

2018 PRSA Central Iowa PRIME Award Submission

Client: Boys & Girls Clubs of Central Iowa

C1. Community Champion

The Boys & Girls Clubs of Central Iowa's (BGCCI) Club Pathways Campaign is a fundraising initiative that aims to provide a Club experience for every Des Moines student. The campaign intends to double the number of youth the BGCCI serves by add three new Club sites and significantly expand two current Club sites. Strategic America's (SA) partnership with the BGCCI focused on creating a strong, emotive message that communicates important information about Club expansion and spurs action that leads to financial support for the Club Pathways and Boys & Girls Clubs.

Research:

The BGCCI conducted interview research through [CCS Fundraising](#) in the spring of 2016 with board members, trustees, corporate/individual donors and partners. There was widespread support of the Club Pathways vision overall:

- 74 percent of participants ranking the plan as positive or very positive.
- 81 percent of participants believed that the BGCCI should move forward with the campaign.
- 73 percent believed now was the right time for the campaign.

These findings helped propel the Club Pathways campaign forward internally at the BGCCI and sparked interest to reach out to SA, who agreed to donate time to move the initiative forward.

Planning:

The **goal** of SA's involvement with the BGCCI was to communicate the vision of the Club Pathways initiative to key publics to gain financial and volunteer support for the new and expanded Clubs. The **audiences** include internal stakeholders (Board members/trustees/administration), corporate donors, individual donors, new donors and community partners.

The communications **objectives** supporting this goal:

- Increase understanding and awareness of the BGCCI, its mission and the families it serves daily by effectively communicating to key publics the purpose of the Club Pathways Plan, measured at the end of the campaign by CCS Fundraising.
- Reach the capital campaign goal of \$10.8 million by the spring of 2018, by reaching new donors who do not yet know or understand mission of BGCCI.

SA identified two main **strategies** to achieve the objectives for this project. They were as follows:

- Launch public phase of the Club Pathways capital campaign with the announcement of Drake Club during Drake Relays weekend and include Boys & Girls Clubs among various activities throughout Relays Week.
- Raise awareness among the Des Moines business community and citizens about the need for expanded Club services in Des Moines. Educate key publics on the services BGCCI provide to at-risk youth and how these children would be positively impacted by expanded Club sites.

Implementation:

Throughout the past year, SA has worked with BGCCI on a few main tactics that further the BGCCI's objectives of increasing understanding and awareness, as well as reaching the monetary capital campaign goal. These **tactics** include:

- Event partnership with the Drake Relays, one of the nation's top track and field events held on Drake University's campus
 - Media relations efforts and verbal announcements took place during Drake Relays celebrations to announce construction dates for the Club on Drake's campus.
 - BGCCI kids were honorary coaches for professional and Olympic athletes at the Pole Vaulting at Capitol Square event – they cheered on the athletes and ran out with them when they were introduced to the crowd.
 - Information was handed out and spoken about over the event's loudspeaker promoting the new club on Drake's campus.
- Assistance in naming new and expanded Clubs
 - SA held creative brainstorm sessions to provide options to the BGCCI team for the name of the East High Club and the rename of the Club at Meredith Middle School.
- Continuous media relations efforts
 - SA distributed and pitched media releases for major gift announcements, annual events such as the Mitten Run and BGCCI Youth of the Year, Club Pathways construction updates, and the BGCCI's presence at Drake Relays.
- Creation and placement of a PSA
 - SA placed 60 spots of the PSA with OnMedia over the giving season during daytime and prime time programming.
 - Networks where the PSA ran included A&E, CNN, TNT, SyFy, Lifetime, Freeform, TBS, Animal Planet, NBC Sports and Paramount Network.

The **timeline** for these projects was ongoing from July 2017-June 2018. There was no **budget** for this collaboration, as the work from Strategic America was donated.

Results/Evaluation:

The evaluation of the Club Pathways Campaign was measured by outputs and outcomes that helped the BGCCI reach their overall goals:

Outputs

- SA received coverage on WHOTV-13, WOITV-5, KDSM Fox 17 and KCCI during Drake Relays involvement at Pole Vaulting and/or for the construction announcement.
- The Des Moines Register also ran a piece about the new club location and WHO Radio interviewed Jodie Warth, the BGCCI CEO, on the Club Pathways Campaign.
- The PSA was placed on their giving webpage at the end of 2017 and brought a **6 percent increase in page visits and 320 percent increase in call clicks**.
- The BGCCI saw a **367 percent boost in Facebook video views** since posting the PSA to their social media platforms.
- The BGCCI received **65 major gifts** thanks to pitch session where they presented the video as a summary of campaign messaging.

Outcomes

Awareness of the Club Pathways campaign will be measured when the BGCCI completes their research with CCS Fundraising after all phases of the campaign are complete. The BGCCI did, however, reach their \$10.8 million Phase 1 goal by the spring of 2018 as they had hoped to.

Throughout the past year of work with the BGCCI, and because of the pro-bono nature of SA's relationship with the client, a trusting and understanding relationship has been formed. There is a bank of hours that SA is working within and a few cost limitations, however both the BGCCI and SA have found ways to work around these challenges and remain focused on the producing good work for the objectives of the Club Pathways campaign.



