BOYS & GIRLS CLUBS

America Needs **Club Kids**

CAMPAIGN GUIDELINES

MAY 2025

Campaign Construct

These elements form the foundation of the **America Needs Club Kids** campaign.

CORE IDEA

When we open the Club door for kids today, we shape all of our tomorrows.

THE HOOK

America of tomorrow will be shaped by the way we invest in our kids today.
At Boys & Girls Clubs, we open the door to a future generation of leaders who will propel our country forward.

THE CAMPAIGN TAGLINE

America Needs
Club Kids

THE STRATEGY

Our Opportunity	Propel the Boys & Girls Clubs Movement to breakthrough in a bigger way than ever before, marking a new era of growth for the organization across revenue and influence.
Our Task	**Turn awareness into action.** Increase influence by driving urgency and importance delivered with ownable consistency.
Our How	Demonstrate Boys & Girls Clubs' immense impact to solve individual and community needs and drive individual and society's futures.
Our Key Drivers	**Establish Importance** – Remind donors and supporters of the important role Boys & Girls Clubs plays. **Inspire Action** – Encourage donors to donate today with messaging that emphasizes immediate need and provides additional context.

Campaign Elements

These components set the foundation of the **America Needs Club Kids** campaign.

OUR VISUAL WORLD

In the America Needs Club Kids campaign, the Blue Door is transformed into a portal, offering a glimpse into the lives of Club Kids and the bright futures they hold.

Set against a signature blue backdrop, the photography used portrays **Club Kids** in action—empowered, engaged, and owning their journeys. It's a dynamic portrayal of hope, movement, and confidence.

PRIMARY CAMPAIGN LOCKUP

The America Needs Club Kids campaign lockup is simple, direct, and flexible.

In all formats, weight, and color (when possible) to add emphasis to the "**Club Kids**" text.

2-Color Format

America
Needs
Club Kids

1-Color Format

America
Needs
Club Kids

PRIMARY CAMPAIGN LOCKUP + MODIFIER

The "Club Kids Need You" modifier text should be used whenever space allows. This message serves as a powerful call-to-action for the campaign.

2-Color Format

America
Needs
Club Kids
Club Kids Need You.

1-Color Format

America
Needs
Club Kids
Club Kids Need You.

CAMPAIGN LOCKUP VARIATIONS

The flexibility of the campaign lockup allows for many variations to fit a wide range of messaging and usage needs.

The word "**America**" may be replaced with a different noun to add specificity (a location like Brooklyn, a subject matter like Science, or even a broader idea/concept like Innovation).

Additionally, the tagline may be flipped to the "**Club Kids Need You**" call-to-action.

In all instances, the emphasis remains on the "**Club Kids**" text.

Campaign lockups are highly flexible to suit a wide range of needs and uses.

2-Color Format

1-Color Format

OPEN THE DOOR

The Blue Door and phrase **“open the door”** has been part of our brand for many years. It’s a distinct and ownable asset for our brand and enables us to describe our mission and impact in a visual and tangible manner.

This campaign reinforces this foundational icon in a bigger way, connecting it to the impact Clubs have on kids today and tomorrow, and the long-term impact of our mission on communities and society at large.

The phrase **“open the door”** can be incorporated throughout communications in headline and copy.

CLUB KIDS IDENTIFIER

The term "**Club Kids**" exists within our Movement as a self-identifying term many of our alumni use — i.e. "**Once a Club Kid, Always a Club Kid.**"

This campaign boldly positions "**Club Kids**" as empowered, prepared and unstoppable leaders of tomorrow. By using the term "**Club Kids**" consistently in our communications, we can build equity and awareness in the collective impact of Clubs on young people.

This serves to help reinforce our impact as well as the benefits of membership.

GREAT FUTURES INTEGRATION

"**Great Futures Start Here**" has a strong and unifying legacy across our Movement. It will continue to be utilized across our materials, as our brand slogan.

It can be integrated into the campaign in various ways. *For example:* "**Open the door to great futures**" as a headline or statement. Or positioning "**Great Futures Start Here**" to reinforce the campaign messaging.

