in elementary and/or middle school subject areas
- Maintain order and discipline of members
- Friendly and open demeanor
- Ability to work as part of a team with other volunteers and staff members
- Patience and sympathetic tolerance towards the children

TRAINING AND PREPARATIONS FOR THE JOB:

Volunteer Orientation, Club Tour, Volunteer Handbook, and meeting with Supervisor/Club staff

EVALUATION:

Volunteer Self Survey and Supervisor Survey at 3 - 6 months. Volunteer Exit Survey completed upon completion of assignment.

COMMITMENT: Can be as little as one day a week for one hour or up to 4 or 5 days a week for 2 hours a day

Example 2: Event Planning Volunteer

SUPERVISOR: Club staff

SITE: TBD - Club staff will provide information on specific site location

OBJECTIVE: To assist Program Director with planning special events for members. Special events can include: backpack drives, school supply drives, Boys & Girls Club week activities, and holiday parties and graduation celebrations.

RESPONSIBILITIES:

- Work with staff and members to identify interests
- Search for and organize group field trips and special events
- Recruit outside partners for in-kind donations, if needed
- Publicize and recruit volunteers to attend events
- Coordinate event logistics
- Evaluate event

QUALIFICATIONS:

- Organization and creative thinking
- Ability to work as part of a team with other volunteers and staff members

- A self-starter
- Knowledge of Microsoft Word and Internet
- Understanding of today's youth and relevant events/field trips
- Ability to serve as a role model

TRAINING AND PREPARATIONS FOR THE JOB:

Volunteer Orientation, Club Tour, Volunteer Handbook and a meeting with Club staff

EVALUATION:

Volunteer Self Survey and Supervisor Survey at 3 - 6 months. Volunteer Exit Survey upon completion of assignment.

COMMITMENT: 5-10 hours a month for some events. Some planning work may be completed at home.

Tips for Engaging with Teens and Other Youth Age Groups

Working with Club Members – Basic Skills & Tips

Whether you are experienced in youth services or new to working with youth, as a volunteer it is important to cultivate these basic skills to develop effective relationships with youth:

1. Coaching

Youth-need coaching to make important decisions. Good coaching requires:

- Establishing open communication with teens
- Encouraging teens to share insights or the results of their self-assessment
- More listening than talking
- Probing to understand the member's values, interests, skills and needs
- Keeping the member's needs, values and interests, not your own, top of mind

2. Diagnosing

Volunteers may not always be personally familiar with the youth that come to them for help. Regardless, they must be able to determine what real issues or problems a member may have. This is called diagnosing, and it involves:

- Dealing with emotional issues and providing emotional support before addressing any real issues
- Withholding judgment of the problem until it is clearly diagnosed
- Forming a hypothesis about the problem and using appropriate questions and techniques to ensure that your assessment of the problem is accurate
- Remaining objective and not acting on personal biases

3. Reality Testing

As a volunteer, you can be an important source for feedback in an environment where members feel that no one else "tells it like it is." You can also help members (especially teenagers) evaluate the feedback, positive or negative, they have received from peers or other sources. Reality testing requires:

- Keeping in mind teen developmental issues and ensuring that your advice is dictated by the age-specific needs of the youth
- Helping members understand how their present performance affects future opportunities
- Determining a member's strengths and developmental needs
- Helping members recognize the importance of their reputations
- Assessing the viability of goals and action plans
- Providing support and "prodding" as needed

4. Mentoring

Volunteers can act as official mentors or provide additional mentoring if teens need more guidance than is available in other places like home and school. To be successful mentors, volunteers must be respected and have greater knowledge of the community than the youth, teens or their peers. Mentoring involves:

- Showing members the ropes of school, workplace or community
- Recommending developmental actions
- Using organizational referral networks for members
- Being an advocate for members in the Club and elsewhere

5. Goal Setting

Volunteers can play a key role in helping members (and especially teens) formalize their career, educational and life goals. Most members need help defining and writing viable goals. When members are being asked to pursue multiple goals, or goals for development, they typically need more help. Goal-setting assistance involves:

- Helping members define viable goals, based on preliminary assessment and planning if available (e.g. through a Club program such as d2D or Career Launch)
- Helping members write specific, measurable, positive goals
- Analyzing member goals to determine best strategies for reaching them
- Providing reality testing when goals are unrealistic

