

OUTREACH

Boys & Girls Club of Larimer County

01 GOALS

1. Increase social media presence
 2. Run targeted ads with strategic purpose
 3. Organize ad campaign strategy
-

02 HOW

1. Plan annual campaign objectives and timelines
 2. Post 3x a week and prioritize engagement
 3. Expand templates to include rebranding
 4. Develop and initiate hashtag research and strategy
 5. Utilize google ads
 6. Expand social ads budget
 7. Hire a marketing intern to take over execution tasks and social media tasks
 8. Monthly google form for all clubs to collect photos and information for social content
 9. Collect and centralize data to make data-driven marketing decisions
 10. Utilize target market to run more effective ads
 11. Rebrand messaging from being childcare centric to extracurricular involvement
-

03 INTERN

1. Content management, planning, and creation
2. Social media engagement
3. Collection and planning of assets
4. Managing google ads
5. Management of website

DIGITAL MARKETING INTERN

Boys & Girls Club of Larimer County

- **Formal Job title**
 - Boys and Girls Club Digital Marketing Intern
- **Reports To:**
 - The Boys and Girls Club Marketing Intern will report to the Marketing Manager.
- **Job Overview:**
 - The Boys and Girls Club Digital Marketing Intern provides direct support to the Marketing Manager with managing different digital marketing mediums, such as Instagram, Facebook, TikTok, and the Website. Creative thinking is welcomed and encouraged, and Boys and Girls club will provide an optimal environment to learn more about non-profits and marketing.
- **Responsibilities and Duties:**
 - Develop a monthly social media calendar for Facebook, Instagram, and Tiktok
 - Utilize canva templates and assets from clubs to create content
 - Collect assets from clubs and send asset requests to clubs
 - Manage google ads campaign - if applicable
 - Develop tik tok content
 - Manage engagement across all platforms
 - Respond to direct messages, comments, and tagged posts
 - Manage website, making edits and updates as necessary
 - Assess marketing data and make necessary adjustments to engagement and campaign efforts
 - Weekly update and task assignment meeting with the marketing manager
- **Qualifications:**
 - Currently pursuing a bachelor's degree in Marketing or Communications
 - 1 year preferred digital marketing experience
 - Eye for design and digital advertising experience
 - Willingness to learn and try new things
 - Preferred marketing certifications
 - Ability to lift light items (1-5 lbs)
 - Own a laptop that can reliably use a web browser
- **Compensation:**
 - \$14/hr
- **Hours:**
 - Hybrid (3 hours/week required in-person)
 - 10 hours/week with flexible times
- **Work study:**
 - If lack of money and outreach, you can reach out to CSU to partner with work-study

PROPOSED OUTREACH BUDGET

Boys & Girls Club of Larimer County

Boys and Girls Club Marketing Budget Proposal		
Content	Monthly Cost	Budgeted Total Cost
Marketing Intern		
Wages	560.00	6,720.00
Taxes	72.80	873.60
Brand Awareness		
Instagram	550.00	3,600.00
Facebook	550.00	3,600.00
Print Ads (Year-round)	50.00	600.00
Print Materials	41.67	500.00
Wellington Support	41.67	500.00
Club Shirts	83.33	1,000.00
Miscellaneous	83.33	1,000.00
Monthly Giving		
Monthly Donor Gifts	33.33	400.00
New Monthly Donor Give-aways	25.00	300.00
Campaigns		
Beginning of School July and August	400.00	800.00
Holiday Season (November and December)	400.00	800.00
Year-End		
Print Ads (Year-end)		150.00
Photoshoot		300.00
Software		
Adobe Creative Cloud	87.50	1,050.00
Premium Canva Pro	0.00	0.00
QR Code Generator	15.00	192.00
Website		
Domain Name	15.00	180.00
Recite Me	337.25	4,047.00
Spring Newsletter		
Printing	125.00	1,500.00
Postage	37.50	450.00
Supplies	6.25	75.00
Community Events		
Vendor Fees	20.83	250.00
Promotional Items	250.00	3,000.00
Supplies	8.33	100.00
Total	3,793.80	37,987.60

