



## RESEARCH

In St. Johns County, 51% of grandparents are responsible for their grandchildren, making it harder than ever to keep a watchful eye on them. The mission of The Boys and Girls Club of America is to, “Inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible, and caring citizens.” The main source of concern for the Boys and Girls club of Northeast Florida is a lack of volunteers and insufficient funding. Without programs such as The Boys and Girls Club of America, 3 in 10 students do not graduate on time and juvenile crime is escalating during the times of 3-7:00 p.m. These problems exist all across America, but also in our own back yard. Donations make it possible for this program to reduce teen pregnancy and the school dropout rate.



## THEME

### **“Providing a place to grow, learn and build a bright future.”**

We want to show the local community that the children of the Boys and Girls Club have dreams and goals. By working together, we can help them to achieve all of their dreams and aspirations. The original theme of the club was, “Providing an engaging place to grow, learn and belong.” We decided to modify the theme in order to put emphasis on how the Boys and Girls Club is the path to a bright future for these children. The new theme of our campaign is, “Providing a place to grow, learn and build a bright future.” This powerful new theme conveys the message that the Boy and Girls Club is a crucial component in helping these children achieve both positive and productive lives.



## TACTICS

Within this campaign, our Public Relations team has created an outlet for the Boys and Girls Club of St. Augustine to reach its key publics and encourage participation with the club. With the use of the video interview with the Director of this branch, Gerson Penza, the public will be sufficiently made aware of the organization as well as its goals such as to increase donations and volunteer participation. The video will reach the target audiences as it will be shared via Youtube, the Boys and Girls Club of Northeast Florida website, posted to the organization's social media sites and will be sent to all Flagler College students. Other tactics include an attention getting brochure, news release and radio spot.

The news release shares with the public the next upcoming event which benefits the Boys and Girls Clubs of Northeast Florida. "An Evening in Wine Country," a fun night of wine tasting and hors d'oeuvres will be held on June 22 at the Grand Ballroom at the University of North Florida. All proceeds will benefit the clubs.

The Boys and Girls club is run by only a handful of employees and is continually in need of volunteers and the financial generosity from donors. What our groups focus was to try and create a campaign that would be memorable, captivating and emotionally stimulating. People often times find having visuals help them remember and understand things more.



**BOYS & GIRLS CLUBS**  
OF NORTHEAST FLORIDA

Boys and Girls Club  
April 12, 2012  
For Immediate Release  
[Kwestfield@flagler.edu](mailto:Kwestfield@flagler.edu)  
631-834-8302

Help Children Brighten their Futures  
with the Boys and Girls Club

ST. AUGUSTINE- April 12, 2012

Don't miss this excellent opportunity to help the Boys and Girls Clubs of Northeast Florida at "An Evening in Wine Country" on June 22 at the Grand Ballroom of the University of North Florida. The event kicks off at 6:30 p.m. and will conclude at 9:30 p.m. More than five hundred and fifty guests will enjoy a "fabulous array of wines to delight every palate paired with heavy hors d'oeuvres and a selection of tantalizing desserts."The exceptional cuisine will be prepared by the University Center Chef as the room is filled with music by the talented UNF Jazz ensemble.

Tickets cost 60 dollars per person and are available on [bgcnf.org](http://bgcnf.org). Also, \$1,500 and \$3,000 sponsorships are available. All proceeds benefit the not for profit Boys & Girls Clubs of Northeast Florida. Your attendance is anticipated and your help, greatly appreciated.

For more information, contact Darby L. Stubberfield, Director of Development, Boys & Girls Clubs of Northeast Florida, at [darbys@bgcnf.org](mailto:darbys@bgcnf.org) or (904) 396-4435.



Boys & Girls Club of Northeast Florida  
1300 Riverplace Boulevard, Suite 310  
Jacksonville, FL 32207

“ENRICHING THE LIVES OF CHILDREN IN YOUR COMMUNITY”: 30 SEC LIVE RADIO SPOT

EVERY CHILD DESERVES TO HAVE A STRONG FOUNDATION FOR LIFE, BUT WHAT IF THE ONLY PROBLEM HOLDING THEM BACK IS THE LACK OF VOLUNTEERS TO HELP THEM?

