



workforce **READINESS**

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COMPANY



Building Tomorrow's Leaders, Innovators and Problem Solvers

Workforce Readiness at Boys & Girls Clubs
Marketing Toolkit

Promoting Workforce Readiness at Your Club

Young people need safe spaces, positive mentorship and work experiences today. That's why Boys & Girls Clubs of America, in partnership with Toyota and Coca-Cola, is providing opportunities to explore careers and develop essential skills to ensure the 4.7 million kids and teens served each year are well prepared for work and life.

To help promote your Boys & Girls Club's Workforce Readiness program and its impact on young people, please use this marketing toolkit to deliver key messages to donors, parents, educators and other audiences. We encourage you to customize social messages and collect success stories to distribute in your community.

Please consider the following channels and audiences:

- Your organization's Instagram, Facebook and Twitter
- Parent, employee and board member communications
- Local employers, educational partners and other stakeholders

For questions about how to use this toolkit, please email workforce@bgca.org with "Marketing" in the subject line.

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KEY MESSAGES

Workforce Readiness Impact Statement

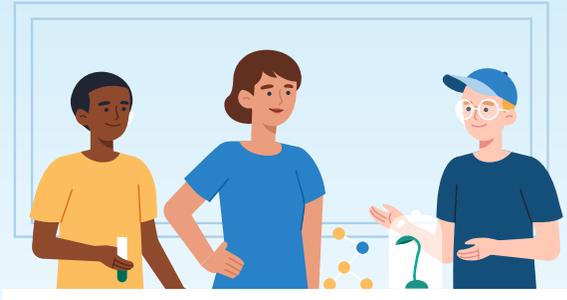
The future is uncertain for millions of kids, even more so with education and support systems disrupted by the COVID-19 pandemic. As millions of out-of-work Americans look toward recovery, young people need Boys & Girls Clubs now more than ever to build the essential skills they will need to succeed in a competitive workforce. With a safe space and positive mentors to guide them, today's youth will exceed beyond the circumstances that surround them and meet the challenges of employers who are reimagining the future of jobs in America.

About Boys & Girls Clubs of America's Workforce Readiness Strategy

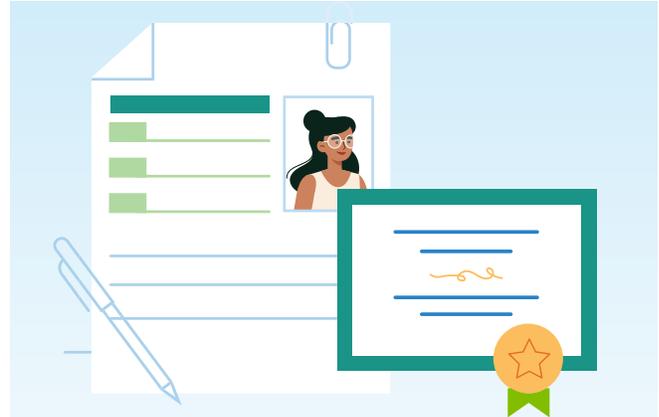
- Boys & Girls Clubs enable young people to achieve great futures by providing a safe place, caring adult mentors and high-impact programming where youth can build the skills and experiences to be life- and workforce-ready.
- Communities across the nation face significant challenges ensuring young people are adequately prepared to enter the workforce. At the same time, employers increasingly cite challenges finding qualified talent as their biggest obstacle to growth.
- Boys & Girls Clubs are closing the opportunity and job readiness gap by preparing youth for success in their first job and helping them develop a plan to pursue the career of their dreams. The Club experience engages youth in relevant learning opportunities, provides exposure to different career opportunities, and equips kids and teens with the skills to succeed.
- Boys & Girls Clubs of America cannot address the nation's workforce needs alone but relies on meaningful public and private partnerships to identify solutions and strategies to support youth as they prepare for a career. Through a network of industry, nonprofit, government and education partners, Boys & Girls Clubs are increasing access to a variety of career exploration and work experiences for local Clubs.
- Although the long-term economic impacts of COVID-19 are still unknown, American workplaces have been severely impacted and employers are examining how their employees will work and interact in the future. Essential skills like collaboration and adaptability, which were in high-demand prior to the health crisis, will become more important for those entering the workforce as the nation comes together to rebuild and recover.
- Communities need Boys & Girls Clubs more than ever to help young people stay on the right path while so much changes around them. From an early age through high school, supportive Club mentors provide opportunities to explore careers and prepare youth with foundational and essential skills to become work and life ready. Clubs also connect teens to real-life work experiences such as internships and apprenticeships.

