



BOYS & GIRLS CLUB OF THE GOLDEN TRIANGLE

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CLIENT ASSESSMENT

History

Boys & Girls Clubs of America is a national non-profit organization that provides childcare through local chapters. The organization had small beginnings in Connecticut in 1860 where all-boys clubs were formed to give young men in communities a place to develop their personal character and stay off the streets. Multiple clubs later came together to form the Federated Boys Clubs in 1906 and became the Boys Clubs of America in 1931. The organization was only named Boys & Girls Clubs of America in 1990 to acknowledge its efforts toward the development of young women in the community as well (Boys & Girls Clubs of America, n.d.). The Golden Triangle branch of the organization was founded in 2010 and services three locations in West Point, Columbus, and Starkville, Mississippi. All three locations operate under the same CEO. By establishing one CEO to manage the three separate clubs, things operate smoothly and in unison.

The organization as a whole aims to enhance childhoods and create safe environments and mentorships for children in the communities it serves (Boys & Girls Clubs, n.d.). As many individual chapters of Boys & Girls Clubs do, the Golden Triangle sect aims to create programs that are specifically beneficial to the group of children it is serving at the particular time to ensure maximized benefits to that group (Boys & Girls Clubs of the Golden Triangle, n.d.). As societal changes come, so does the content of the programming of the organization. As COVID-19 shifted the world, the clubs were able to offer online services for families. The Golden Triangle locations have also expanded to include more hands-on opportunities for children in the community (R. Thornton, personal communication, January 31, 2022).

Mission Statement/Vision/Goals

Boys & Girls Clubs prides themselves on its mission statement: "To enable all youth, especially those who need us the most, to reach their full potential as productive, caring, and responsible citizens" (Boys & Girls Clubs, n.d. -a). It carries out its mission by offering a variety of programs to ensure that there is a program for each child who is a part of the club. Its goal is to "provide a world class Club Experience that assures success is within reach of every young person who enters

our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character and citizenship and living a healthy lifestyle” (Boys & Girls Clubs, n.d. -a). It carries out its vision by offering a vast selection of programs that allow students to make healthy lifestyle choices, as well as introducing them to fine arts, offering programs on character and leadership, as well as education. Its vision is for each student who enters the program to leave knowing they are prepared for the real world and are able to make decisions that will help them navigate life to be successful and responsible citizens.

Current Situation

The Boys & Girls Clubs of the Golden Triangle provides an after-school program and a summer care program for kids in the local area. The organization prides itself in not only offering after-school care, but also programs that enhance children’s growth and character. These programs are called evidence-based, and they have three different categories that help carry out its mission statement for all ages. The first program is called academic success. It provides different ways to accomplish academic achievement from learning how to use technology all the way to learning how to manage their money. The club provides homework help and tutoring for any subject that a child needs. The second category is called good character and citizenship. This program gives the children the opportunity to be confident in their leadership skills, public speaking, and service experience. The third program is called healthy lifestyles, and this gives the children the chance to learn about their health and life skills (R. Thornton, personal communication, January 31, 2022). Each clubhouse has its own individual headquarters. The Starkville clubhouse address is 911 Lynn Lane, and its operation hours are from 10:00 a.m. – 5:30 p.m. from Monday to Friday (Boys & Girls Clubs of the Golden Triangle, n.d. -c). The Columbus Clubhouse address is 1815 14th Ave., and its operation hours are from 8:00 a.m. – 5:30 p.m. from Monday to Friday (Boys & Girls Clubs of the Golden Triangle, n.d. -b). The West Point location is the newest addition to the Boys & Girls Clubs of the Golden Triangle. The address is Central School 624 E., and its operation hours are from 8:00 a.m. – 4:00 p.m. Monday to

Wednesday and 10:00 a.m. – 6:00 p.m (Boys & Girls Clubs of the Golden Triangle, n.d. -d).. Thursday to Friday. All three locations have the same hours for spring break and summer which is 7:30 a.m. to 5:30 p.m. and provides all members with a snack and a hot meal (Boys & Girls Clubs: Golden Triangle, n.d. -b,c,d). The culture of the organization is a positive and safe environment to enable kids to their fullest potential. The organization tries to make the environment a place where every kid has a sense of belonging. The organization is not big on titles, they strive to lead by example and for their actions to speak louder than their words (R. Thornton, personal communication, January 31, 2022).

Organizational Structure

Boys & Girls Clubs of the Golden Triangle has a designated CEO along with 14 board members. Ron Thornton serves as the CEO and he has served in this position since December 2019. Thornton oversees the Starkville, West Point, and Columbus clubs and manages the company's overall operations such as communicating with the board, managing organizational structure, and delegating and directing profits. Carolyn West is the Board President and is in charge of the other 13 members and oversees that the board is following the policies. Julie Hill serves as President Elect. Orlandes Abrams serves as VP of Boys & Girls Clubs of Columbus and Safety Chair. Vince Davis serves as the VP of Boys & Girls Clubs of Starkville. Dr. Debra Prince serves as Operations Chair, Dr. Brittany Moore-Henderson serves as Secretary. Dr. Regina Young Hyatt serves as Marketing Chair, Nora Miller serves as Treasurer, Jimmy Kight serves as the RD chair, Jennifer Woodruff serves as President and VP of Boys & Girls Clubs of West Point, Janie Shields serves as Development Chair, and Aundrea Nichols serves as RD Chair Elect. Mary Weatherby and Nicole Clinkscales also serve alongside Boys & Girls of the Golden Triangle's board. The Boys & Girls Clubs of the Golden Triangle does not have someone specific to fulfill its public relations tasks. Either a director or a designated person from each Club is responsible for posting on social media. Signature Sound and Media out of Columbus, MS manages the website (R. Thornton, personal communication, January 31st, 2022).

Target Publics

The current audience of the Boys & Girls Clubs is elementary through high school aged children and parents of the Golden Triangle community. The target audience is parents and children who are seeking after school care and summer programs. Thornton stated that there are different target groups for different purposes including fundraising and programming. He is looking to gain visibility among individuals in the community to maximize donation opportunities as well as promoting the club among local churches. Thornton stated that volunteers are a large target for their current work as they are looking to expand their programs offered to culinary arts, mechanics and generally include more local, hands-on volunteer inclusion in their services offered to children (R. Thornton, personal communication, January 31, 2022).

The current image of the Boys & Girls Clubs of the Golden Triangle with its audience, according to Thornton, is a safe place to learn and grow that sets children up for success and provides opportunity and hope. Thornton stated that there is a slight concern on the perceived image from the community opposed to the organization's self-image and goals. The Golden Triangle branch is aiming to reach a standard of not being known to solely service low-income communities, but to be available to all families in the area. Thornton pointed out that the services provided by the clubs are beneficial to all children in the Starkville, West Point, and Columbus areas and should not be thought of as an underprivileged environment (R. Thornton, personal communication, January 31, 2022). Thornton does acknowledge the external perception of the clubs as being targeted to low-income families. A major goal is to change the perception to encourage more children and parents to enroll in the program. However, there have been large anonymous donations made to this chapter of the organization in the recent past that serve as an example of the importance members of the community place on the organization (R. Thornton, personal communication, January 31, 2022).

Public Relations

With the Boys & Girls Clubs of the Golden Triangle being our client, it has allowed them to expand on public relations opportunities. Currently the clubs rely on Instagram, Facebook, and its website to help the club spread its message and help gain awareness. Starkville (@starkvillebgc14) and Columbus (@bgcgoldentri.col) run their own Instagram accounts, but West Point does not have their own account yet. The posts are content-based with photos from events and activities but lack consistent posting. The last post from the Starkville account was November 2020 and the Columbus account posted last in March 2021. The Instagram pages feature more personal pictures of the students but have not been utilized in over a year. Its main source for getting information to the public is Facebook. The Facebook page is informational-based and provides details regarding updates, events, content, and reminders. There is a Facebook account (@Boys & Girls Clubs of the Golden Triangle, Inc.) used for all three clubs while Starkville (@Starkville Oktibbeha Bgc) and Columbus (Boys & Girls Club of Columbus/ Lowndes) have their own Facebook pages. Currently, 665 people like the main page with no reviews. Its website is run by Signature Sound and Media based out of Columbus, MS. They have everything they want to post, but they do not run it by specific times, just post when they can. Each club has its own page on the main website. The main page of the Golden Triangle branch is run completely separate. WCBI is partnered with the Boys & Girls Clubs of the Golden Triangle which is beneficial in creating awareness and providing media coverage.

A major goal of our campaign is to improve community relations with Starkville, West Point, and Columbus communities. Boys & Girls Clubs of the Golden Triangle have established a mutually beneficial relationship with local churches, businesses, and organizations throughout the area such as Volunteer Starkville, United Way, Centene Corporation, Starkville Rotary Club, Department of Justice, Mississippi Department of Human Services, WCBI, and others. To maintain a mutually beneficial relationship, the Boys & Girls Clubs of the Golden Triangle values giving back to the community and helping those in need such as volunteering at the St. Joseph Catholic Church of