6. Motivating to Action

Volunteers who have ongoing contact with members have many opportunities to encourage and support their progress toward their goals. This may include:

- Determining developmental actions to help members reach their goals
- Helping teens to understand the importance of a written developmental plan as a communication tool, a working document and a record of completed developmental actions
- Identifying barriers to development and ways to overcome them
- Offering encouragement and prodding to keep members moving ahead
- Celebrating successes

5. Donations and Fundraising

If you or your Association would like to make a monetary contribution to Boys & Girls Clubs of America, you can do so by visiting www.realtor.org/BGCA. By making an online donation through this site, NAR and BGCA will be able to track REALTOR® contributions to local Clubs.

Note for Associations: Making a monetary donation does not meet the Community Outreach requirements outlined in the Organizational Alignment/Core Standards policy, but it does make a difference in the lives of your local Club Kids.

Donations that exceed \$1,000, from an individual member or money collected via a fundraiser, should be made through the national BGCA organization and not handed directly to the local Club. When sending your donation to the national BGCA organization please be sure to include:

- A cover note designating the Club name and complete address
- Include a full name of the staff member you have spoken with at the Club who is aware of the donation
- Also place the Club name in the memo portion of the check

If you have questions prior to mailing your donation, contact Beatrice Woody, National Director of Account Strategy and Development at BGCA, at BWwoody@bgca.org. Beatrice will make sure your donation is properly distributed (*please note her mailing address below*) to the Club of your choice through the appropriate channels, and that the Club follows up with donors directly and in a timely manner. **Since 100% of all donations are distributed to the local Club, we want to track all of the great work being done throughout the country.**

Thank you for making great futures possible.

MAILING ADDRESS:

Beatrice Woody
Boys & Girls Clubs of America
1275 Peachtree Street
Atlanta, GA 30309

6. Boys & Girls Clubs – Alumni & Friends Club

In 2015, alongside our Alumni Club Spokesperson, Shaquille O’Neal, celebrity ambassadors, hundreds of local Boys & Girls Clubs, corporate and media partners, BGCA issued a virtual, nationwide call to action.

We would like to invite any NAR members who were a Club kid, to join the Alumni & Friends Club!

Did You Know...

An estimated 1 in every 16 Americans is a Boys & Girls Clubs Alumni? That means there are an estimated 16 million living Club Alumni who have experienced the positive impact of the Boys & Girls Clubs. In fact:

- Nearly 70% of Boys & Girls Club Alumni said the Club was the **ONLY** place to go after school in their neighborhood
- 88% of Boys & Girls Club Alumni said the Club was one of the **BEST** things available to kids in their community
- More than 80% of Boys & Girls Club Alumni would encourage a young person to join today!

To ensure today’s youth have a Club and a caring adult mentor to help them reach their full potential, BGCA is issuing a nationwide call to action to former Club kids and supporters to join the new Boys & Girls Clubs’ Alumni & Friends Club. Be a member for life, and impact a kid’s life forever!

Who Are Boys & Girls Club Alumni?

They are a community of former Club kids who have grown up to become leaders and professionals in every sector. They are educators, business leaders, doctors, attorneys, politicians, law enforcement officers, military personnel, manufacturing workers, athletes and movie stars, to name a few. They are grounded in a shared sense of values that the Club instilled in them – hope and opportunity. They are proud of their Club experience and believe it is now their turn to help today’s youth reach their full potential as productive, caring, responsible citizens.

Join Today, Impact a Kid’s Life Forever!

Boys & Girls Clubs serve nearly 4 million kids at more than 4,100 Clubs, worldwide. While our reach is unparalleled, the crisis facing America’s kids remains paramount.

In the U.S., every afternoon 11 million kids (1 in 5) leave school with no place to go, they risk being unguided and unsafe. **Who better to help than one who has walked in their shoes and found a great future at a Boys & Girls Club?**

The Alumni & Friends Club provides members unique opportunities to:

- Connect and engage with fellow Alumni on the Alumni & Friends Community Hub
 - Re-connect with old friends and staff members
 - Find professional networking opportunities through the power of our communities
 - Engage with high-profile Alumni through exclusive learning opportunities
 - Share stories, memories, photos and videos from Club days with those who lived the same Club experience
- Joining is free! However, you can enjoy up to \$4500 in discounts by upgrading your free Basic Membership to the Perks Membership
- Give back and make a collective impact in the lives of children and families in need, locally and across the nation

Be a Member for Life.