About Workforce Readiness Programs in Boys & Girls Clubs

Boys & Girls Clubs focus on four key areas of workforce development while offering a localized approach that's responsive to the needs and opportunities of the community it serves.



- 1. Essential-skill Development:** Formal and informal learning experiences for youth age 6-18 to build skills that support social emotional development through every developmental stage.



- 3. Employability Skills and Certifications:** Youth age 13-18 build skills like interviewing, resume-writing, financial literacy and technical skills for employment. Youth can also work on certifications in specific areas that will help youth land their first job, such as sports officiating, babysitting or food service.



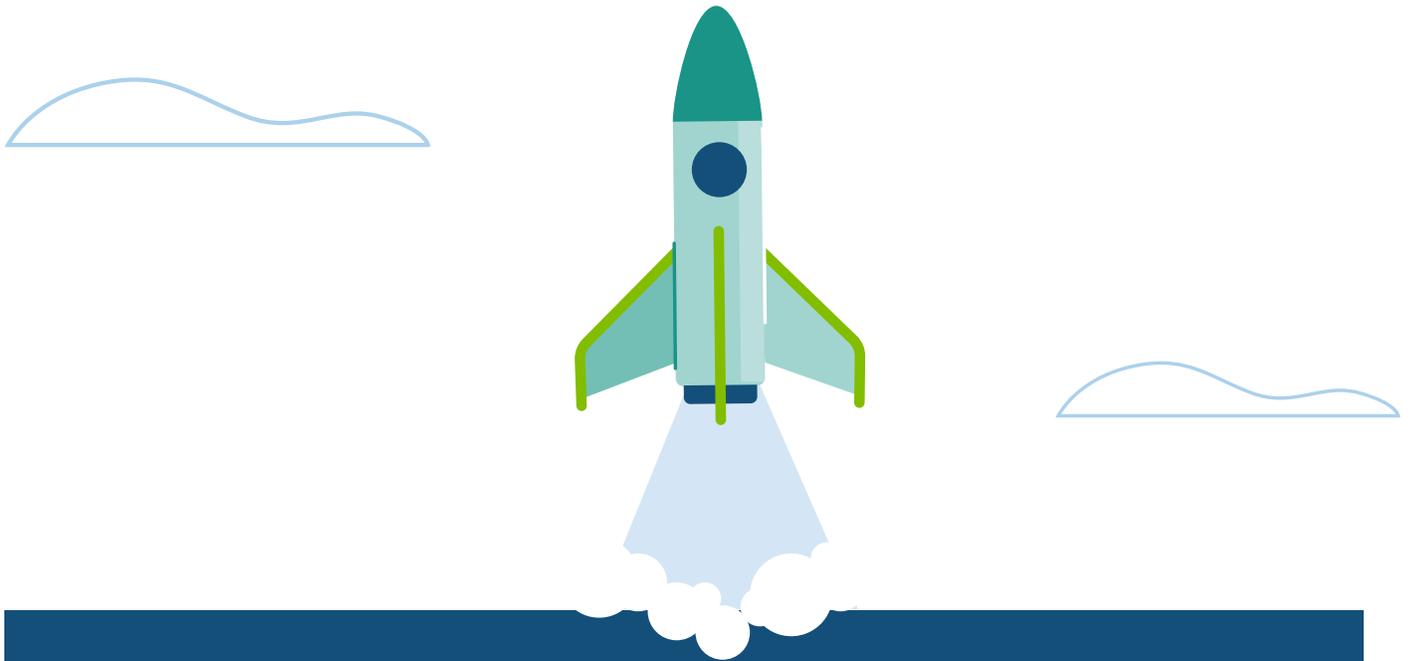
- 2. Career Exposure:** Targeted programming for youth age 6-18 that provides discovery opportunities, career assessments, planning and insights into both traditional and non-traditional career fields through Club programming and community business partnerships.



- 4. Work-based Learning:** Opportunities for youth age 16-18 to apply skills in real-life, hands-on work experiences through local community business partnerships.