THE BOYS AND GIRLS CLUB OF NORTHEAST FLORIDA IS LOOKING FOR VOLUNTTERS TO DONATE THEIR TIME WITH SCHOOL YEAR AND SUMMER PROGRAMS.

GIVE BACK TO YOUR COMMUNITY BY ENRICHING THE LIVES OF LOCAL KIDS IN YOUR COMMUNITY.

THIS MISSION IS: TO INSPIRE AND ENABLE ALL YOUNG PEOPLE, ESPECIALLY THOSE FROM DISADVANTAGED CIRCUMSTANCES, TO REALIZE THEIR FULL POTENTIAL AS PRODUCTIVE, RESPONSIBLE AND CARING CITIZENS.

INTERESTED IN HELPING? CONTACT ST. AUGUSTINE’S PLAYER’S CLUB UNIT DIRECTOR, GERSON PENZA, AT (904) 825-1975.

The St. Augustine Boys and Girls Club Script



**BOYS & GIRLS CLUBS**  
OF NORTHEAST FLORIDA

Video Campaign

TRT: 0.37

Video	Audio
MS GROUP OF CHILDREN PLAYING MS OF CHILD BULDING A PUZZLE MS LITTLE GIRL SMILING	((FEMALE VOICE OVER)) Every child deserves to have big dreams for the future.
HS CHILD 1 CG LOWER 3 <sup>RD</sup> : FOOTBALL PLAYER	((CHILD 1 ON SCREEN)) When I grow up I want to be a professional football player
HS CHILD 2 CG LOWER 3 <sup>RD</sup> : SINGER	((CHILD 2 ON SCREEN)) I want to be a SINGER
HS CHILD 3 CG LOWER 3 <sup>RD</sup> : ARTIST	((CHILD 3 ON SCREEN)) I want to be a ARTIST
MS GROUP OF CHILDREN PLAYING MS THREE GIRLS SITTING LS KIDS PLAYING DODGEBALL HS CHILD BUILDING A PUZZLE LS PAN OF GATHERING ROOM CG GROW CG LEARN CG BRIGHT FUTURE	((FEMALE VOICE OVER)) The St. Augustine Boys & Girls Club reaches out to youth ages 6 to 18 each day to make these dreams possible. They provide a place to  grow, learn and build a bright future.
LS KIDS PLAYING VOLUNTEER PLAYING MS CHILD DRAWING	The Boys and Girls Club relies on volunteers and donations to make these dreams possible.
HS CHILD 1 CG LOWER 3 <sup>RD</sup> : MY DREAM	((CHILD 1 ON SCREEN)) Help me achieve my dream
HS CHILD 2 CG LOWER 3 <sup>RD</sup> : MY DREAM	((CHILD 2 ON SCREEN)) My dream
HS CHILD 3 CG LOWER 3 <sup>RD</sup> : MY DREAM	((CHILD 3 ON SCREEN)) My dream
HS CHILD COLORING CG BGC LOGO CG CENTER: DONATE TODAY FADE TO BLACK	((FEMALE VOICE OVER)) Volunteer or donate today to the St. Augustine Boys & Girls Club. Because great futures start here.



## EVAULATION

The goals of our campaign are to increase local community awareness of the Boys and Girls Club, spread its mission and purpose and to encourage community members to donate and volunteer. With the distribution of our news release, video interview with the directors and children at the Boys and Girls Club and our radio public service announcement, we will achieve these goals. With these tactics, our target audiences will be informed about the work the Boys and Girls Club does for the community, as well as how to contribute to make a positive difference. The theme throughout the campaign is, "Providing a place to learn, grow and build a bright future." Our campaign will affirm with each person it reaches that they can help these children reach their dreams.