FUTURE READY INTEGRATION

Future Ready is our agenda for impact and guides our Movement's strategic direction. It can be incorporated into the campaign in various ways. *For example:* "**Boys & Girls Clubs get kids Future Ready.**"

COLOR PALETTE

Color unifies the America Needs Club Kids campaign. Boys & Girls Clubs Blue is the primary color and should be used most prominently.

BGCA Blue
CMYK: 100/13/1/2
RGB: 0/129/198
HEX: 0081C6

Professional Blue
CMYK: 100/53/4/19
RGB: 0/75/135
HEX: 004B87

Gradient

Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000

White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFF

Grey
CMYK: 0/0/0/85
RGB: 54/54/54
HEX: 363636

TYPOGRAPHY

Franklin Gothic URW is the core font and preferred typeface for the Boys & Girls Clubs brand.

Franklin Gothic URW is available through an Adobe Creative Cloud subscription.

Franklin Gothic or Open Sans may be used in digital communications when Franklin Gothic URW is not available.

Open Sans may be downloaded through Google Fonts.

Headline
Franklin Gothic URW Demi
Tracking: **-20**
Leading: **type size - 3pt**
Space After: **0.5"**
example: 45/42

Copy
Franklin Gothic URW Book
Tracking: **-20**
Leading: **type size + 1pt**
Space After: **0.25”**

Copy Accent
Franklin Gothic URW Medium
example: 20/21

Open the door to lifelong success.

2-in-3 U.S. students are behind in reading and math. **92% of Club Kids plan to earn their diploma.**

Boys & Girls Clubs get kids Future Ready.

Franklin Gothic URW Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Franklin Gothic URW Medium	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789**
Franklin Gothic URW Demi	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789**

THE BLUE DOOR | PRIMARY

The Blue Door is a visual representation of the great futures that lie beyond every Boys & Girls Club door.

This door represents opportunity. It's more than just the door to a Club, it's the door to a great future.

In the **America Needs Club Kids** campaign, the Blue Door acts as **portal**, demonstrating with authority how Boys & Girls Clubs has the power to shape the next leaders, thinkers, and changemakers of our nation.

THE BLUE DOOR
PRIMARY + GRADIENT

The primary Blue Door can be used with the supplied gradient.

The gradient comes off the door at a 30 degree angle.

THE BLUE DOOR SECONDARY

The secondary Blue Door can be used **when space is limited** and/or the door is used at a very small size.

Use this version as more of an icon representing the Blue Door as a whole.

The Clasped Hands should always appear on the door.

PHOTOGRAPHY

The images used in the **America Needs Club Kids** campaign are powerful and authentic, capturing kids in action—empowered, engaged, and taking ownership of their journeys.

It's a fresh, dynamic portrayal that showcases hope, movement, confidence and potential.

PHOTOGRAPHY

Club Photos

It's important to use photography of real **Club Kids** within this campaign.

These brand images will naturally feel more candid, raw and user-generated.

PHOTOGRAPHY

Stock Images

Stock photography can be used to supplement images when needed.

PHOTOGRAPHY

AI-Generated Images

Photography generated via Artificial Intelligence (AI) can be an efficient way of producing photography when needed. AI is growing as a tool utilized in marketing.

Midjourney Prompt Examples:

- *a hyper realistic photo of a 14 year old Black teenager dressed in a suit speaking in front of a podium on a mic*
- *a hyper realistic photo of a 16 year old Black teenager girl playing basketball*
- *a hyper realistic photo of a 12 year old teenager boy with a lab coat and goggles*

Bringing it All Together

The examples on the following pages illustrate how all individual campaign elements combine to create a cohesive brand campaign.

The America Needs Club Kids campaign combines the visual elements to form a cohesive brand expression that's future-focused, empowering, and impactful.

When combining the visual elements, the campaign photography should layer and dimensionally interact with the open Blue Door.

This helps to visually tell the story of the Blue Door as a portal to bright futures – showing that through the Blue Door lies a world of endless opportunities for the future.

ACCESS CAMPAIGN RESOURCES

Go to BGCA.net & Canva!

