BOYS & GIRLS CLUBS

America Needs **Club Kids**

ASSET CATALOG

Print-ready & customizable assets available on Canva. Go to **marketing.bgca.net** to learn more!

MAY 2025

COLOR PALETTE

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

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

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

TYPOGRAPHY

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 & math. **92% of Club Kids plan to earn their diploma.**

Boys & Girls Clubs get kids Future Ready.

ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

PRIMARY CAMPAIGN LOCKUP

2-Color Format

America
Needs
Club Kids

1-Color Format

America
Needs
Club Kids

PRIMARY CAMPAIGN LOCKUP + MODIFIER

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

Club Kids
Need You.

Club Kids
Need You.

ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

THE BLUE DOOR PRIMARY

THE BLUE DOOR PRIMARY + GRADIENT

THE BLUE DOOR SECONDARY

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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.

ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

Resources at Your Fingertips

Projects > BGC Marketing Resources > Campaign Assets > Brand Campaign

America Needs Club Kids

- **01_America Needs Club Kids Lockup**
- **02_Customizable Club Kids**
- **03_The Blue Door**
- **04_Gradient**
- **05_Campaign Images**
- **06_Customizable Assets** — Flyers • Letter & Presentation • Postcard • Posters • Retractable Banners
- **07_Printable Assets** (not editable) — Flyers • Posters • Retractable Banners
- **08_Social Media** — Facebook • Instagram • LinkedIn • Twitter | *cover images in-feed: 1:1, 1.91:1 & 4:5 stories/reels)*
- **09_Digital** — Email • Web Banners • Zoom Backgrounds
- **10_Fundraising & Thought Leadership**

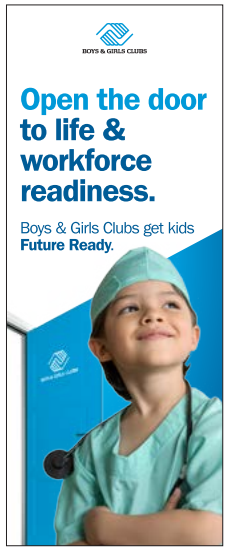
ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

Ready-to-Use Assets

Posters

(also a flyer)