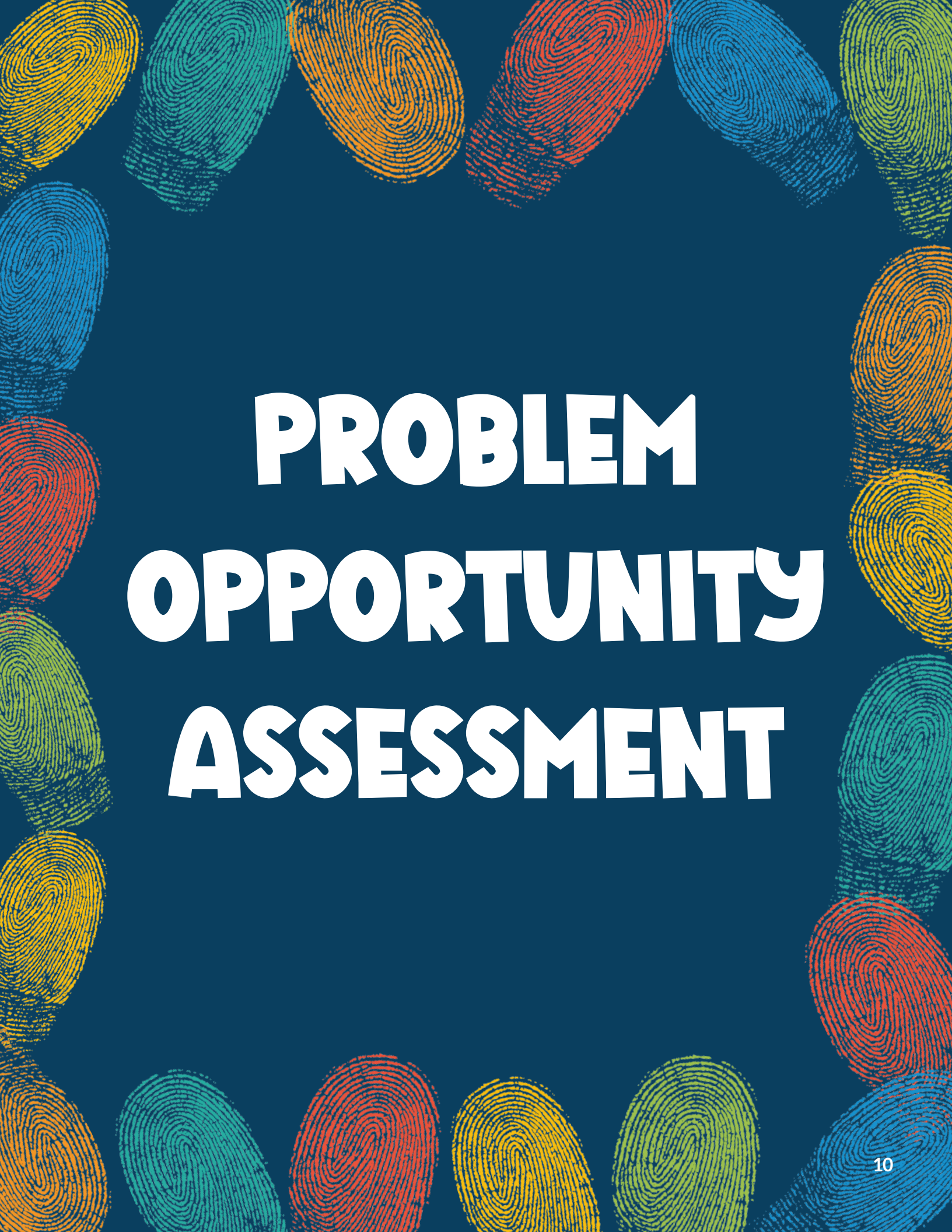
Starkville, Starkville Strong, and the Boys & Girls Clubs Thanksgiving Food Drive. Boys & Girls Clubs of the Golden Triangle have received donations and funding from 10 local churches such as PineLake Church of Starkville. Other businesses such as Chick-fil-a have partnered with the Boys & Girls Clubs of the Golden Triangle to host a benefit night with 20% of the proceeds going to the Boys & Girls Clubs of the Golden Triangle. One method of establishing and maintaining a relationship with local community members and organizations is hosting events such as the 10th annual Sports Talk Benefit event, Blues & Brews TV Spot, and the annual Golf Benefit event. These events generate a large number of donations and provide an opportunity to establish relationships within the community. These events are geared toward local community members who have an interest in supporting the organization and have grown larger each year.

The Boys & Girls Clubs of the Golden Triangle work closely with the schools in the Golden Triangle school district but are looking to improve communication and involvement within each school. Local school districts and Boys & Girls Clubs of the Golden Triangle have a common goal of providing opportunities for students to succeed academically and become caring, responsible citizens. The Boys & Girls Clubs of the Golden Triangle has a program designed to prepare and achieve success in a career. East Mississippi Community College (EMCC) and Mississippi State University (MSU) organizations such as Greek Life and Maroon Volunteer Center have supported and partnered with the Boys & Girls Clubs of the Golden Triangle to provide many donations, and volunteer opportunities. Sigma Phi Epsilon raised over \$4,000 at the "Sig Ep Carnival" for club members. One method of improving community relations would be to continue to partner with various EMCC and MSU organizations to benefit the program and create relationships that could provide opportunities for growth and development.

In terms of crisis communication, the Boys & Girls Clubs of the Golden Triangle plans to utilize social media to get ahead of the situation and provide consistent transparent communication. Social Media would be used to tell the story in a clear and honest manner while assuring the safety and

reliability of the organization. The most important thing in handling a crisis is to remain honest and transparent. One strategy for this would be to create a public relations position to be the face of the organization as the spokesperson. The public relations position would communicate with local news outlets, schools, organizations, and social media.

In terms of public relations, this organization wants to change its perception of its target audience. This organization wants its target audience to realize that the organization has evolved into something that everyone is welcomed into and allows everyone to have the same opportunities. By publicizing the new programs offered by the clubs, Thornton hopes this will elevate the public perception of the organization and provide a sense of competitiveness for the club in comparison to other child care programs (R. Thornton, personal communication, January 31, 2022).



PROBLEM OPPORTUNITY ASSESSMENT

Problem Opportunity Statement

By the end of May 2023, Boys & Girls Clubs of the Golden Triangle will implement a strategic public relations plan that will target volunteers, diverse parent groups, and donors to gain visibility and enhance the perception of the organization throughout the community to better serve the youth in Columbus, Starkville and West Point. It aims to achieve this goal by increasing awareness and positive interactions within the community.

History with Problem/Opportunity

Boys & Girls Clubs of Golden Triangle prides itself on the mission statement: “The ability to enable all young people, especially those who need them the most. It helps to reach their full potential as productive, caring, responsible citizens” (Boys & Girls Clubs of Golden Triangle, n.d -f). Its efforts have recently fallen short with the absence of consistent volunteers and the lack of staff. It also struggles with the conception that the clubs are just for low-income children (R. Thornton, personal communication, January 31, 2022). The other after-school programs also have an impact on its enrollment numbers. It lacks monetary support because it is a non-profit, therefore, the clubs rely heavily on donations and grants (R. Thornton, personal communication, January 31, 2022).

The insufficient amount of funding and employment has impacted the needs and resources required to update and maintain the social media and website (R. Thornton, personal communication, January 31, 2022). The lack of proper and updated information on the website creates a communication barrier between parents, donors, and volunteers. In spite of the current situation, the organization recognizes the importance of social media. It is currently in the process of hiring a full-time public relations team member. It searches and applies every day for grants in order to find more funding for all of the needs of the clubs (R. Thornton, personal communication, January 31, 2022). It understands the threat it faces from the other after-school programs in the area, and it is in the works of offering transportation to the clubs from the schools (R. Thornton, personal communication, January 31, 2022).

Current Public Relations Needs

While Boys & Girls Clubs of the Golden Triangle has an abundance of resources and information available to the public and the Golden Triangle community, certain publics might not be aware of the programs and opportunities that it offers. According to CEO Ron Thornton, there is a disconnect among the organization, the community and parents (R. Thornton, personal communication, January 31, 2022). BGCGT has a surplus of youth development and mentoring programs, but the lack of awareness of these services leads to a need for diversity, volunteers, and donors. One major goal of this campaign is to strengthen awareness within the community using various social media and marketing techniques to increase visibility and promote a stronger presence.

Boys & Girls Clubs of the Golden Triangle lacks an impressionable and effective social media presence. It does not have specific personnel dedicated to managing and coordinating public relations and communication within the organization and throughout the community. Although according to Thornton, there is a specific person in each club dedicated to posting and managing social media accounts. The lack of social media presence and outreach hinders the involvement and outreach of the organization. "We offer so many things people just do not know about. We want to be able to let people know what it is that we do." (R. Thornton, personal communication, January 31, 2022). It is important that through this campaign we increase and establish a strong and clear social media presence to promote awareness and participation within the community. "Social media boosts visibility to potential customers and clients who may not know who you are or what your business is all about. Having a social media presence lets you reach a wider audience in an inexpensive and quick way" (QN Media & Marketing Firm, 2020). Boys & Girls Clubs of the Golden Triangle has individual Instagram accounts for each club location. Its primary social media platform is Facebook. This platform has been successful in reaching different audiences and updating necessary information regarding club closures due to weather, holidays, and events. Its social media accounts, specifically Instagram, lack information and promotional content for fundraising events, updates, and daily content. The Instagram accounts are not linked to the website or Facebook, making

them hard to find. A connection between the platforms would be beneficial to the organization's online visibility. Instagram is a powerful tool to further reach various audiences and disseminate information. This would be beneficial in raising awareness and promoting its services and events for donors, parents, and volunteers. This would be beneficial in raising awareness and promoting its services and events for donors, parents, and volunteers.

Boys & Girls Clubs of the Golden Triangle lacks current up-to-date information on the organization's website. For example, the website is in need of registration and pricing information on the after-school and summer care programs. The website is also missing detailed information on specific academic, health, and character development programs such as "Diplomas 2 Degrees," "Money Matters," or "Youth for Unity." The website contains extensive information on the organization's values, news, and events but is in need of a designated tab for volunteers to sign up and reach out to the organization about volunteer opportunities.

Another public relations need that Boys & Girls Clubs of the Golden Triangle should address is its communication with parents and schools in the Golden Triangle area. Marketing and communication efforts within the school could inform parents about the programs offered that parents might not have been unaware of. The Boys & Girls Clubs of Golden Triangle lacks diversity within the demographics that are enrolled in the organization. The registered member ethnicity group is 0.0% American Indian or Alaska Native, 0.0% Asian, 96% Black or African American, 0% Hispanic/Latino, 0.0% Native or Hawaiian or Pacific Islander, 3% White, 1% two or more races (Boys & Girls Clubs of the Golden Triangle, 2020 - a). The registered members of the Golden Triangle are predominantly Black or African American. Informing parents through communication in the school would increase diversity within the students enrolling in the organization. Faculty and staff of the surrounding schools informing all parents of the services provided for students and providing information on how to contact and enroll in the organization would be mutually beneficial to both parents in need of child care and the visibility of the organization. This would also provide an opportunity for the Boys & Girls Clubs of the Golden Triangle to enhance its reputation while

increasing diversity and awareness.