Red text = additional cost

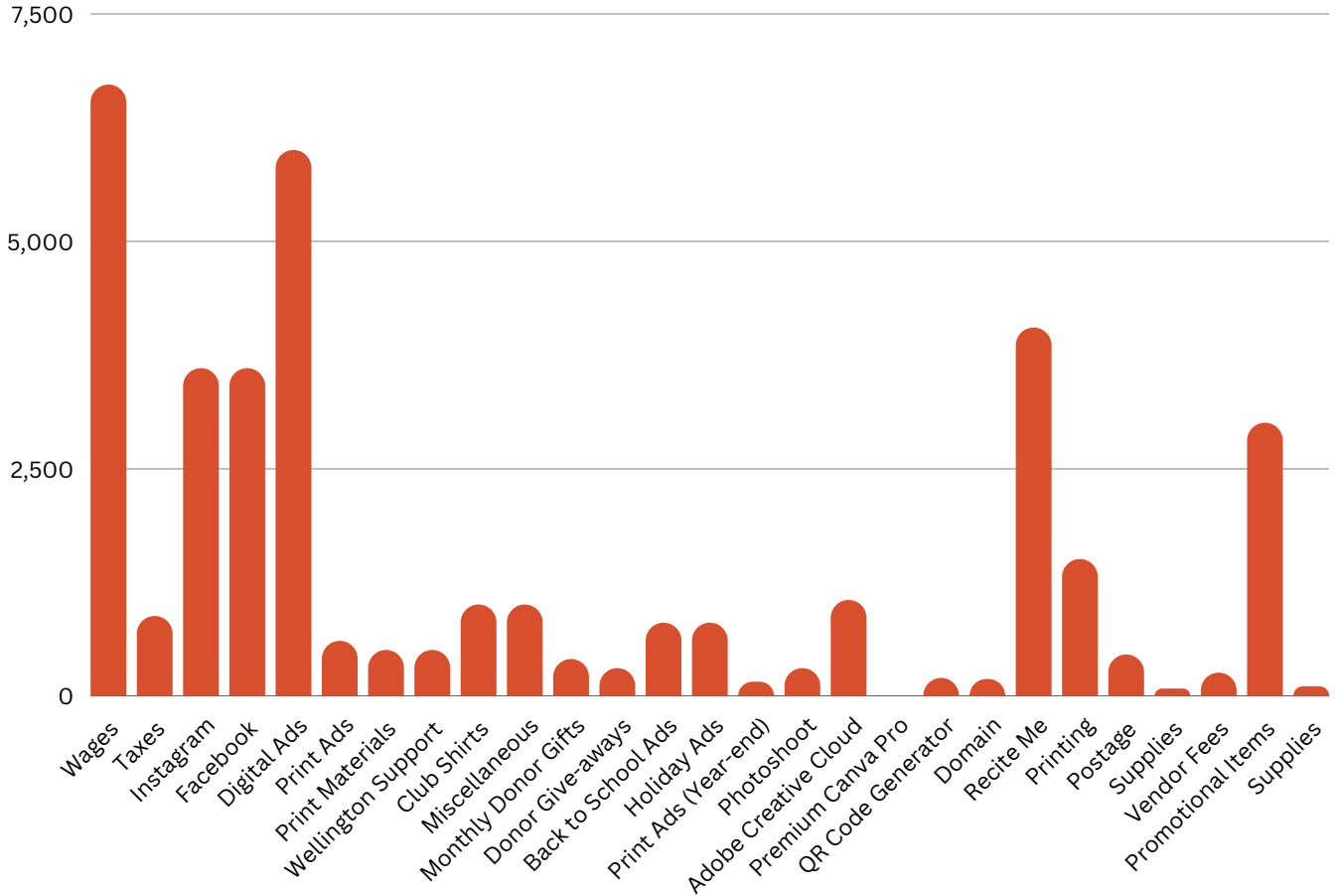
Current Marketing Expenses	\$13,248.14
Proposed Marketing Expenses	\$37,987.60
Current Total Expenses	\$4,791,888.93
% of Current Marketing Budget out of Total Expenses	0.276%
% of Proposed Marketing Budget out of Total Expenses	0.79%