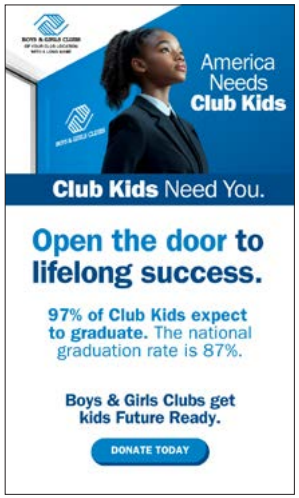
Retractable Banners



ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

Ready-to-Use Assets

Email Templates



Zoom Background

Web Banners

Email Headers

ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

Social Media Ready-to-Use Assets

Facebook

ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

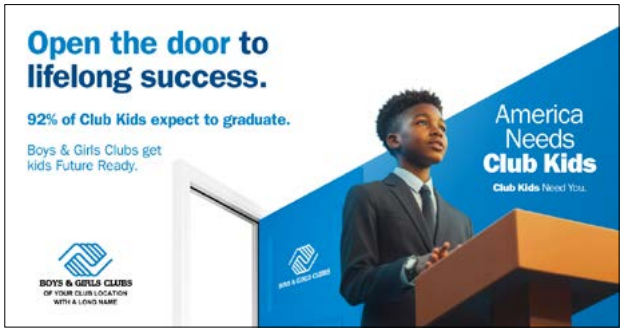
Social Media Ready-to-Use Assets

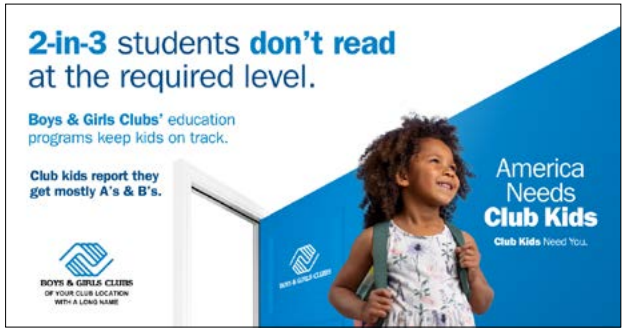
Instagram

ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

Social Media Ready-to-Use Assets

LinkedIn





ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

America Needs **Club Kids**

BRINGING IT ALL TOGETHER

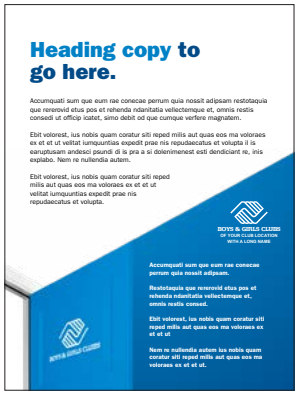
Customizable Assets

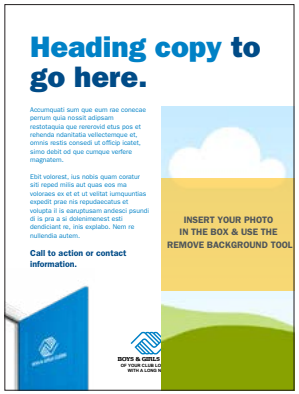
Letter

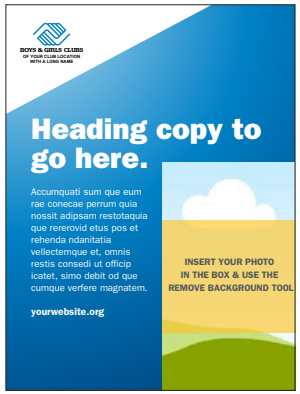
Posters

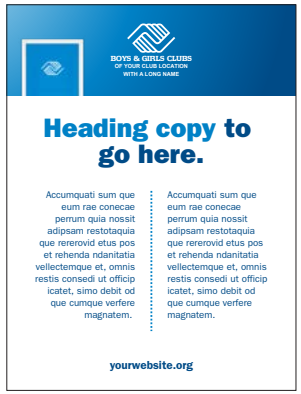
Blank Need(s) Club Kids

Flyers

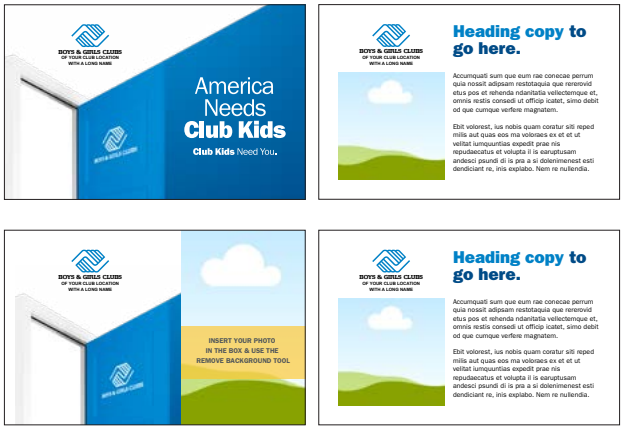








Postcards



ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

Customizable Assets

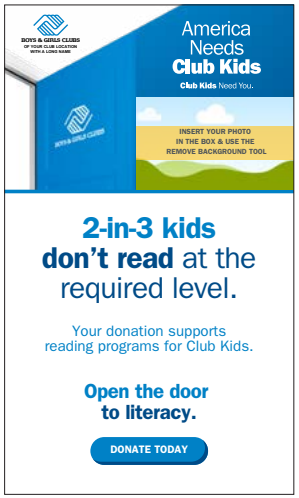
Yard Signs

Retractable Banner

ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

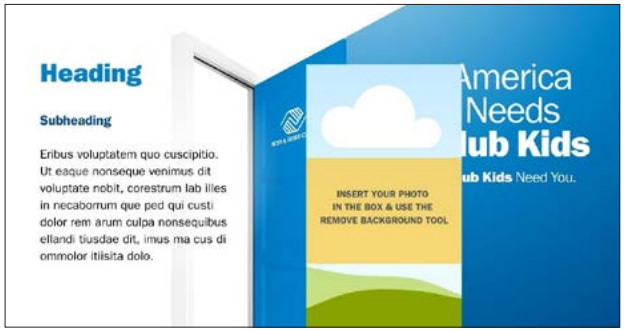
Customizable Assets

Email Templates



Presentation Deck

Web Banners

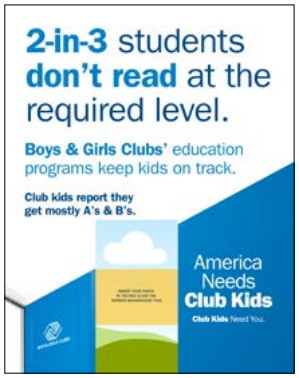


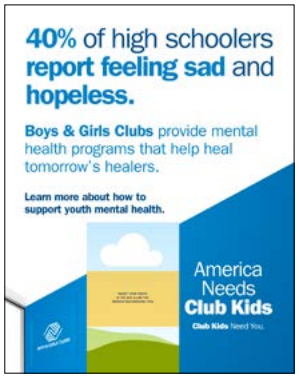
Email Headers

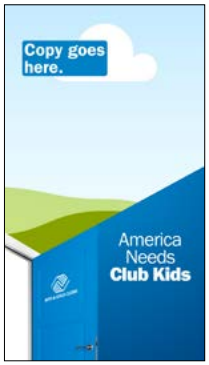
ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