There is a need for more donations to the organization. The yearly goal is for each club to raise \$5,000 itself for each club's individual needs. However, the overall goal is to reach the same fundraising standards as other Boys & Girls Clubs of Mississippi, such as the Tupelo Clubhouse that is able to raise at least \$250,000 annually from events. The organization hosts a few fundraising events every year including the Golf Tournament, Sports Talk, and Blues and Brews. Though these events are enjoyable and are something that Boys & Girls Clubs of the Golden Triangle want to continue, it is important that more donations are made to meet the annual goal (R. Thornton, personal communication, January 31, 2022).

SWOT

Internal Factors

Strengths

- **It has diverse socioeconomic backgrounds:** Boys & Girls Clubs of the Golden Triangle serves families from a variety of different socioeconomic backgrounds (R. Thornton, personal communication, January 31, 2022). It provides a welcoming environment to anyone in need of care no matter the status of the youth. This is beneficial from a public relations perspective because it creates an opportunity to target more than just one socioeconomic class in the organization and can be more appealing to a larger demographic.
- **It offers life-enhancing programs:** The clubs offer multiple programs within the after-school care that helps develop character while creating opportunities for the youth. It stays true to its mission statement by trying to help each student reach their full potential (R. Thornton, personal communication, January 31, 2022). By offering life-enhancing programs, this is an opportunity to highlight how Boys & Girls Clubs of the Golden Triangle stand out from its competitors. Understanding the programs and mission of the organization can boost public perceptions.

- **It provides equal chances:** There are a total of three clubs in the Golden Triangle area offering each child in the community an equal opportunity to be a part of the organization no matter the location they live (R. Thornton, personal communication, January 31, 2022). From a public relations perspective this creates an advantage to its organization because it has three different communities to reach out to potentially gain more members, volunteers, and donors.
- **It has a dedicated staff and an experienced CEO:** Boys & Girls Clubs of the Golden Triangle has an experienced CEO and a staff that is dedicated to its mission statement. Its total board has a total of 20 spots, but currently there are only 14 spots filled. It conducts a board analysis to find members in all three communities that are best suited for the organization (R. Thornton, personal communication, January 31, 2022). “We are dedicated to our core beliefs in providing a safe place to learn and grow, building on board relationships with caring adult professionals, delivering life enhancing programs, and character development experiences, along with creating hope and opportunity,” (R. Thornton, personal communication, January 31, 2022). This can be emphasized throughout the public relations campaign to present Boys & Girls Clubs of the Golden Triangle as a stable environment for its youth.

Weaknesses

- **It lacks transportation:** Boys & Girls Clubs of the Golden Triangle is able to offer means of transportation from school in the Starkville location for free, however there is a lack of benefits in this area in other locations. The West Point club has been utilizing a donated van to transport students to the club, however the lack of bus transportation has caused registration to decline. No locations of the club have private transportation, but the connections to the Starkville school district have permitted this service to be offered during the school year whereas summer time still comes with an extra fee (R. Thornton, personal communication, January 31, 2022).

- **It does not have a designated public relations position:** Although Boys & Girls Clubs of the Golden Triangle has a person from each club who is dedicated to posting on social media, it does not have a position that manages the communication within its organization and the community (R. Thornton, personal communication, January 31, 2022). Public relations is able to increase the credibility of an organization and create a connection and closeness to clients. This position would also aid in enhancing the overall perception of the organization to the public (Dee, 2021).
- **It has a communication boundary with its parents:** According to Thornton, Boys & Girls Clubs of the Golden Triangle has a parents committee, but there is a communication boundary between the organization and parents. Transparency between the parents and the organization could allow for an influx of extra donations (R. Thornton, personal communication, January 31, 2022). Building a relationship with parents as a child care provider is extremely important. Doing so will lead to larger trust in the organization and loyalty from parents to Boys & Girls Clubs of the Golden Triangle while providing a higher rate of retention (Procare, 2021).

Opportunities

- **Its impact on the youth in the community:** Boys & Girls Clubs of the Golden Triangle gives its youth a place where everyone can belong and grow into their fullest potential. With only 25% of the youth in the Golden Triangle failing to receive their high school diploma, the organization provides multiple ways to decrease this number. It equips their club members with homework assistance, tutoring, and project learning. It is predicted that 97% of its club members graduate high school, and 80% are expected to further their education to any kind of secondary education (Boys & Girls Clubs of the Golden Triangle, 2020 -b). With its life-enhancing programs and caring volunteers, it encourages the youth to continue down the

right path (R. Thornton, personal communication, January 31, 2022).

- **It can enhance its reputation:** It has the opportunity to build on top of its solid reputation by using public relations tactics to be more visible within the Golden Triangle area. By enhancing its reputation, it can allow for more consistent volunteers and donations within the community (R. Thornton, personal communication, January 31, 2022).

Threats

- **Not enough consistent volunteers:** Every individual has different schedules and outside commitments making it difficult for them to always show up for their mentee. Sometimes students show up after-school to no one being there for them. Students heavily rely on their mentor to be there because they have grown accustomed to a certain individual being there everyday. With close proximity to the many colleges, Mississippi State University, Mississippi University for Women, and East Mississippi Community College, the clubs have a high number of collegiate volunteers. Though this is beneficial to the organization, college students can be inconsistent with volunteering due to scheduling changes and other campus involvement. Creating a basis of volunteers who are on a schedule would not only benefit the organization in terms of aid, but also the club youth by having constant mentorships.
- **Allocated budgets:** Boys & Girls Clubs of the Golden Triangle consists of a million-dollar budget across three locations. The organization is trying to raise this budget to extend their sites (R. Thornton, personal communication, January 31, 2022). An additional \$5,000 is needed to be raised from each club for supplies and whatever else is needed (R. Thornton, personal communication, January 31, 2022).

- **COVID-19 has caused issues:** Due to COVID and the need to reach every student, the clubs are currently facing extra expenses. The clubs have created new virtual programs that make it easier for students to show up everyday even when safety precautions do not permit in-person services. This has caused the expenses to go up and has been a threat to the organization's budget (R. Thornton, personal communication, January 31, 2022).

External SWOT

Strengths:

- **It has already established partnerships and donations:** Boys & Girls Clubs of the Golden Triangle has partnered with chapters like United Way of North Mississippi which has helped provide an environment for parents to work while knowing their kids are being taken care of. "The chapter, with its headquarters in downtown Starkville, provided Davis immediate assistance with his utility bill and facilitated connections with partner organizations. He enrolled his son in programs at the Boys & Girls Clubs and took parenting classes at Emerson Family School" (Z. Plair, 2021). People have supported this organization over the years. People continue to make donations because they believe in what the club is doing (R. Thornton, personal communication, January 31, 2022).
- **A good reputation within the community:** Boys & Girls Clubs of the Golden Triangle has helped students of all ages realize the importance of starting a career early. The reputation it is trying to form within the community is very vital (R. Thornton, personal communication, January 31, 2022). Multiple individuals have voiced how good they are doing and how donors have been pleased with the work done at the clubs (R. Thornton, personal communication, January 31, 2022). This reputation has allowed it to continue receiving donations toward the programming and promotions of the organization.

- **Community events promote the work of the organization:** Being able to promote Boys & Girls Clubs of the Golden Triangle to communities through events is important. While doing this, the organization is able to showcase the benefits of the clubs' programming in the lives of the youth. The clubs host annual fundraising events that showcase its determination to provide and serve the youth in the Golden Triangle Community. These fundraisers include but are not limited to the annual Golf Tournament, Blues and Brews and several more. The clubs also give out a Youth of the Year award to a highschool senior who exemplifies the qualities and ethics of the Boys & Girls Clubs (personal communication, Thornton). According to a recent article, the National Youth for the Year Event celebrates inspiring teens and their journeys. It has helped motivate kids to lead. During this event, participants represent hope for America, creating a way for those in attendance to see the importance of motivating local youth in their journey to success (Swoope, 2021). Boys & Girls Clubs of the Golden Triangle also hosts many events that are open to the public for fundraising purposes including the annual Golf Tournament, Sports Talk, and Blues and Brews (Boys & Girls Clubs of the Golden Triangle, n.d.-f).

Weaknesses:

- **Perception the public has on the organization:** One of the main perceptions of Boys & Girls Clubs of the Golden Triangle is that it is for low-income families or underprivileged students. It is actually for all income levels, and some youth are from families with a six-figure income. (R. Thornton, personal communication, January 31, 2022). This is a perception that must be changed in order to allow the full potential of students to join this organization. Shifting this perception would allow the community to encourage all families to join this organization.
- **Lack of participation within the community:** In a community full of college students and adults with full-time jobs, it is hard to determine ways to have consistent volunteers show up. With students coming in and out every four years and others not having time, it is a struggle

to find volunteers who will stay for a long amount of time or to even come at all (R. Thornton, personal communication, January 31, 2022). The community might not be aware of how easy it is to volunteer their time with Boys & Girls Clubs of the Golden Triangle. If the information was presented in an accessible and informative way, Boys & Girls Clubs of the Golden Triangle could have potential to gain more volunteers from the community.

- Individual giving and fundraising: Although Boys & Girls Clubs of the Golden Triangle receive many donations, it is constantly seeking grants. The Columbus club was struggling to stay open, but a government grant came just in time to allow it to stay open for days (R. Thornton, personal communication, January 31, 2022). If the government grant came any later, it would not have been able to allow the Columbus club to stay open for a period of time. With a public relations campaign that creates successful fundraising events and targets donors, Boys & Girls Clubs of the Golden Triangle would be able to increase their amount of donations. Donations could be used to expand its facilities, enhance its programs, and organize more fundraising events which would enhance its perception within the Golden Triangle community.