Join the Alumni & Friends Club at BGCalum.org and follow the conversation using #BGCalum.

Be Inspired! Watch this video to see Boys & Girls Club alumni sharing their impactful stories:

[CLICK HERE FOR VIDEO](#)

7. Logo Usage

BGCA Partner Portal is a one-stop-shop for marketing resources created specifically for our national partners. The Partner Portal offers you 24/7 access to our latest marketing resources, including brand standards, evergreen marketing materials and seasonal Advocacy Period toolkits.

To access the Partner Portal, please follow the directions below:

Directions to enter Partner Portal:

1. Go to <http://marketing.bgca.org>
2. Click on **National Partners**
3. Enter login information below:
 - a. Username: BGCAPartner
 - b. Password: BGCA5936

Download the latest marketing resources from BGCA!

- BGCA Top 10 Brand Standard Tips
- BGCA logo and tagline
- TV and radio PSAs, print ads, digital and social assets
- Advocacy Period partner guides and resources
- Club kid photos

LOGO Basics

- Boys & Girls Clubs of America's service mark is composed of two elements: the **hands** symbol and the **logotype**. Together they become our "signature" or logo.
- **Hands Symbol** – Graphic representation of the guiding hand Boys & Girls Clubs extend to youth.
- **Logotype** – Custom typeface exclusive to Boys & Girls Clubs.
- **Lockup** – The relationship of the hands symbol to the logotype is called the lockup. There are two approved configurations: horizontal and vertical.
- **Tagline** – **Great Futures Start Here**; always uses initial caps.
- **Blue Door** – Graphically represents the door to great futures that opens to youth who attend Boys & Girls Clubs.

8. FAQs

Many Clubs seem to be in the inner city or urban areas. Is it safe to volunteer at those Clubs?

- *Our Clubs are located in communities where youth need us most. Sometimes, this is in urban areas that may look different than your community. It is the goal of Clubs to provide a safe environment for members, staff and volunteers. To that end, Club organizations have safety procedures and policies. Please feel free to ask your main contact about those procedures and any other safety related questions or issues you may have.*

My Club contact hasn't returned my call or email. What should I do?

- *Most Club staff work directly with youth in the Club and are not always at a computer or available via phone or email. They may also be part-time staff so they will have non-traditional working hours. It is okay to reach out to your contact again if they haven't responded to you within 48 hours. We also recommend having more than one Club contact so that you will have multiple people to reach out to in case a staff member is on vacation, sick, or at an off-site location.*

Do I need to know math or science in order to tutor Club members?

- *No, there are many subjects where members need assistance. The main thing is that members receive guidance in their schoolwork from a caring adult.*

Do I need to bring any special materials with me in order to volunteer?

- *Usually, if there are tools or materials needed for a project, it is discussed with the Club beforehand and decided who will provide what. Sometimes Clubs have the materials already and other times do not have the resources needed in order to do a project that is, in fact, a real need for the Club. In this case, your Association can discuss if they'd like to help provide some materials, but that is not an expectation.*

I'm not sure I'd be good volunteering with older kids. Can I work with younger kids?

- *Yes. There are many age ranges of members at Clubs and there are many volunteer opportunities available for all age ranges.*

What if a member asks a question I don't know the answer to?

- *This may happen. It's okay to say "I don't know." What's important is that you work with the member to see if you can figure out the answer. Also, make sure to talk with Club staff who may have the answer or know how to answer the question in the best way.*

I don't know the rules for some of the games that the kids play, can I still participate?

- *Yes! There are many opportunities to interact with Club members that don't involve games or sports. Please ask your Club staff contact what other volunteer opportunities exist.*

There seem to be many individual volunteer opportunities, but we'd like to volunteer as a group. How does that work?

- *Groups are welcome to volunteer at the Clubs. Since each Club is different and has different needs, ask your main contact at the Club what opportunities exist for groups. You may be surprised at how many opportunities there are!*