BOYS & GIRLS CLUBS
OF CENTRAL IOWA

CLUB PATHWAYS PUBLIC RELATIONS PLAN

Boys & Girls Clubs of Central Iowa is more than a just place for youth to go before and after school—it's a safe place. It is a place where children are provided support, nutrition, compassion, guidance and learning from caring adults who work to put them on a path toward academic success, good character and citizenship, and healthy lifestyles.

The success of the Club Pathways initiative depends on creating a strong, emotive message that communicates important information about Club expansion and the needs within the community for these new and expanded club sites; and as a byproduct of that, spurs action that leads to financial and volunteer support for the Club Pathways and Boys & Girls Clubs.

OVERALL GOAL

Support Boys & Girls Clubs of Central Iowa by communicating the vision of the Club Pathways initiative to key publics to gain support for the new and expanded Clubs, both financially and through volunteerism.

IMPORTANT PUBLICS

The BGCCI audience base is diverse and it's important we communicate the right message to the right audience. The following groups need to understand the vision of the Club Pathways initiative and the impact the new club at Drake University will have on surrounding neighborhoods.

- BGCCI families
- Drake neighborhood residents
- Drake students, faculty and staff
- Drake alumni and supporters

In addition to aforementioned groups, the following audiences need to understand the critical need for new clubs at Drake and East High School.

- Des Moines Public School parents
- Des Moines business community
- Des Moines metro citizens (new donor base)

OBJECTIVES

1. Increase understanding and awareness of Boys & Girls Clubs of Central Iowa, its mission and the families it serves daily by effectively communicating to key publics the purpose of the Club Pathways Plan.
2. Reach capital campaign goal of \$10.8 million by reaching new donors who do not know or understand mission of Boys & Girls Clubs of Central Iowa.

KEY MESSAGES

Core message 1: The goal of the **Club Pathways** vision is to have a Boys & Girls Club available to every student, from kindergarten to 12th grade.

- When the **Club Pathways** vision is fulfilled, BGCCI will nearly double its capacity to serve Des Moines metro youth, from 1,700 to 3,300.
- Currently more than 20,000 youth in Polk County lack basic needs, and are in need of additional support to help them succeed in school and beyond
- It is the mission of BGGCI is to ensure all members are on track to graduate high school, lead healthy, productive lives, and grow into the next generation of community leaders

Core message #2: There is a critical need for more afterschool care services in central Des Moines. Drake Club at Drake University will serve surrounding families who do not currently have access to a Boys & Girls Club.

- Drake will be a family club model, serving children in grades K – 12.
- Drake Club will be the second in the nation to exist on a college campus.
- Drake students will be involved with Club kids by providing mentoring and coaching.
- Suzie Glazer Burt, daughter of late Madelyn Levitt, is instrumental in the bringing Boys & Girls Club to Drake.
- Estimated 170 kids will be served by Drake Club in Year 1, growing to 250 by Year 5.

Core message #3: BGGCI's Phase I goal of the Club Pathways campaign is to raise \$10.8 million to construct new club sites at Drake University and East High School.

- The neighborhoods surrounding these club sites have the highest at-risk youth population in the metro.
- Parents — most likely your children know a child who lacks basic necessities and the support he or she needs to succeed.
- Business leaders —the needs of Des Moines' underserved youth continues to grow more than current Boys & Girls Clubs can accommodate.

STRATEGIES

Launch public phase of the Club Pathways capital campaign with the announcement of Drake Club during Drake Relays weekend and include Boys & Girls Clubs among various activities throughout Relays Week.

In addition to the ceremonial groundbreaking, we recommend having a strong Boys & Girls Club presence during significant events during Drake Relays.

1. Pole Vault event at Capital Square
 - Partner an athlete with a Club member to be an “honorary coach” during the event
 - Have a table during the event that promotes the new Drake Club and BGCCI, and offers a chance to donate to Club Pathways
 - Have Suzie Burt and Youth of the Year give ceremonial opening of the event
2. Street painting — ask an on-campus organization to paint a square that promotes the new Drake Club
3. Grand Blue Mile — encourage Club kids to participate for free

Raise awareness among the Des Moines business community and citizens about the need for expanded Club services in Des Moines. Educate these key publics on the services BGCCI provide to at-risk youth and how these children would be positively impacted by expanded Club sites.

1. Engage key media in Des Moines to educate citizens about Boys & Girls Clubs and the families it serves
 - Send release to metro media outlets and DM Schools TV
 - Club tours for local media
 - Continually send club announcements to media
2. Tell the story of Drake Club and how Suzie Burt continues the legacy of Madelyn Levitt.
 - Pitch as exclusive story for DM Register
3. Use social media to tell the story of the families positively impacted by Boys & Girls Clubs
 - Promote weekly club activities by rotating each club
 - Push out news on capital campaign
4. Request local stations air a PSA or on-air announcements about BGCCI and the campaign.

EVALUATION

Evaluation will be determined by measuring tactical outputs, outgrowths and outcomes. Overall plan success will be determined by accomplishing overall goal and successfully achieving financial goal of capital campaign.

Outputs measured:

- Media placements
- Web analytics

Outgrowths measured:

- Social media engagement
- Continual news stories

Outcomes measured:

- Survey of various audiences regarding understanding of Club Pathways initiative
- Increased donations after launch of Club Pathways