THE ASK
RAISE THE MARKETING BUDGET FROM .3% TO .8% OF TOTAL BUDGET
FROM 13K TO 38K

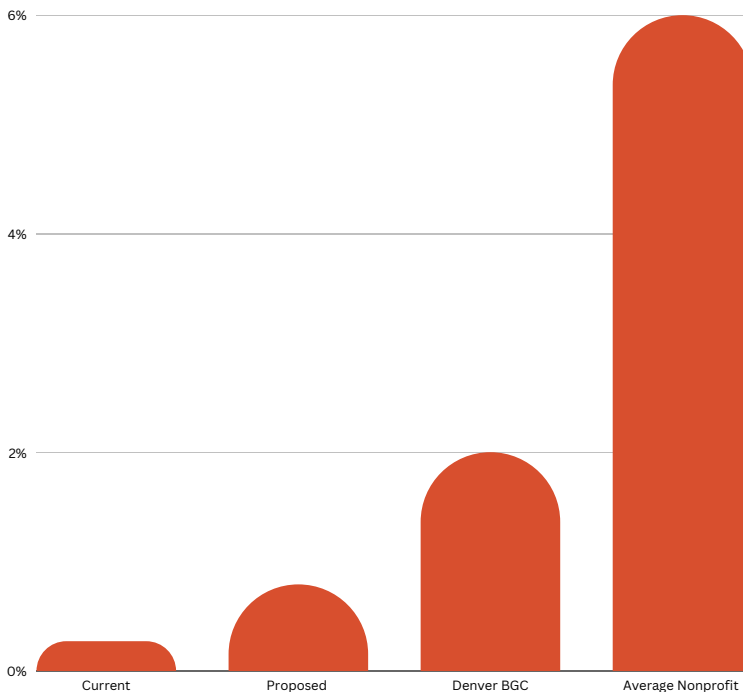
PROPOSED OUTREACH BUDGET

Boys & Girls Club of Larimer County

PROPOSED BUDGET BREAKDOWN



MARKETING BUDGET COMPARISON



RETURN ON INVESTMENT

- INCREASED ENGAGEMENT
- INCREASED AWARENESS
- AND INCREASED REACH FOR
- NEW MEMBERS
- COMMUNITY PARTNERS
- POTENTIAL DONORS
- FAMILIES IN NEED
- POTENTIAL STAFF

STAFFING

Boys & Girls Club of Larimer County

01

PRIORITIZE RELATIONSHIPS WITH UNDERREPRESENTED STAFFING POOLS

Groups that can tolerate low wages, non-traditional hours, and will perceive value in the work BGC does: **college students and seniors**

Rewrite job applications to be inclusive of candidates that do not meet licensing requirements - current applications dismiss candidates without 460 hours of experience

02

SHIFT HIRING STRATEGY TO ACCOMMODATE FOR UNLICENSED STAFF

03

DEVELOP LONG TERM STRATEGY TO LICENSE STAFF AS THEY WORK

Develop a strategy to license new staff as they work at BGC - consider how many licensed and unlicensed staff must be at each club and the timeline to become licensed

If the above solution does not yield the appropriate number of candidates to adequately staff the Loveland clubs - we suggest discontinuing the relationship with Thompson school district, consolidating all Loveland clubs into the Pulliam Club, and busing students from schools to said club.