Opportunities

- Many local childcare programs do not provide the same benefits as Boys & Girls Clubs of the Golden Triangle: Though there are a large number of competitors in the Golden Triangle area that provide child care, there are few organizations that provide the same benefits and opportunities as Boys & Girls Clubs of the Golden Triangle, allowing the branch to stand out. Skate Odyssey, the Child Development and Family Studies Center of Mississippi State University, A Bright Start Learning Center, The Brickfire Project, The Assembly, Frank P. Phillips Memorial YMCA Association, Hearts After-School Tutoring, Tech Generation Learning Center, Start Smart Child Care Center, and First Baptist Child Care all provide similar after-school services to the Starkville, Columbus, and West Point communities. Many of the

local competing programs incorporate similar services, including the providing of a snack, transportation, activities, and tutoring. However, Boys & Girls Clubs of the Golden Triangle stands out on the basis of including all of those in one single program. Further, many of the organizations charge families higher fees and do not have the same funding opportunities. These programs can cost anywhere from \$60 a week to close to \$600 a month. Similarly, there is a lack of organizations that provide both after-school and summer programs in the area, forcing many families to place their children in dual-enrollment situations throughout the year. By highlighting how Boys & Girls Clubs of the Golden Triangle is different from its competitors, this can enhance the community's perspective of the organization. Parents of the Golden Triangle would be more inclined to send their youth to Boys & Girls Clubs of the Golden Triangle if they were informed on all the benefits of the organization.

- The surrounding community is often willing to contribute to organizational needs: Throughout its existence in the community, Boys & Girls Clubs of the Golden Triangle has benefited from many events and alliances with other local organizations. The clubs have benefited both financially through donations and developmentally through vocal support and hands-on interaction with youth. The annual Frostbite Race of Starkville donated proceeds of the 2022 event to Boys & Girls Clubs of the Golden Triangle (Matthews, 2022). In 2021, Warn Wilson Jr., an alumnus of Mississippi State University, read his children's book "Brown Money" on financial literacy to the children of the clubs (Plair, 2021). These moments of interaction with the community, both through donations and volunteer experiences, benefit the organization as a whole through visibility in the area as well as serving the youth currently in the program. The willingness of these individuals and organizations throughout the community to contribute to the overall bettering of Boys & Girls Clubs of the Golden Triangle serves as a large opportunity to expand upon the desired enhancement of brand reputation and diversification of youth.

- Its proximity to large educational institutions provides volunteer, educational, and programming opportunities:** The clubs are in a close range to Mississippi State University, Mississippi University for Women, and East Mississippi Community College. Having access to these institutions serves the clubs the opportunity to not only connect with students through mentorship and volunteer positions, but by implementing programs that mutually benefit the organizations. According to Galaxy Digital, 25.7% of college students volunteer (2020). The population of MSU, MUW, and EMCC was collectively around 29,082 in 2020 (Mississippi State University Newsroom, 2021; Univstats, n.d). In accordance with that statistic, this would provide a potential of just under 7,500 student volunteers between the three institutions. The Boys & Girls Clubs of Starkville is listed as a volunteer opportunity under the Maroon Volunteer Center at MSU (Cowbell Connect, n.d. -b). Despite there being a lower than desired number of student volunteers generally due to financial issues and lack of awareness, college students are ideal volunteers due to their specialized skills, flexibility, and resume building desires (Galaxy Digital, 2020). The Boys & Girls Clubs of the Golden Triangle has also benefited from the institutions through financial situations, including a grant from MUW in 2017 that provided \$5,000 that supported the creation of a community garden for the Columbus club (Yarborough, 2017). Through connections with these neighboring institutions, the clubs are able to benefit from both close connections with youth and hands-on volunteering as well as financial connections.
- Governmental support to educational grants allows for the expansion of curriculums provided:** With more emphasis being placed on education and scientific research nationwide, there have been state grants sent through the country that provide larger support to educational programs. In October 2021, a \$45,000 STEM Talent Pipeline educational grant was created by the Pharmaceutical Research and Manufacturers of America and the Mississippi Alliance of Boys & Girls Clubs that bolstered programs in eight club branches, including the

clubs of the Golden Triangle. This grant has provided further programming in science, math, engineering, and technology throughout the clubs and has offered advanced opportunities for youth (Daily Journal, 2021). This specific grant and many like it are ways governmental support can directly impact the abilities of individual clubs to enhance the benefits provided to the youth of the community.

- **COVID-19 has left parents seeking child care options:** Following an increase in job losses nationwide due to COVID-19, many individuals were forced to seek new and various work opportunities, limiting parent's accessibility to their children and abilities to provide after-school care and transportation. According to a study from Pew Research, 52% of employed parents with children under the age of 12 claim it is difficult to handle child care responsibilities during the pandemic (Igielnick, 2021). COVID-19 has also forced closures of many organizations nationwide, pushing a higher need onto those that have stayed open. Though the Boys & Girls Clubs of the Golden Triangle had to cut back on size and in person accessibility at the beginning of the pandemic, virtual offerings provided parents supplemental child care throughout the hard time. Capacity was able to quickly reach back up to 95 children a day as opposed to the usual 150 students by July, 2020 (McArthur, 2021). Though the numbers were lower, the clubs' ability to stay open and provide services during this time provided the community with a sense of its reliability and left enrollment to the organization high when many competitors were experiencing closures.
- **Past volunteers are most likely to become future donors:** According to the Donor Loyalty Study from Abila, a software developing company serving nonprofit organizations, 75% of people who volunteered for an organization say they are more likely to donate in the future (Dietz & Keller, 2016). This creates not only a larger pool of potential donors for Boys & Girls Clubs of the Golden Triangle, but provides a sense of community and consistency with those

involved. In the study, 59% of donors noted that they felt most compelled to donate when they felt passionate about the cause and 45% of donors stated that they were also highly compelled when the organization expressed a form of dependency on them. Both of these levels of involvement with a nonprofit organization can be incited through stimulation of the volunteer market. More volunteers through the doors of the clubs will provide a higher chance of future donations from those individuals.

Threats

- **There are many competitors for child care in the area:** Though many after-school care programs in the area do not provide the same benefits and programs as Boys & Girls Clubs of the Golden Triangle, they still serve as a threat to the enrollment of the clubs. According to Thornton, Skate Odyssey Starkville is the clubs' largest competitor due to proximity and similar attributes (personal communication, January 31, 2022). The program is offered until 6 p.m. and provides a snack, homework assistance, and transportation from school (Skate Odyssey, n.d.).
- **Other nonprofits in the area are competitors in attracting volunteers:** Proximity to educational institutions is a large benefit to the organization, allowing it to make its presence known to college students in search of volunteer opportunities. However, this serves as an issue when there are many other organizations in the surrounding area in search of volunteer aid as well. Bully's Closet and Pantry, Palmer Home, West Point Animal Shelter, Salvation Army, and The Brickfire Project are all popular volunteer locations for college students in the area. Many of these organizations have opportunities to serve that can appear as more appealing to students with limited time including item drop offs and taking care of animals. According to a study from September 2008, the most popular volunteering activity is fundraising or selling items to raise money (U.S. Bureau of Labor Statistics, 2009) . Providing

this as an option for volunteer positions within the organization can increase the likelihood of many students to participate in volunteering for the clubs.

- **Donors have many options of nonprofit organizations to donate to:** Similarly to the issue of a high number of competitors in the volunteer market, the donor market is overwhelmed with options to give financial support. Many organizations in the area are promoted as being in need, and as the Boys & Girls Clubs of the Golden Triangle pushes to alter its perceptions from the public as being catered to low income families, this can become more of an issue. According to an article from Qgiv, a fundraising platform used by many nonprofit organizations, 18% of Americans stated that supporting youth and family causes was of the highest importance to them, ranking higher than any other category (Jarvis, 2021). Under this assumption, the larger donor competitor in the area would be other similar youth promotion organizations such as The Brickfire Project and Fostering Faith. Their missions to serve the youth are similar to that of Boys & Girls Clubs of the Golden Triangle, however their upfront statement of a higher need of donations and being of lower income can incite those willing to give to place precedence on their campaigns.

Research Design

In order to gather the appropriate information to further analyze the current situation of Boys & Girls Clubs of the Golden Triangle, two online surveys will be conducted to assess the common knowledge of the Starkville, Columbus, and West Point communities and the needs of diverse parent groups in the areas. One survey will be targeted to the general public of these communities focusing on the preexisting perceptions and knowledge of the organization. The other survey will be targeted to parent groups in these communities and will concentrate on elements of child care programs that would increase their interests in order to expand the ability of the organization to appeal to a larger socioeconomic demographic.

The sample for these surveys will be reached through the nonprobability sampling technique of convenience sampling as the selection is not random but will be distributed to a large number of individuals and all individuals of the population do not have the same probability of being selected in the sample (Smith, 2017, p. 480). One survey will be mass distributed to gain an understanding of the awareness of the organization at large, whereas the other will be focusing specifically on parents in the area of the Golden Triangle. The general survey will be sent to as many members of the Golden Triangle community as possible and will ask questions about the perceptions of the organization and the knowledge the public already has of its services, programming, and impact. The other survey will be only distributed to parent groups and will have a forced response question about the respondent's identity as a parent. This survey will be specifically asking about services and benefits that would sway their decision in the child care provider selection process. Online surveys will be the most effective means of distributing this survey as it is easily accessible to our target sample population as well as being low in cost (Smith, 2017, p. 503). By conducting this necessary research, there will be a more targeted and critical approach to the public relations strategies that will increase visibility to Boys & Girls Clubs of the Golden Triangle while improving the overall perception of the organization.



TARGET PUBLICS

Target Publics

Primary Publics:

- Parents in the Golden Triangle
 - Starkville parents
 - Columbus parents
 - West Point parents
- Donors
 - Individual donors
 - Business organizations
 - Religious organizations
- Volunteers
 - Students
 - Educators
 - Local community members

Secondary Publics:

- Schools
 - School Employees
 - Collegiate Athletes
 - Students Involved in Organizations
- Social Media Users
- Traditional Media Users
 - TV Viewers
 - Newspaper Readers
- Community Organizations

Introduction of Primary Publics

In order to accomplish our goal of increasing awareness and positive interactions with The Boys & Girls Clubs of the Golden Triangle, we must create a full understanding of the target publics the campaign is directed toward. To gain a better understanding of the target public, our team conducted a research survey containing questions surrounding demographics, psychographics, and communication channels. The primary publics involve parents, volunteers, and donors.