You can find ready-to-print and customizable assets for your local campaign.

EXAMPLE 1: LEADING WITH OUTCOME AREA AND POSITIVE YOUTH IMPACT.

Open the door to [OUTCOME].

Describe long-term impact on Club kid.

Impact Insight

Demonstrates impact of Clubs on kids. Explains why "**Club Kids**" are needed. Include comparison to non-Club Kids or need insight as available.

Future Ready

Incorporates Future Ready to describe what Clubs do.

Logo and Website

Blue Door and Gradient

Campaign Tagline

With call to action.

Photography

Image of Club kid showcasing immediate need today.

EXAMPLE 2: INTRODUCING AUDIENCES TO OUR MISSION.

"Open the door" Headline

Instead of an outcome, this headline uses broader "Boys & Girls Clubs" to introduce audience to our organization.

Need Insight

Conveys urgency and why the Club is needed.

Call to Action and Club Description

Frames donation ask by describing impact on Club Kids.

Logo

Blue Door and Gradient

Photography

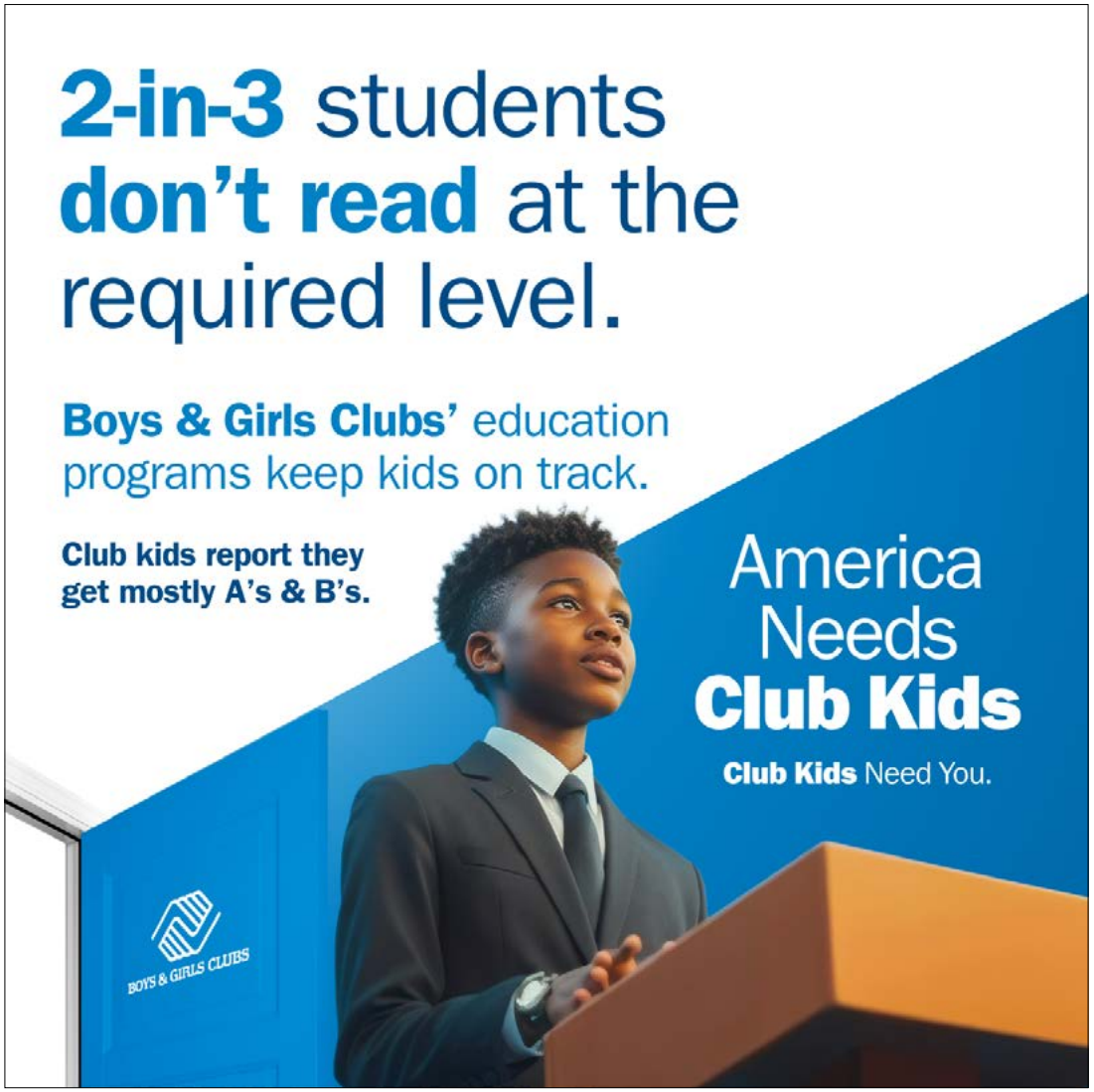
Image of Club kid showcasing immediate need today.