ALTERNATE SOLUTION

CONSOLIDATE LOVELAND CLUBS AND BUS STUDENTS

05

STAFFING OUTREACH

Boys & Girls Club of Larimer County

OUTREACH CONTACTS

Aimes Students	Early Childhood Development - Education Director	christine.wiedeman@aims.edu
CSU Students	Early Childhood Development - Early Childhood Center	eccinfo@colostate.edu
CSU Students	Campus Connections	campusconnections@colostate.edu
CSU Students	Human Development and Family Systems	hdfsinfo@colostate.edu
CSU Students	SOUL Club - HDFS Student Leadership	hdfssoulpresident@gmail.com
CSU Students	CONX - Early Childhood	aimee.walker@colostate.edu
CSU Students	CONX - HDFS	julie.taylor@colostate.edu lucy.paltoo@colostate.edu
CSU Students	SLICE - getting a booth at the involvement expo	slice_studentsorgs@colostate.edu
Seniors	Chamber of Commerce	dixie@loveland.org
Seniors	Lions Club	dbsoucek548@gmail.com
Seniors	Rotary	chris@LCRealEstateGroup.com
Seniors	CSU Alumni Assoc.	kristie.mcginis@colostate.edu

PROPOSED OUTREACH BUDGET

Content	Monthly Cost	Estimated Total Cost	Notes
TikTok	600.00	1,800.00	3 month campaign
Instagram	400.00	1,200.00	3 month campaign
Facebook	400.00	1,200.00	3 month campaign
Print Material	554.00	1,662.00	Flyers and brochures to give out at CSU and schools
Total	1,954.00	5,862.00	



INFORMATION

Boys & Girls Club of Larimer County

CROSS DEPT. COMMUNICATION STAND UP MEETINGS

Opportunity to increase cross-departmental communication to avoid information siloing and misinformation. Team members share out major progress, roadblocks, and ideas in progress.

MONTHLY ALL HANDS MEETING

All full time staff + interns

WEEKLY DEPARTMENTAL MEETINGS

EX: all area directors

WEEKLY AREA MEETING

EX: entire loveland staff

WEEKLY ADMIN MEETINGS

All program support center staff

INFO CONSISTENCY AND DECISION MAKING DATA TRACKING & STORAGE

Data must be effectively tracked, stored, made available, and used in decision-making in any business, but even more so in a nonprofit

STORE

Keep all data in a centralized location that is accessible to all - G drive

SET GOALS

Every club needs to set individual, measurable, data-driven goals at the top of each year

TRACK

Track all kinds of data - exit interviews, annual surveys of members and staff, list of partners, demographics

AUDIT

Audit your shared data twice yearly to ensure everyone is contributing appropriately

2023 MARKETING PLAN

Boys & Girls Club of Larimer County

January 2023	<ul style="list-style-type: none"> Post 3x a week and prioritize engagement utilizing a hashtag strategy Weekly department, area, and admin stand up Monthly all hands stand up Define yearly campaign timelines and objectives Campus visit to Aimes and CSU Set specific, measurable goals for each club as well as develop achievement plans Data audit
February 2023	<ul style="list-style-type: none"> Post 3x a week and prioritize engagement utilizing hashtag strategy Weekly department, area, and admin stand up Monthly all hands stand up
March 2023	<ul style="list-style-type: none"> Post 3x a week and prioritize engagement utilizing a hashtag strategy Weekly department, area, and admin stand up Monthly all hands stand up Campus visits to Aimes and CSU Reach out to senior-centric communities in Loveland
April 2023	<ul style="list-style-type: none"> Post 3x a week and prioritize engagement utilizing hashtag strategy Weekly department, area, and admin stand up Monthly all hands stand up Reach out to senior centric communities in Loveland
May 2023	<ul style="list-style-type: none"> Post 3x a week and prioritize engagement utilizing hashtag strategy Weekly department, area, and admin stand up Monthly all hands stand up Campus visit to Aimes and CSU Reach out to senior-centric communities in Loveland Survey staff, families, and kids
June 2023	<ul style="list-style-type: none"> Post 3x a week and prioritize engagement utilizing hashtag strategy Weekly department, area, and admin stand up Monthly all hands stand up Develop data driven target market profile for parents, staff, and members Data audit
July 2023	<ul style="list-style-type: none"> Post 3x a week and prioritize engagement utilizing hashtag strategy Weekly department, area, and admin stand up Monthly all hands stand up
August 2023	<ul style="list-style-type: none"> Post 3x a week and prioritize engagement utilizing hashtag strategy Weekly department, area, and admin stand up Monthly all hands stand up Reach out to community partners
September 2023	<ul style="list-style-type: none"> Post 3x a week and prioritize engagement utilizing hashtag strategy Weekly department, area, and admin stand up Monthly all hands stand up Hire marketing intern Campus visit to Aimes and CSU x2
October 2023	<ul style="list-style-type: none"> Post 3x a week and prioritize engagement utilizing hashtag strategy Weekly department, area, and admin stand up Monthly all hands stand up Expand templates to be more inclusive of new branding - focuses on extracurricular involvement
November 2023	<ul style="list-style-type: none"> Post 3x a week and prioritize engagement utilizing hashtag strategy Weekly department, area, and admin stand up Monthly all hands stand up
December 2023	<ul style="list-style-type: none"> Post 3x a week and prioritize engagement utilizing hashtag strategy Weekly department, area, and admin stand up Monthly all hands stand up Google ads set up Campus visit to Aimes and CSU Survey staff, families, and kids Reach out to community partners