In order to achieve this goal, it is crucial for Boys & Girls Clubs of the Golden Triangle to create and foster relationships with the target publics to strengthen the image and visibility of the organization within the community. Donors and volunteers are essential to the campaign when it comes to expanding and growing the organization. Parents also play a large role in expanding the demographic of the organization to create diversity and awareness.

The donors consist of local churches, businesses, and individuals in the community. We plan to focus on the specific publics that will benefit Boys & Girls Clubs of the Golden Triangle the most. The groups of volunteers we will focus on consist of high school and college students within and surrounding the Golden Triangle community, educators, and local community members.

Parents in the Golden Triangle

Demographics

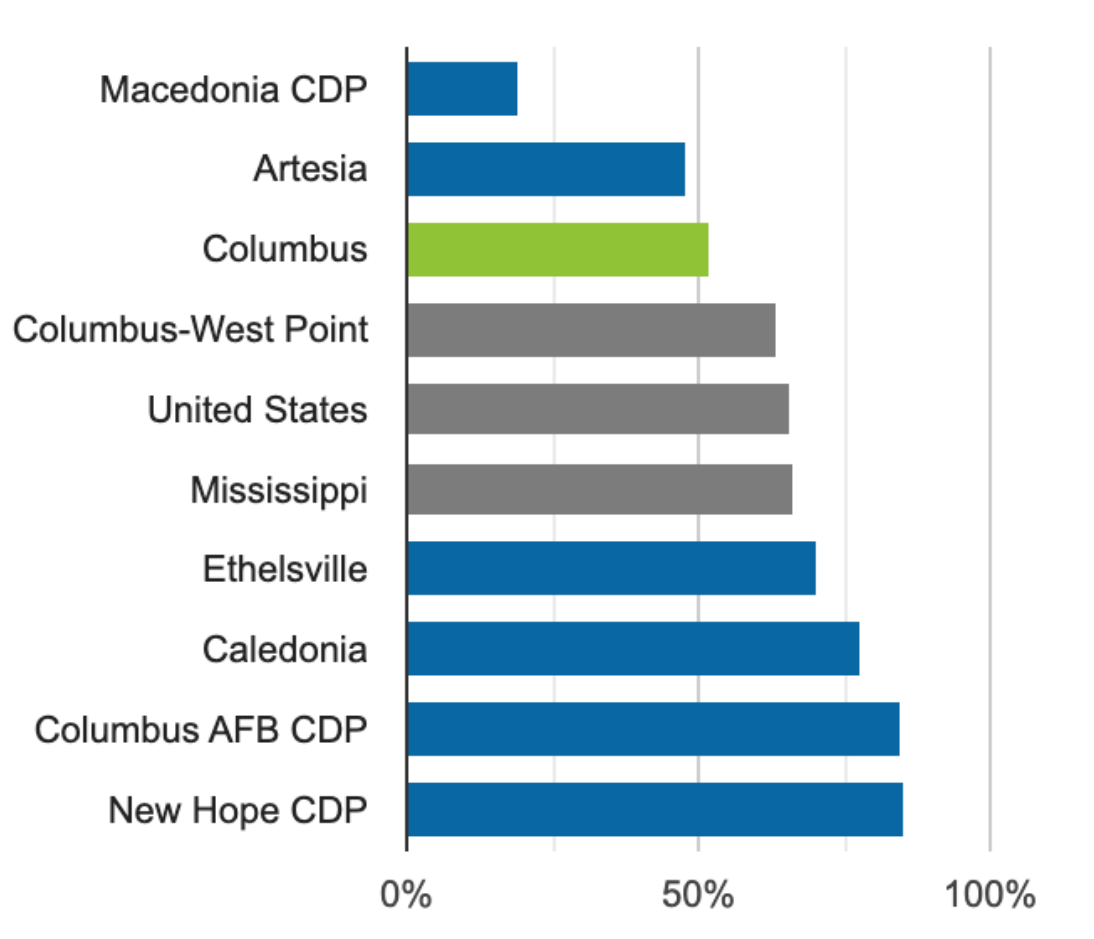
It is important to understand the demographics of Starkville, West Point, and Columbus individually so that we successfully reach this target public. Parents are vital to the success of this campaign so it is important for Boys & Girls Clubs of the Golden Triangle to improve communication with this target public.

In the city of Columbus, 52% of Households are families. Of those families, 55.9% are composed of married couples. Of the remaining 44.1% of families, 6.3% are male head alone and 37.9 are female head alone. According to the 2020 data, the birth rate of Columbus is 5.9%. Of all births, 41.19% of mothers were 30 to 34, 19.6% were 20 to 24, 17.1% were 25 to 29, 9.2% were 40 to 44, 8.9% were 15

to 19, and 4.1% were 35 to 39. Unwed mothers make up 51% of the total births. Of that 51%, 72% are between the ages of 20 to 34, 17.4% are 15 to 19, and 10.6% are 35 to 50. 68.3% of unwed births are below the poverty line. Of the unwed births, 78.9% of the mothers have some college or associate's degree and 21.1% are high school graduates or equivalent (Town Charts, 2020 -a).

Figure 1

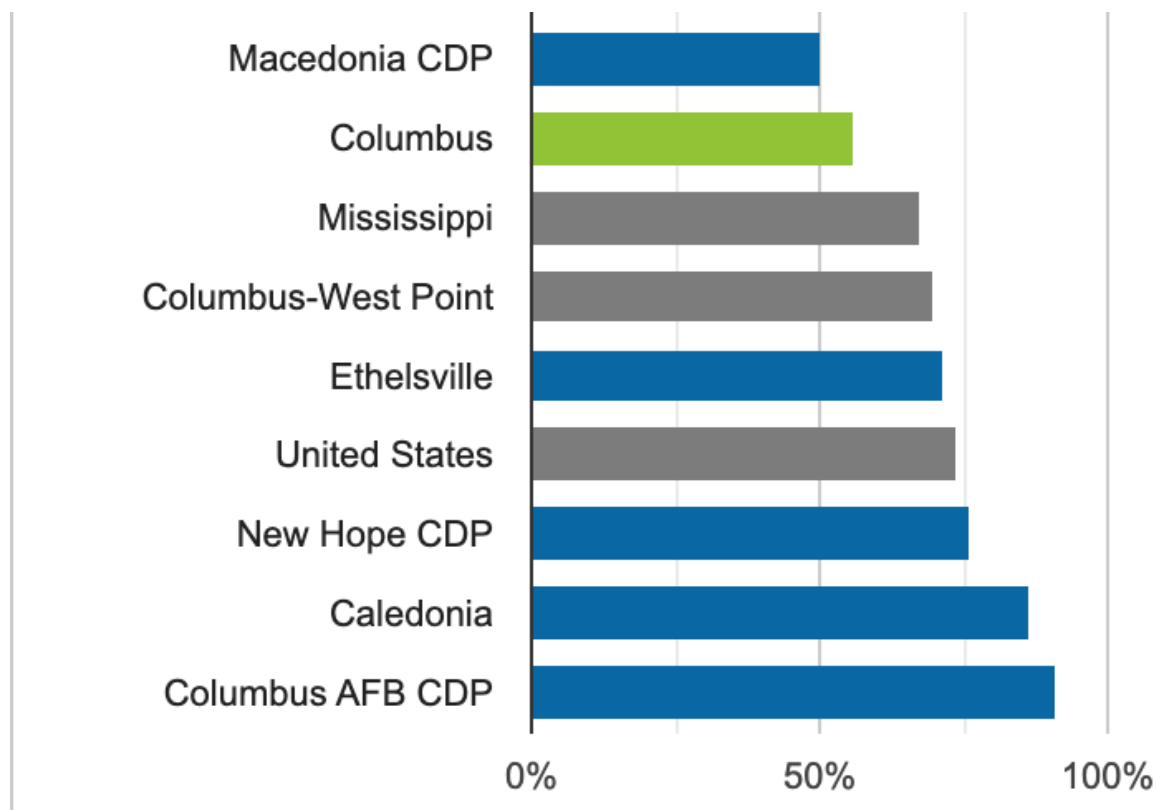
Families as a percent of all households in Columbus, Mississippi.



(Town Charts, 2020-a)

Figure 2

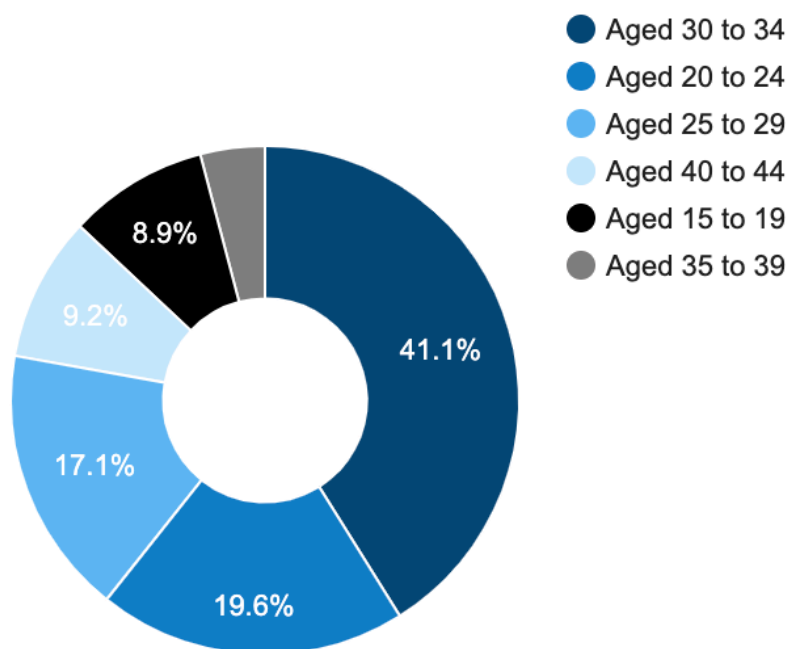
Married couples as a percent of families in Columbus, Mississippi.