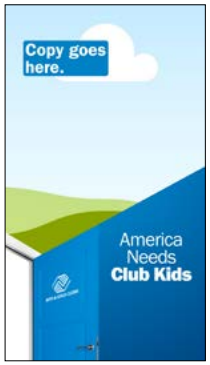
Social Media Customizable Assets

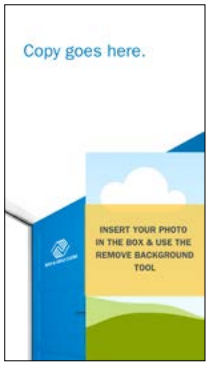
Facebook

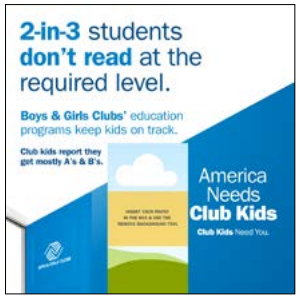


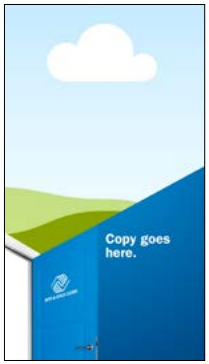








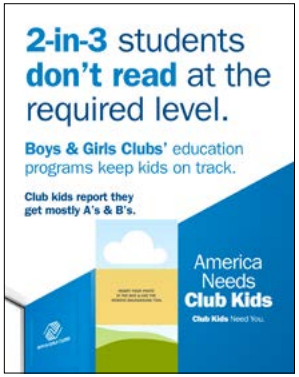


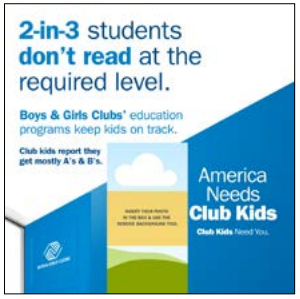


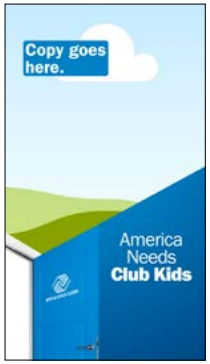
ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

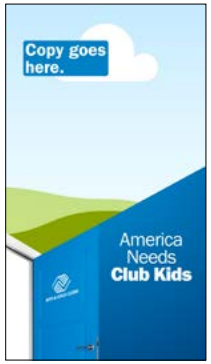
Social Media Customizable Assets

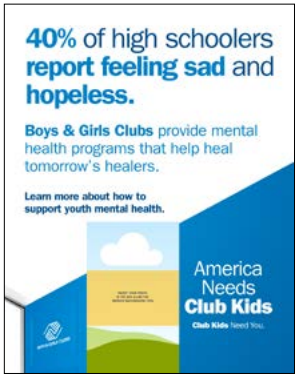
Instagram

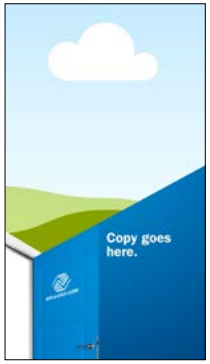








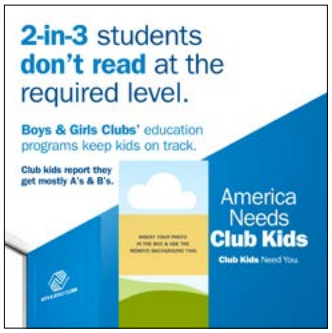




ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

Social Media Customizable Assets

LinkedIn



Twitter

ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

Fundraising & Thought Leadership Assets

Fundraising Letter

BOYS & GIRLS CLUBS

DATE

Dear [First name(s)],

In the next five minutes, *you could change the future.*

Every day after school, **[ADA] kids and teens** in [community or city name] walk through the doors of a Boys & Girls Club. Inside these doors, they are greeted and mentored by **caring adults**. They are seen, known, and feel a **sense of belonging**. They have **life-changing experiences** and learn about **career opportunities** they didn't know existed. ***Their futures are bright***, and it's all made possible through the support of our community and generous folks like you.