2024 MARKETING PLAN

Boys & Girls Club of Larimer County

January 2024	<p>Post 3x a week and prioritize engagement utilizing a hashtag strategy</p> <p>Weekly department, area, and admin stand up</p> <p>Monthly all hands stand up</p> <p>Google ads check-in</p> <p>Define yearly campaign timelines and objectives</p> <p>Campus visit to Aimes and CSU Set specific, measurable goals for each club as well as develop achievement plans</p> <p>Data audit</p>
February 2024	<p>Post 3x a week and prioritize engagement utilizing hashtag strategy</p> <p>Weekly department, area, and admin stand up</p> <p>Monthly all hands stand up</p>
March 2024	<p>Post 3x a week and prioritize engagement utilizing hashtag strategy</p> <p>Weekly department, area, and admin stand up</p> <p>Monthly all hands stand up</p> <p>Google ads check-in</p> <p>Campus visit to Aimes and CSU</p>
April 2024	<p>Post 3x a week and prioritize engagement utilizing hashtag strategy</p> <p>Weekly department, area, and admin stand up</p> <p>Monthly all hands stand up</p>
May 2024	<p>Post 3x a week and prioritize engagement utilizing hashtag strategy</p> <p>Weekly department, area, and admin stand up</p> <p>Monthly all hands stand up</p> <p>Google ads check-in</p> <p>Campus visit to Aimes and CSU</p> <p>Survey staff, families, and kids</p>
June 2024	<p>Post 3x a week and prioritize engagement utilizing hashtag strategy</p> <p>Weekly department, area, and admin stand up</p> <p>Monthly all hands stand up</p> <p>Data audit</p>
July 2024	<p>Post 3x a week and prioritize engagement utilizing hashtag strategy</p> <p>Weekly department, area, and admin stand up</p> <p>Monthly all hands stand up</p> <p>Google ads check in</p>
August 2024	<p>Post 3x a week and prioritize engagement utilizing hashtag strategy</p> <p>Weekly department, area, and admin stand up</p> <p>Monthly all hands stand up</p> <p>Reach out to community partners</p>
September 2024	<p>Post 3x a week and prioritize engagement utilizing hashtag strategy</p> <p>Weekly department, area, and admin stand up</p> <p>Monthly all hands stand up</p> <p>Google ads check in</p> <p>Campus visit to Aimes and CSU X2</p>
October 2024	<p>Post 3x a week and prioritize engagement utilizing hashtag strategy</p> <p>Weekly department, area, and admin stand up</p> <p>Monthly all hands stand up</p>
November 2024	<p>Post 3x a week and prioritize engagement utilizing hashtag strategy</p> <p>Weekly department, area, and admin stand up</p> <p>Monthly all hands stand up</p> <p>Google ads check in</p>
December 2024	<p>Post 3x a week and prioritize engagement utilizing hashtag strategy</p> <p>Weekly department, area, and admin stand up</p> <p>Monthly all hands stand up</p> <p>Campus visit to Aimes and CSU</p> <p>Survey staff, families, and kids</p> <p>Reach out to community partners</p>