(Town Charts, 2020 -a)

Figure 3

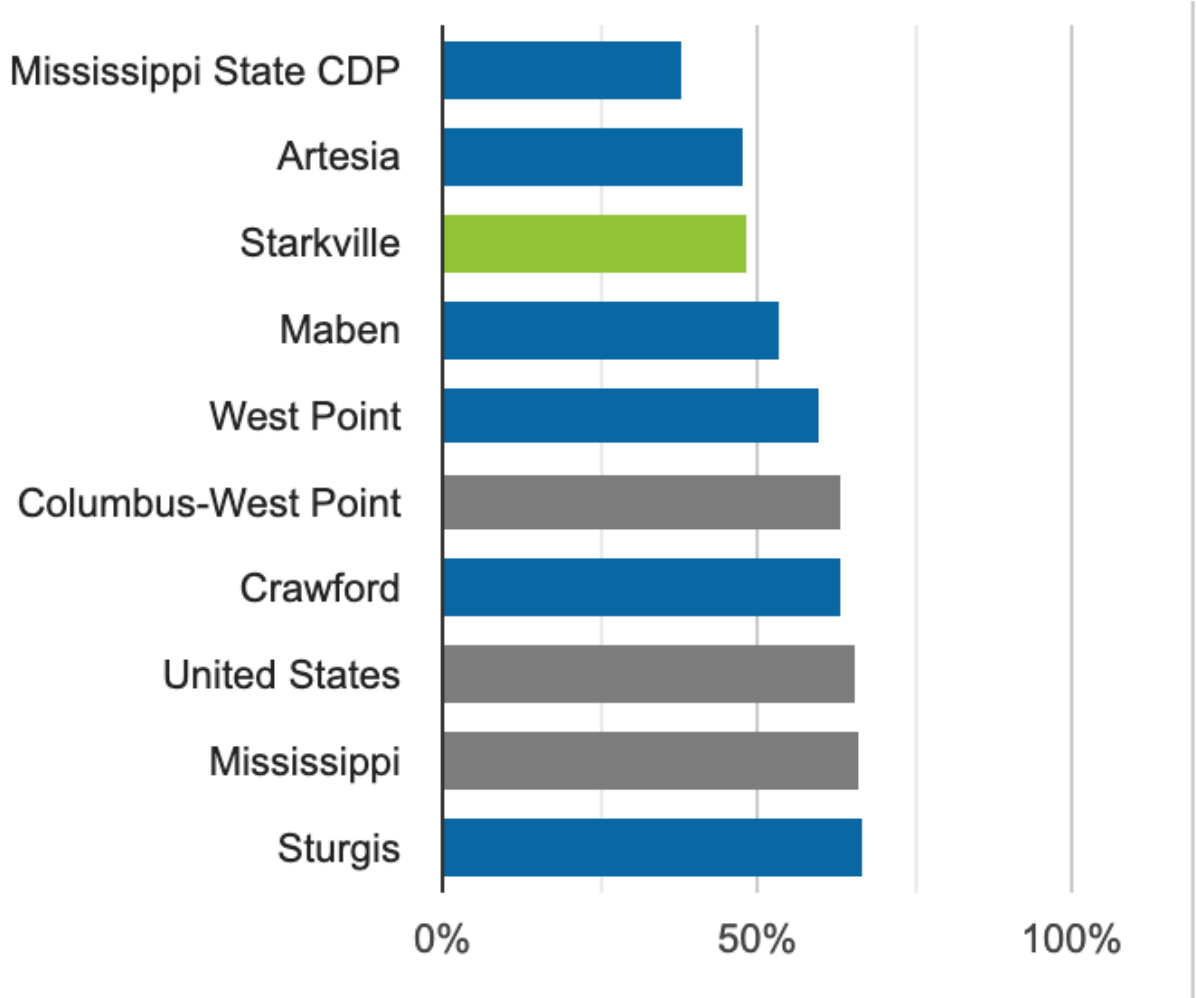
Mother ages of all births in Columbus, Mississippi.



(Town Charts, 2020-a)

In the city of Starkville, 48% of the households are families. Of those families, 68.2% of them are composed of married couples. The other 31.8% of the families are made up of 3.5% male head alone and 28.3% are female head alone. The birth rate from the past 12 months of the 2020 data reports a birth rate of 4.2%. Of all births, 47.7% of mothers were aged 25 to 29, 36.7% were 35 to 39, 12% were 30 to 34, and 3.7% were 15 to 19. Unwed mothers consist of 22% of all births in Starkville. Of that 22%, were 63.% were 20 to 34, 20% were 35 to 50, and 16.9% were 15 to 19. 100% of these unwed births are below the poverty line. Of the unwed births, 47.7% of the mothers have a bachelor's degree, 20% have some college or associate's degree, 16.9% are high school graduates or

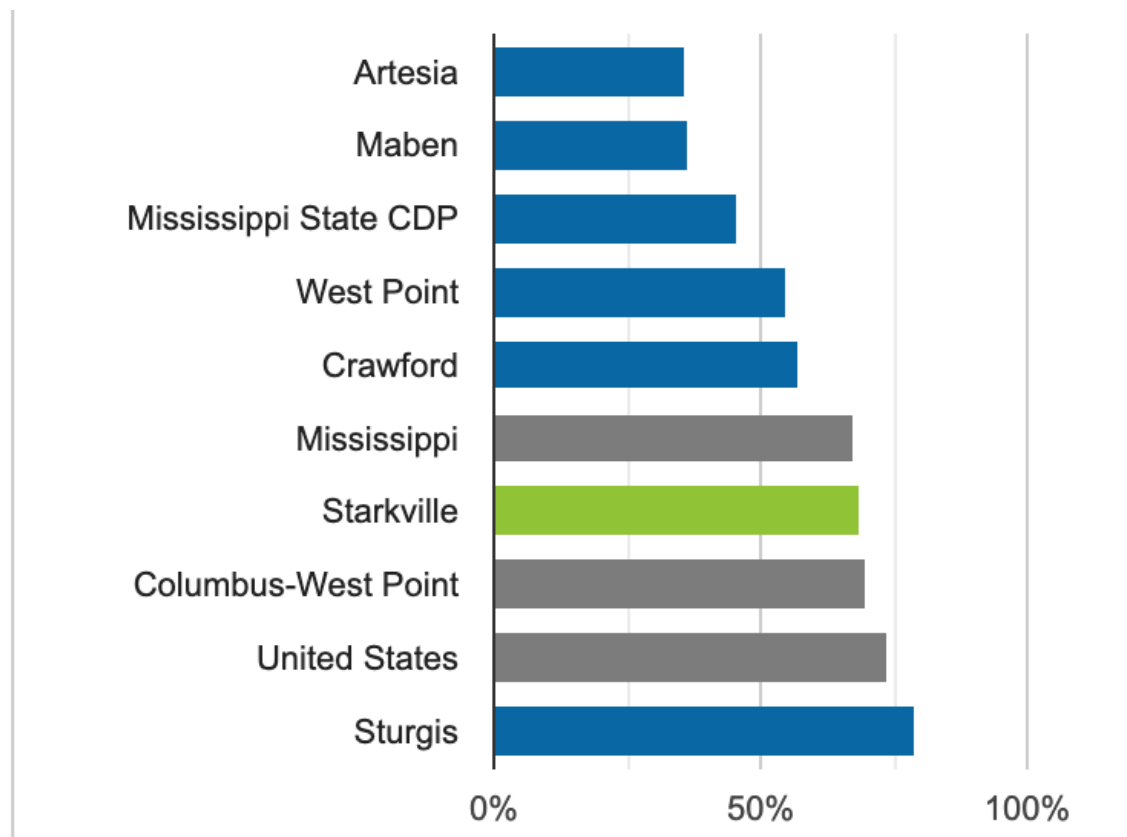
Figure 4
Families as a percent of all households in Starkville, Mississippi.



(Town Charts, 2020-b)

Figure 5

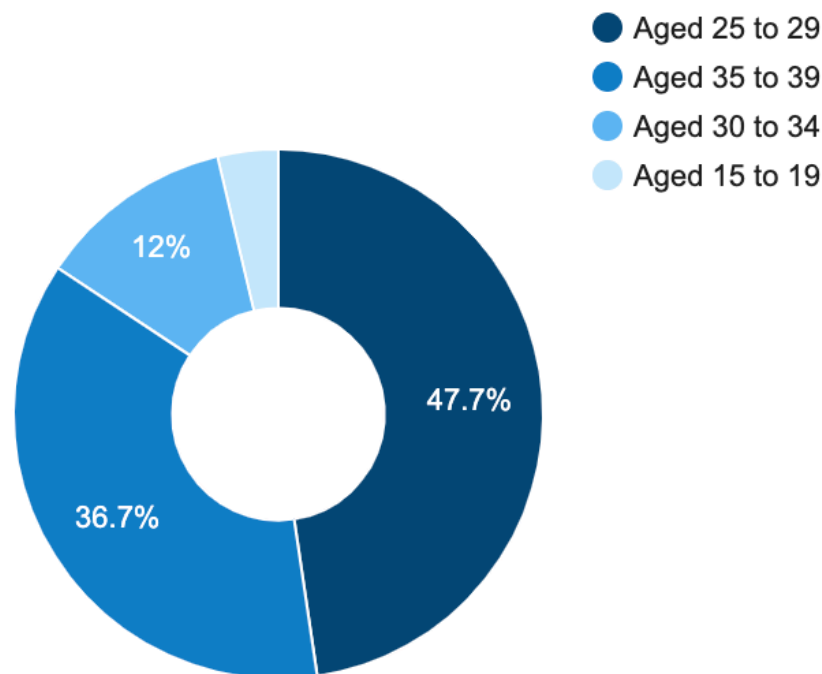
Married couples as a percent of families in Starkville, Mississippi.



(Town Charts, 2020 -b)

Figure 6

Mother ages of all births in Starkville, Mississippi.