EXAMPLE 3: LEADING WITH URGENCY AND NEED.

Need Insight
Conveys urgency and why the Club is needed.

Mission
Describes what Clubs do.

Outcome
Describes impact on Club Kids.



Blue Door and Gradient

Campaign Tagline
With call to action.

Photography
Image of Club kid showcasing immediate need today.

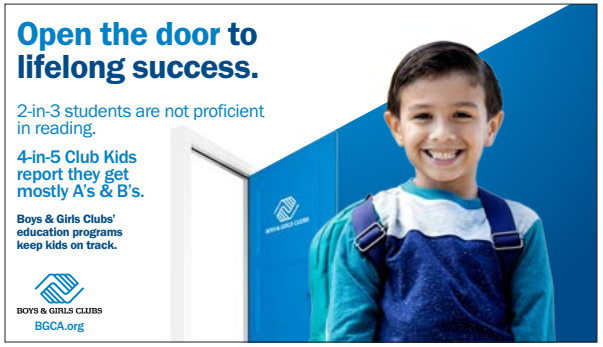
OUTCOME AREAS

The campaign can be applied to our four outcome areas.

These examples lead with the bigger societal outcome "**Open the door to...**" They also feature an insight that demonstrates positive outcomes for **Club Kids**, and the role Clubs play.

"**America Needs Club Kids**" can be added to any of these examples to reinforce **Club Kids**' positive outcomes.

Academic Success



Character & Leadership

Health & Wellness

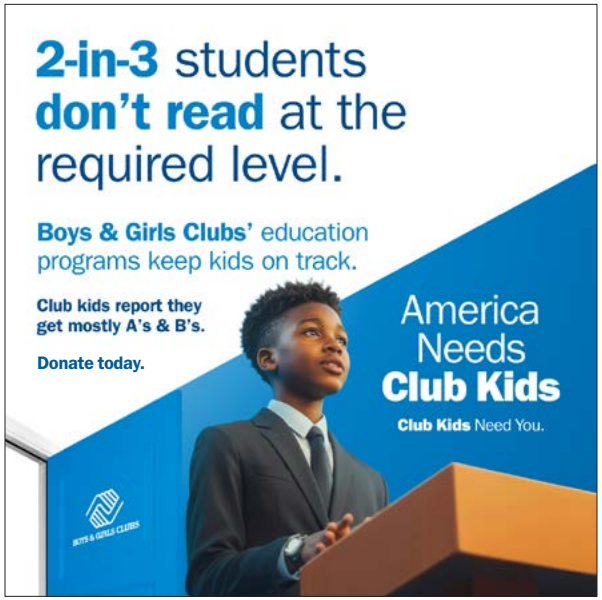
Life & Workforce Readiness

FUNDRAISING MESSAGING

The campaign enables Boys & Girls Clubs to share a compelling fundraising message.

It leverages need insights to demonstrate urgency, relevancy and significance of our Clubs and mission. It also highlights the direct impact Clubs have on youth.

Variations include leading with "**Open the door**" and including "**America Needs Club Kids**," where appropriate. For direct donation asks, lead with the need insight as the headline.