About Boys & Girls Clubs of America and Toyota

Boys & Girls Clubs of America (BGCA) and Toyota believe in making life easier for those who need us most, helping young people chart a path to a great future and encouraging them to “start their impossible.” Since 2007, Toyota has partnered with BGCA to provide opportunities for local Club members, giving more than \$2.4 million in academic scholarships and supporting signature initiatives including Youth of the Year and Workforce Readiness. Dedicated to inspiring the next generation of STEM innovators, thinkers and leaders who will help drive the American economy, Toyota’s support of BGCA’s Workforce Readiness Strategy is fostering development of essential skills, career exploration and Club capacity-building to ensure 4.7 million Club kids at 4,700 Clubs are well-prepared for work and life.



Every kid has a future. People come here to figure out what they're born to do.

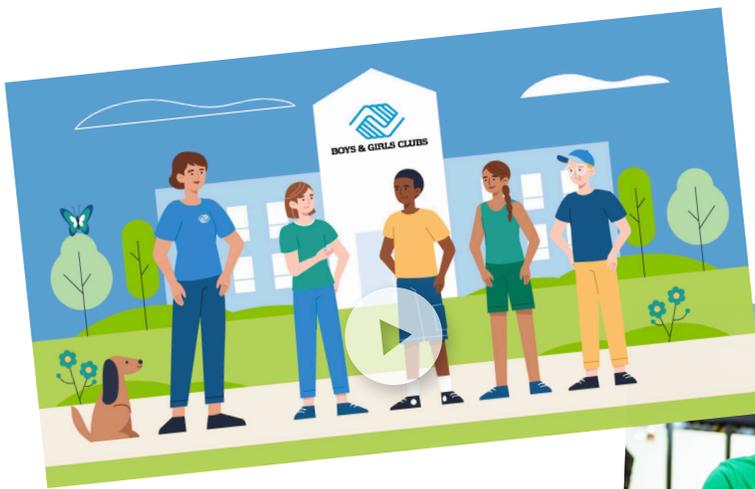
—Jonathan, Alumnus, Boys & Girls Clubs of Collier County



PHOTO, VIDEO and INFOGRAPHIC

Visual assets like photos bring life to the stories that you will share. Additionally, videos and infographics can help explain your workforce readiness programs in a clear, succinct way. Consider capturing candid photos and short videos of your young people participating in workforce readiness activities like field trips, mock interviews and work-based learning experiences. Ensure you have signed photo/video releases for all individuals in photos distributed on social media and other communications.

BGCA's photos, animated video, infographic and graphics for social media are also available for your use. Visit <https://marketing.bgca.net> and click on Club Marketing Resources, then Campaigns, then Workforce Readiness.



SAMPLE SOCIAL MESSAGES

Your organization's social media channels are a great way to communicate news about your workforce readiness programs. You may consider sharing photos, videos, graphics, success stories, blog posts and news articles.

Please use the following handles and **#BGCWorkReady** with your organization's tags:



Twitter: @bgca_clubs



Instagram: @bgca_clubs



Facebook: @bgca.clubs



LinkedIn: <https://www.linkedin.com/company/boys-&-girls-clubs-of-america/>

Here are some examples of social posts:

- Teens at {INSERT CLUB NAME} are doing #WhateverItTakes to land their first job! Our partner {INSERT CORPORATE PARTNER OR LOCAL EMPLOYER} helped these rising stars write resumes, practice interview skills and learn how to dress for success. **#BGCWorkReady**
- At Boys & Girls Clubs, we're building the next generation of leaders, innovators and problem solvers! Our young people are learning the essential skills like communication and collaboration that can help them in their first job and beyond. **#BGCWorkReady**
- Today was the first day on the job for {INSERT TEEN NAME(S)}! These young people have been learning the skills that it takes to succeed in the workplace, whether that's scooping ice cream today or scrubbing for surgery tomorrow. Keep up the hard work! **#BGCWorkReady**
- Even our youngest kids at {INSERT CLUB NAME} are exploring careers and thinking about their future success! Thank you {INSERT LOCAL EMPLOYER} for the incredible field trip. We loved seeing the robots in action. **#BGCWorkReady**

SUCCESS STORY COLLECTION

Identifying and capturing success stories helps to raise visibility of your Workforce Readiness programs and demonstrate the impact you are having on teen lives in your community. We encourage you to capture individual stories of youth success and share them in your community.