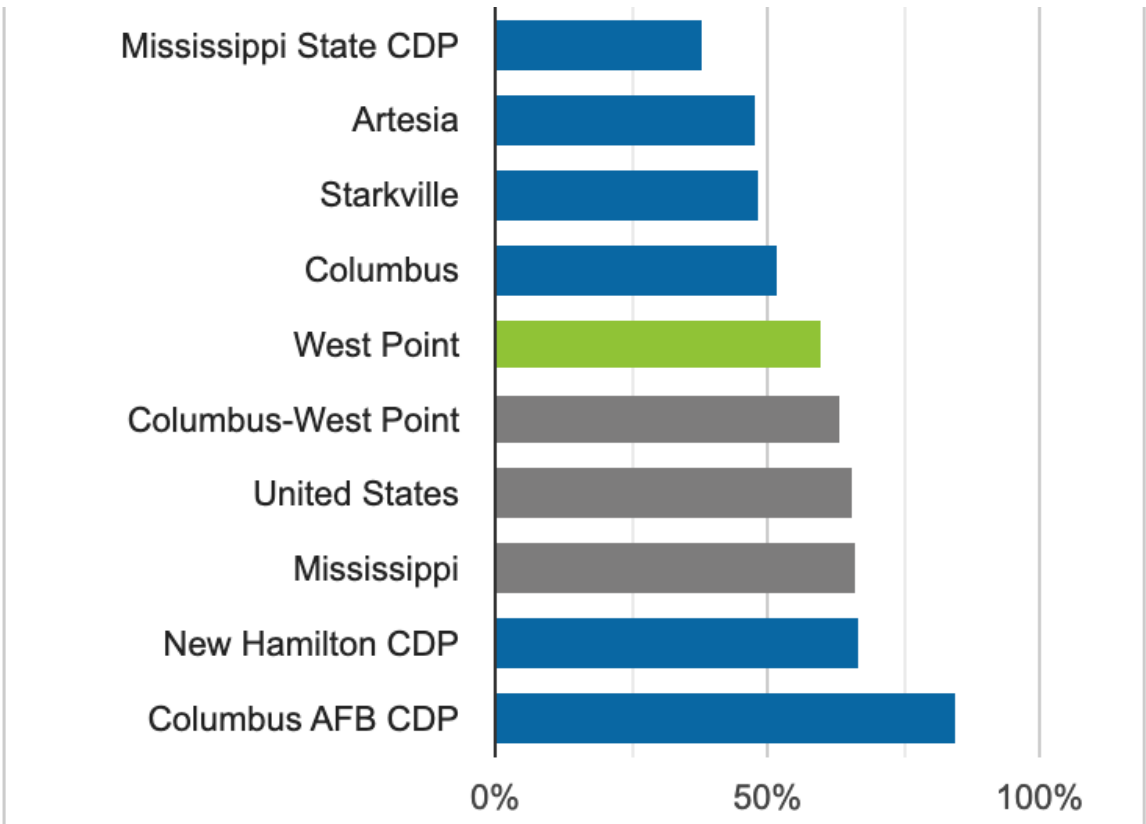


(Town Charts, 2020-b)

In the city of West Point, families make up 60% of all households. Of those households, 55% of them are composed of married couple families. The other 45% is made up of 6.7% are male head alone and 38.7% female head alone. According to 2020 data, the birth rate in the past 12 months of West Point was 2.4%. Of all births, 62.9% of mothers were 25 to 29, 21% were 35 to 39, 16.1% were 30 to 34. Unwed mothers consist of 37% of all births in West Point. Of those 37% of births, 56.5% were 35 to 50, and 43.5 were 20 to 34. 100% of unwed births in West Point are below the poverty line. Of the unwed births, 56.5% of the mothers have some college or associate's degree and 43.5% are high school graduates or equivalent (Town Charts, 2020 -b).

Figure 7

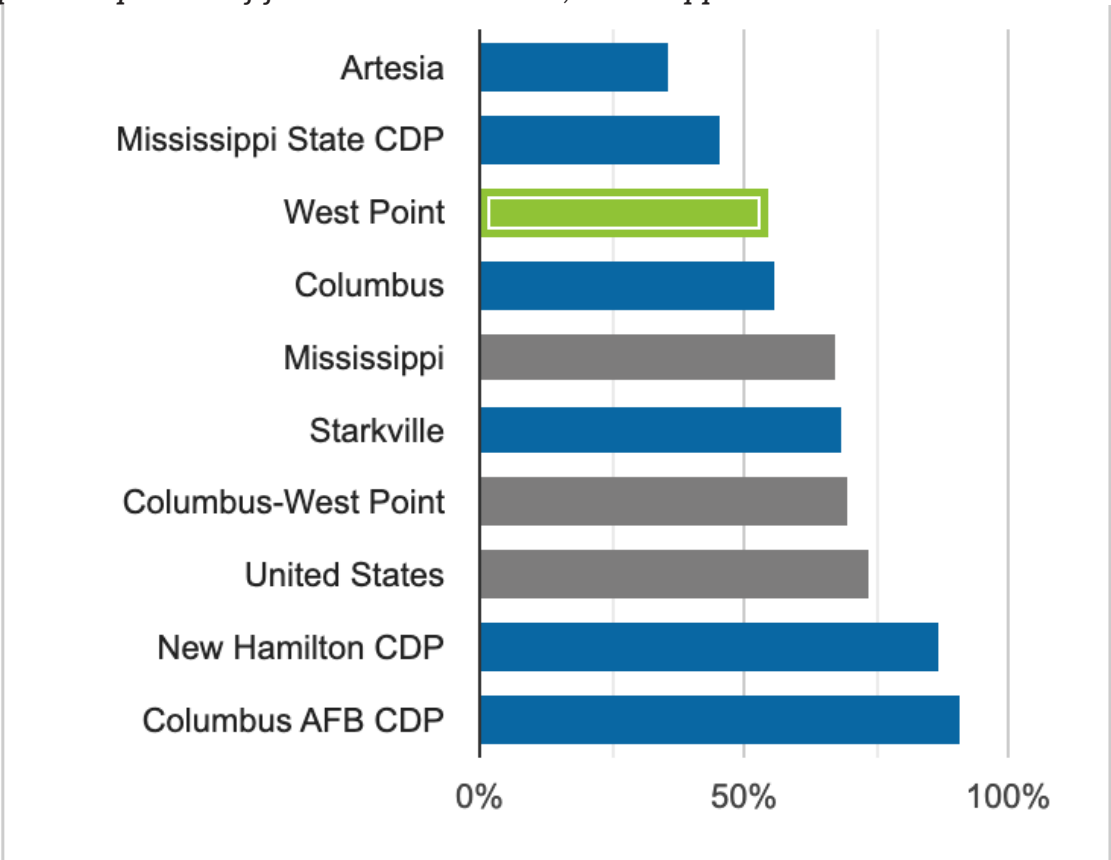
Families as a percent of all households in West Point, Mississippi.



(Town Charts, 2020-c)

Figure 8

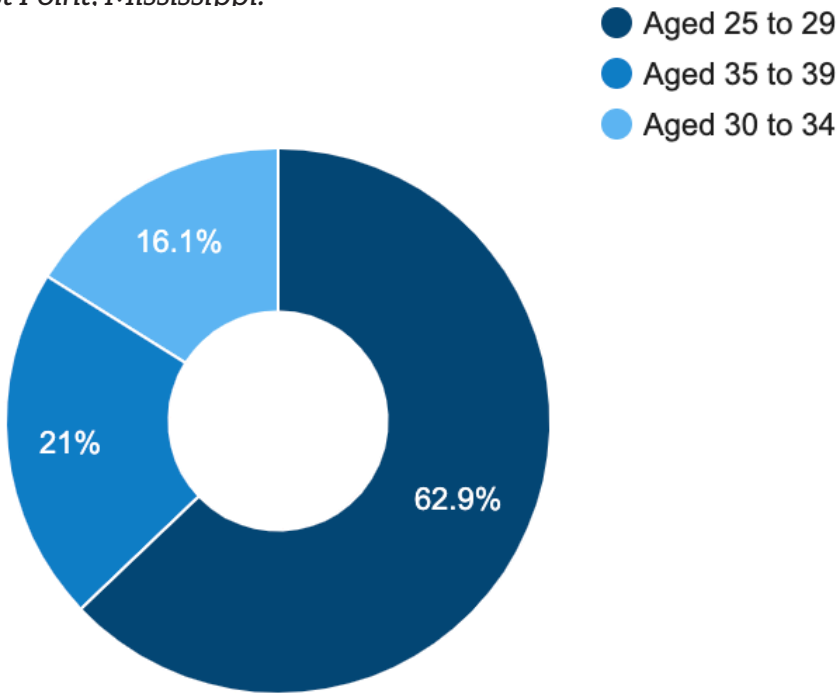
Married couples as a percent of families in West Point, Mississippi.



(Town Charts, 2020 -c)

Figure 9

Mother ages of all births in West Point, Mississippi.



(Town Charts, 2020-c)

Psychographics

According to Youth.gov, after-school programs can support social, emotional, cognitive, and academic development, reduce risky behaviors, promote physical health, and provide a safe and supportive environment for children and youth (2020). It is shown that attending after-school programs leads to improvement in class participation, better adjustment as young people move to the next phase of school, increased school attendance and participation, and reduced school dropout rates (Youth.gov, 2020). According to a survey conducted by the National Center of Education Statistics, 87% of the parents said reliability is the most important factor to them when looking for childcare for their children (2020). When asked, 86% of the respondents said that school-aged children should be offered opportunities outside of school to explore topics that interest them. With 53% of millennial mothers working full time parents are starting to look for alternative child care options (Snipp, 2021). Parents rely on afterschool programs because of the benefits from afterschool programs and because it ensures that youth have a safe place to go while parents or guardians are at work. It is shown that adult supervision that is based on developmental relationships promotes positive youth development as it not only promotes personal safety and decreases risky behaviors such as smoking or drug abuse, but also creates an environment where young people learn better and are able to thrive (Youth.gov, 2020). Studies show that parents and guardians who do not have access to childcare miss an average of eight days of work per year (Afterschool Alliance, 2018).

