

Boys & Girls Club of Northeast Florida



BOYS & GIRLS CLUBS
OF NORTHEAST FLORIDA

"To inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible, and caring citizens."



Angela Biggs
Kellie Westfield
Donna Styron
McKenzie Blaine

History

- ☞ Boys & Girls Clubs of America
- ☞ July 23, 1962 in Jacksonville, FL
- ☞ 1988: The Boys & Girls Clubs of Northeast Florida
- ☞ Serves 1,300 young people daily at 15 locations



Problem Statement

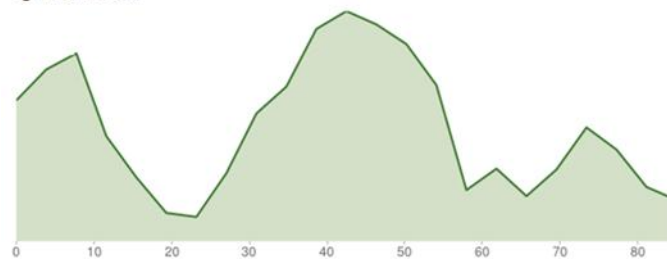
- ⌘ Juvenile crimes are escalating during the times of 3:7:00 p.m. The Boys and Girls Club of Northeast Florida is doing its best to prevent this, but they have a lack of volunteers and insufficient funding.
- ⌘ How do we develop a plan to reduce the risk of youth crime and increase volunteers and donations?



Research

- ⌘ What is causing problems for BGC?
- ⌘ What was BGC's top priority for their program?
- ⌘ How could we help?
- ⌘ How could we go beyond getting traffic to their site?

Age Distribution



There are **5,927** married couples with children and **4,488** single-parent households (68 men, 4,420 women).

Formal Research

☞ County Statistics:

- Youth crime & Recidivism rates of youths
- Families living within poverty who need assistance

☞ Online Presence:

- Facebook
- Twitter

Quality of Life

Educational attainment

Persons aged 25 and older 2006-2010 ACS	St. Johns County	Florida
% HS graduate or higher	92.8% +/- 0.5%	85.3% +/- 0.1%
% bachelor's degree or higher	38.7% +/- 1.0%	25.9% +/- 0.1%

+/- = margin of error based on a 90% confidence level.

Informal Research

☞ Jennifer Tesori: Youth Advocate & Community Liaison

☞ Gerson Penza: Unit Director



Target Audiences

INTERNAL

- Jennifer S. Tesori
- Gerson Penza
- Potential Volunteers
- Past Volunteers

EXTERNAL

- Flagler College Students
- Community leaders
- Community Members
- Potential donators
- Past Donators



Objectives

∞ Output

- To increase local public awareness of the Boys and Girls Club by 40% by November 1st, 2012
- To spread the mission and purpose of organization to all key publics by November 1st, 2012
- To achieve and maintain a positive reputation among all key publics by November 1st, 2012

∞ Impact

- To increase volunteer participation by 30 percent between May 1st, 2012 and November 1st, 2012
- To increase amount of monetary donations by 30 percent between May 1st, 2012 and November 1st, 2012

Theme

- ☞ Together we can help them to achieve those dreams
- ☞ “Providing a place to grow, learn and build a bright future.”
- ☞ Helping these children achieve positive and productive lives.



Tactics

☞ Facebook Page: <http://www.facebook.com/BGCNF>

☞ News Release

☞ WFCF PSA

☞ PSA Video: www.youtube.com/

Evaluation

- ☞ Reaching goals and dreams for the children
- ☞ Utilizing tactics
- ☞ Reaching goals of the campaign



Contact Info

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