- *Leads with need insights*
- *Demonstrates role and impact of Clubs*
- *Donation CTA*

- *Features need insight*
- *Demonstrates Club Kids' positive outcomes*
- *Includes "America Needs Club Kids"*
- *Clear donation CTA that describes impact of donation*

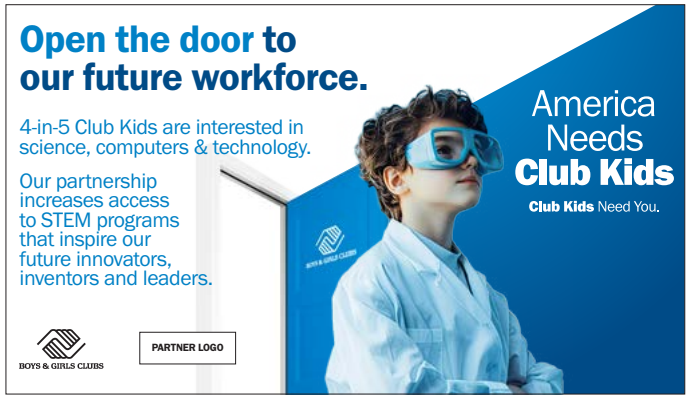
- *Features need insight*
- *Demonstrates impact of Clubs*
- *Clear donation CTA that describes impact of donation*
- *Does not include "America Needs Clubs Kids" because the impact data is focused on Club services*

MISSION MESSAGING

The campaign enables us to introduce our mission and impact.

PARTNERSHIP MESSAGING

The campaign enables us to feature our partnerships and shared commitment to youth.



THOUGHT LEADERSHIP, PR AND MESSAGING

The campaign provides a relevant way to position our mission and leadership on today's issues facing youth. The campaign messaging can be woven throughout communications to reinforce our leadership, mission and impact.

Incorporate phrases like those to the right in press releases, talking points, sound bites and other communications.

Sample Campaign Messages and Talking Points

- For many years, Boys & Girls Clubs have been opening doors for kids and teens — helping them succeed in school, build life skills, discover passions, and grow into confident leaders.
- Boys & Girls Clubs get kids Future Ready.
- Club Kids are more likely to do better in every area of life: education, the workforce, their health & wellbeing, and in the community.
- Club Kids become our future doctors, business owners, military leader, parents and educators.
- Boys & Girls Clubs open the door for a future generation who will propel our country forward.
- America of tomorrow will be shaped by the way we support kids today.
- Kids today become our future leaders, dreamers and doers.
- Every young person is filled with promise and potential, but kids today are facing issues like never before.
- Together, we can open more doors to better, bigger, bolder futures for kids in our country.
- Together, we can create a generation of empowered and prepared leaders of tomorrow.
- The success of today's youth affects every one of us.
- Strong kids build strong communities.
- America doesn't just benefit from kids who grow up in Boys & Girls Clubs — America Needs Club Kids.
- Communities Need Club Kids. Companies Need Club Kids. The Future Needs Club Kids. America Needs Club Kids. And right now, Club Kids need you.

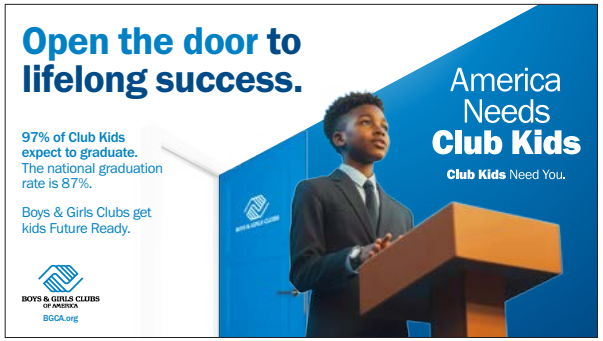
DIGITAL

Anchor the imagery with a Blue Door graphic, messaging, and a youth photo (when possible) to maintain cohesion with the holistic campaign.