Ideas for Success Story Promotion

There are many ways to share your success stories with your internal Club audiences (staff, youth, parents, board members, etc.) and external Club audiences (media, government officials, community, etc.). Consider sharing your success stories through the following opportunities:

- Press release or media pitch
- Club newsletter
- Email updates
- Social media channels
- Club website
- Public speaking opportunities
- Share with BGCA for possible distribution on their channels

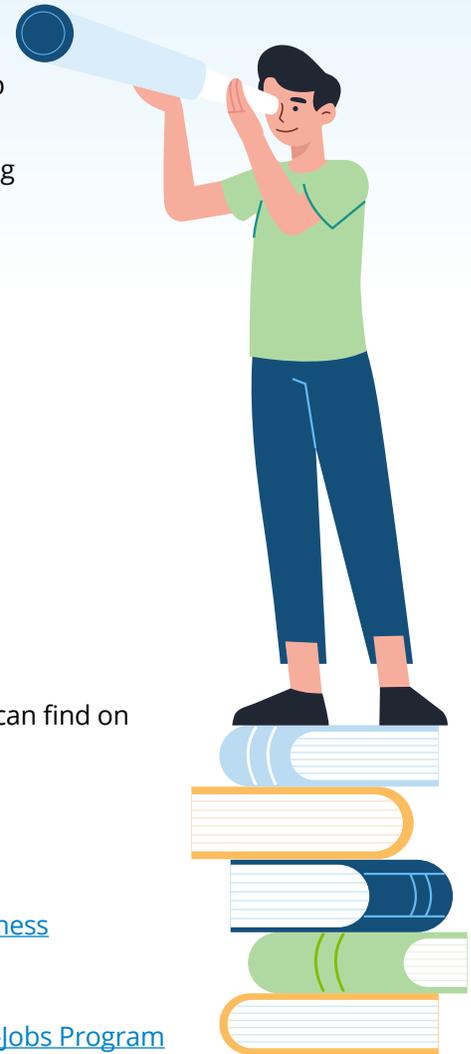
Success Story Examples

To give you a better idea of success stories, here are some examples you can find on [BGCA.org](https://www.bgca.org).

- [Club Nurtures Career Path](#)
- [Tamara's Plan for Success](#)
- [Creating Economic Opportunity for Youth through Workforce Readiness](#)
- [Graduates Committed to Health Careers](#)
- [Teen Finds Potential for Success through Club Mentorship and First-Jobs Program](#)
- [Virtual Internships Prepare Teens for Careers](#)

Getting Started: Youth Stories

- Think about how your Club's Workforce Readiness programs are helping young people. Are there any stories that really stand out?
- After you have identified individuals to highlight, start formulating customized questions to help tell their story. Tailor questions to the specific situation.
- Interview your success story candidate(s). Keep it conversational but focus on the issues you want to discuss. It is okay to veer off your list of questions if you think it is relevant to the story.



- Be careful of any personal sensitivity the individual may have. Background information sometimes makes for a great part of the story, but make sure the individual is comfortable sharing information beyond your Club.
- After you conduct your interview, type up your notes and start drafting a story. There is no set limit on story length but shoot for 500 – 1,000 words.
- Include photos with your story. If possible, capture photos of the individual in action.
- Be sure to include any achievements the youth are experiencing as a result of the Club.
- Another option is to include video with your story. Again, think about creating a visual story.
- Send stories, photos and/or videos to BGCA, and we will highlight them as applicable. Stories can be submitted to workforce@bgca.org.

Getting Started: Club Stories

- Think about what your Club has been able to accomplish as a result of Workforce Readiness programs:
 - What was the situation before?
 - What is the situation after?
 - What have you learned?
 - What has been particularly successful?
 - How have participating youth benefitted from the program?
 - Why is this program important for your Club?
- Develop an outline with key points to cover during your Club success story. Be sure to include any information that you think may set your Club apart.
- When you draft the story, be sure to include any individual success elements that enhance your success story.
- Include photos or video with your story that capture the impact of the program.
- Be sure to include achievements youth are experiencing as a result of the program.
- Send stories and photos to BGCA, and we will highlight them as applicable. Stories can be sent to workforce@bgca.org.



GREAT FUTURES START [HERE.](#)



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OF AMERICA**

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