The America of tomorrow will be shaped by the way we invest in our kids today.

[First name], when you make a gift of any amount [or [$25/Ask1], [$50/Ask2], [$100/Ask3] or more] to Boys & Girls Clubs, you open doors for future-ready leaders who will propel our community forward.

Kids today don't have it easy.
Anxiety, stress, and depression rates among kids and teens are at an all time high, with 2 out of 5 high schoolers feeling sad and hopeless. These stressors are compounded for youth experiencing disadvantages, like many of our Club members.

Your donation gives kids and teens the boost they need to overcome these challenges - *and thrive!*

- 97% of Club Kids **expect to graduate high school on time**, compared to 87% graduation rate nationwide.
- Majority of Club Kids **exercise 5 times a week** and are 4x more likely to eat their recommended amount of vegetables than their peers.
- 2 in 3 US students are behind in reading, but 95% of Club Kids are **reading on grade level** for their age.
- Boys & Girls Clubs provide **mental health programs** that help tomorrow's healers.

[name + last initial] didn't know she needed the Club until she
[Club name]... *feature a success story from the Club. Include*
uth if possible.

Kids like [Club member name]. And Club Kids need YOU.

on takes less than five minutes, and your generosity will
Club Kids:
de healthy snacks every day after school
port kids and teens to the Club
vide supplies for programs like art, robotics, cooking, and fitness
cost to serve one child for a week at the Club

gift language: And when you give by [deadline], **[Company Name]** will match your donation, dollar for dollar up to $XX,000, to **double your investment** in tomorrow's leaders.

Your gift even goes beyond the walls of the Club. **For every $1.00 you invest in Boys & Girls Clubs, youth, families and their community see an average of $10.32 in economic and social benefits.** (Results from a 2022 Ecotone Analytics study commissioned by BGCA.)

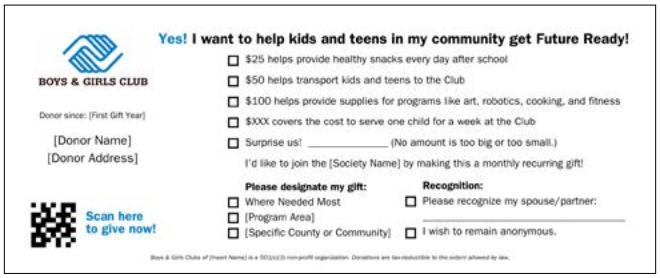
Every dollar donated helps open the door to lifelong success for a young person in this community.

Thank you for showing up for our kids,
Name, CEO
Boys & Girls Clubs of [name]

P.S. **Please consider making a gift to Boys & Girls Clubs of [Club name] today to help kids and teens in this community get *Future Ready***. When you donate now at [donate page] or using the enclosed envelope, you open the door to a brighter tomorrow for all of us. *Thank you for making a difference!*

Open the door to great futures.

Remit Card



BOYS & GIRLS CLUB

Donor since: [First Gift Year]

[Donor Name]
[Donor Address]

Scan here to give now!

Yes! I want to help kids and teens in my community get Future Ready!

- ☐ $25 helps provide healthy snacks every day after school
- ☐ $50 helps transport kids and teens to the Club
- ☐ $100 helps provide supplies for programs like art, robotics, cooking, and fitness
- ☐ $XXX covers the cost to serve one child for a week at the Club
- ☐ Surprise us! _____ (No amount is too big or too small.)

I'd like to join the [Society Name] by making this a monthly recurring gift!

Please designate my gift:
- ☐ Where Needed Most
- ☐ [Program Area]
- ☐ [Specific County or Community]

Recognition:
- ☐ Please recognize my spouse/partner: _____
- ☐ I wish to remain anonymous.

Boys & Girls Clubs of [Insert Name] is a 501(c)(3) non-profit organization. Donations are tax-deductible to the extent allowed by law.

Payment Method
- ☐ Online: Make a one-time or recurring gift at [insert website]
- ☐ Check: Please make payable to [Org Name]
- ☐ Credit/Debit Card:

Name on Card
Card Number — Expiration Date
Billing Zip Code — CVV
Email — Phone Number (with area code)
Signature

Thank you for making a difference!
[Org name, address, phone number and website]

OTHER ASSETS INCLUDE:

- Insights Fact Sheet
- Press Release Template
- Op-Ed Template

ALL THESE ASSETS & MORE AVAILABLE ON CANVA!

BOYS & GIRLS CLUBS

BGCA.org

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