Emails

Web Banners

PowerPoint Slides



SOCIAL MEDIA

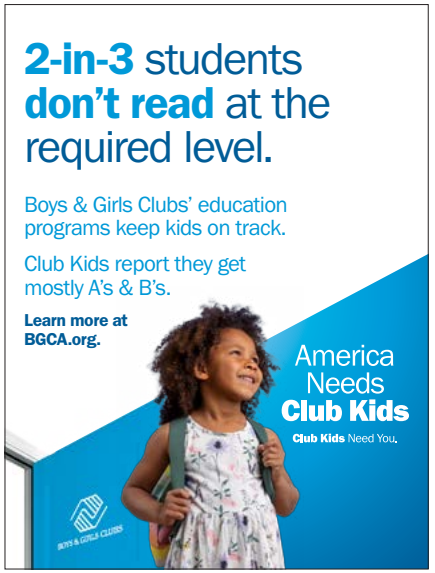
Lead with compelling insights and outcomes, as well as relevant headlines for the moment or messaging that connects with your audience. Emphasize text to reinforce key messages and include imagery when possible. Anchor the imagery with a Blue Door graphic to maintain cohesion with the holistic campaign.

Posts

Reels/Stories

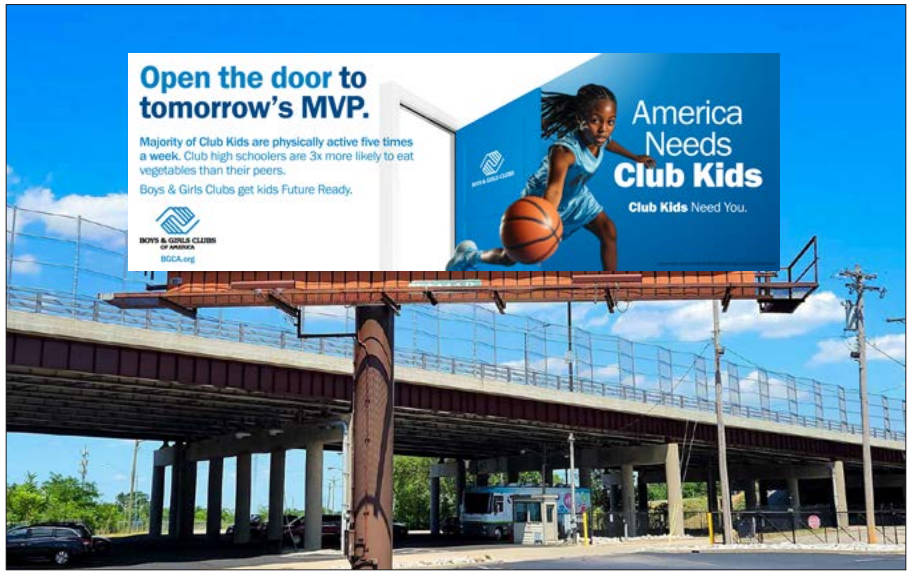
PRINT AD

Leverage print advertising to extend our message. Print ads can include "**America Needs Club Kids**" or focus on "**Open the door.**" They can also lead with the key need insight.



OUT OF HOME

Lead with compelling messaging and visuals, and include the Blue Door graphic to maintain cohesion with the holistic campaign.



POSTERS AND FLYERS

Posters and flyers are a useful tool for getting our message out into the community or within your Clubs.

Leverage the campaign visual design based on the content and copy presented. The Blue Door and angle can be used in different placements to support the messaging and content hierarchy. Include photos when possible.

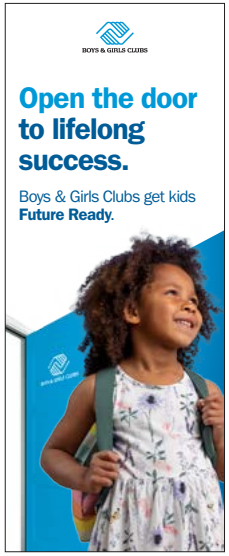
Posters

Flyers

RETRACTABLE BANNERS AND SIGNAGE

The campaign can extend to physical signage and banners for events, sites, supporters and other activities.

Retractable Banners



Event Signage

Yard Sign

BOYS & GIRLS CLUBS

BGCA.org

© 2025 Boys & Girls Clubs