Communication Channels

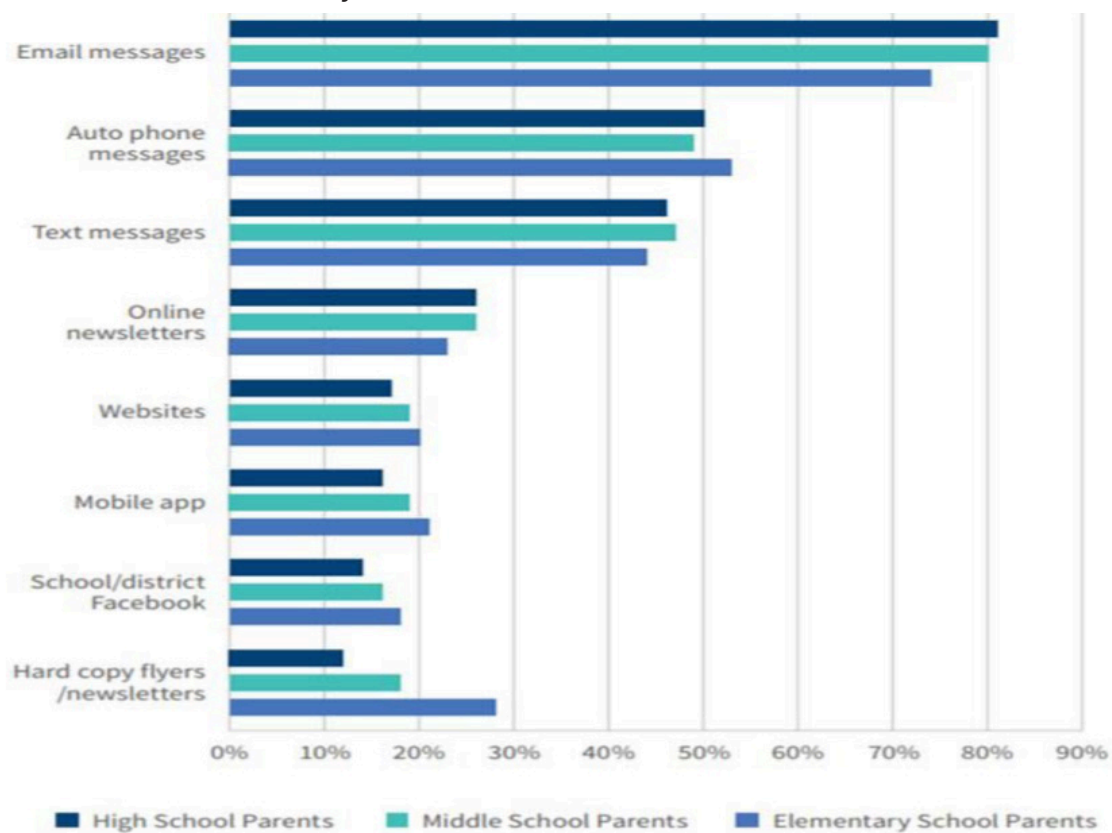
Understanding the communication channels that are most effective and preferred by the parents will play a critical role in raising awareness and increasing visibility for this campaign. Research shows that websites, texting, and email are more effective than phone calls, brochures, and other mediums (Marshall, n.d.). A study shows 80% of parents visit websites in support of their students. Email has a high open rate, which translates into an informed community. Each channel is used differently and in some cases, at the same time. The goal here is to communicate continuously

and while recognizing the purpose and limitations of each channel (Williams, 2020). The most used social network accessed by mothers in the United States as of January 2018 is Facebook and 59% of social media using mothers access the social networks several times a day. The self-reported daily time of usage for these mothers was 214 minutes (Johnson, 2021). Parents preferred that certain information be communicated through different channels, according to research.

The organization's website was liked as a form of communication across all circumstances: emergency alerts, public relations, event promotion, special announcements, important reminders, forms and documents, campaigns, and PTO information. Email was preferred for all of these as well except for public relations and social media was preferred for all except for forms and documents. Notifications and alerts were only preferred for emergency alerts and important reminders. In general, website, email, and social media were the overall most accepted forms of digital communication for this target public (Campus Suite, 2016).

Figure 10

Preferred Communication Channels for Parents



(Schaffhauser, 2018)

Figure 11

Channels to use depending on the type of information being delivered

Type of Information	 Website	 Mobile App (Push notifications)	 Notification & Alerts	 Email	 Social Media	 Video
Emergency alerts	✓	✓	✓	✓	✓	
Public relations	✓				✓	✓
Event promotion	✓	✓		✓	✓	✓
Special announcement	✓	✓		✓	✓	✓
Important reminders	✓	✓	✓	✓	✓	
Forms/documents	✓			✓		
Campaigns	✓			✓	✓	✓
PTO information	✓			✓	✓	

(Campus Suite, 2016)

Geographic considerations

The Boys & Girls Clubs of the Golden Triangle is located in three cities: Starkville, Columbus, and West Point. Each city has its own clubhouse. The clubs serve a total of 191 children from elementary to high school. Columbus Municipal School District has a cumulative number of 67 students. Starkville Oktibbeha School District has a cumulative number of 89 students. The city of West Point has a cumulative number of 35 students. It serves a total of 40 schools within the Golden Triangle. Currently not each school has students attending the program, but we are hoping to change that (R.Thornton personal communication, March 2, 2022).

Donors

Individual Donors

Demographics:

According to data from QGiv, 69% of all donations are made by individuals rather than foundations, bequests, and corporations (2022 -a). This makes individual donors a huge target public for Boys & Girls Clubs of the Golden Triangle's initiative to gain more financial support and donations throughout the community. This group of individuals can be broken down in many ways including gender, age range, household type, and race. YouGov research showed that Millennials lead in general donations. However, when it comes to human service donations, including youth service organizations, Gen X'ers and Baby Boomers are more likely to donate. While Millennials feel a stronger pull to give to civil rights organizations, 41% of Gen X'ers and 42% of Baby Boomers are likely to donate to these human services organizations compared to 31% of Millennials. Similarly, a study by Fidelity Charitable found that 63% of Millennial women were indecisive about donating to charity because of the need to keep the money for personal needs compared to 41% of Baby Boomer women who felt the same way. This gap displays the willingness to give from the Baby Boomer generation as compared to the Millennial generation (Blackbaud Institute, 2019).

The gender differences in donor demographics are a little more complicated. Many studies have shown that men and women are inclined to donate in different scenarios. The overall average gift size of men and women were nearly equal, however in some studies women had a larger amount of donations leading to women being generally perceived as the more giving gender (Mullen, 2020). Women Give 2019: Gender and Giving Across Communities of Color reported statistics from the study that investigated the connections between race and gender in giving and philanthropy. The findings showed that race does not affect the extent of donations made when other circumstances are taken into consideration. The study showed that when donations were viewed as a percentage of income rather than dollar amount, race did not have an effect on amounts donated by households. The data also displays differences in gender gaps among individual racial groups and household

demographics. Results show that across all racial and ethnic groups, married and cohabiting couples are more likely to be donors followed by single women and single men, respectively. Asian Americans had the largest racial gap of donations with 56.5% of single women and 26.3% of single men donating. Hispanic or Latino Americans had the smallest gap with 28.7% of single women and 25.4% of single men (Lilly Family School of Philanthropy, 2019).

These demographics can be studied in the Golden Triangle area to target these particular groups in the geographic area ensuring maximized individual donor opportunities. Most of the data on age demographics of the area does not show the breakdown exactly according to generational groups. Gen X and Baby Boomers include individuals between the ages of 42 to 57 and 58 to 76, respectively. Though exact numbers for these groups are not explicitly stated, Census Reporter breaks down the demographics of age groups from 40 to 49, 50 to 59, 60 to 69, and 70 to 79. Though the numbers do include the extra ages of 40, 41, 77, 78 and 79, the data reports that individuals between 40 and 79 make-up approximately 29% of the Starkville population, 43% of the West Point population, and 43% of the Columbus population. (Census Reporter, 2020 -a-c). These percentages can be analyzed along with the total population of the Golden Triangle area to find that between the three cities, approximately 31.5% of residents are between the ages of 40 and 79. This includes the entirety of Gen X and Baby Boomers with some extra age demographics included, meaning that the target age demographic for the most statistically giving generations makes up less than 31.5% of the population. Though the data didn't show a large gender gap in general donations, women are a larger target audience for this particular demographic. Data shows that women compose of 50% of Starkville residents, 57% of West Point residents, and 54% of Columbus residents. Though the difference is slight, the majority of residents are women which allows for deeper understanding of the majority of our target public (Census Reporter, 2020 -a-c).

Racial demographics don't create a large concern in terms of donor audiences, however in terms of psychographics it is important to consider the racial build of the Golden Triangle area. Though Starkville is majority White, Columbus and West Point have larger Black or African

American populations. The combination of the demographical data of the three cities show that the Golden Triangle area comprises approximately 44.47% White and 50.35% Black or African American. The other 5.18% of residents are Asian, Hispanic, or two or more races (Census Reporter, 2020 -a-c). Of the households in the Golden Triangle that consists of families, households with married couples make up 55.9%, 68.2%, and 55% of family households of Columbus, Starkville, and West Point, respectively (Town Charts, 2020 -a-c). This leads a majority of family households consisting of married couples which is the largest donor group based on the Women Give 2019: Gender and Giving Across Communities of Color study. Married couples, making up the largest group, serve a large demographic group of opportunities for gaining donations to Boys & Girls Clubs of the Golden Triangle.

Psychographics:

The psychology behind giving is very important to understand in order to maximize opportunities to gain donors for Boys & Girls Clubs of the Golden Triangle. Generationally, there are different factors that are considered as more important due to a multitude of factors. Gen X donors are most likely to give their money to nonprofit organizations that serve many purposes including the development of communities and youth organizations (QGiv, 2021 -b). According to survey results from QGiv, 60% of Gen X donors said they do research on a nonprofit prior to donating money and pointed out that outdated websites and negative reviews toward the organization are large turn offs (2021). On the other hand, the most attractive factor a nonprofit organization can include in their information to gain Gen X donors is the inclusion of testimonials from those directly impacted by the organization's work. This generation is also more likely to partake in online donation than other generations. Giving through eCheck was the most popular option among the Gen X donors as 37% prefer this method as opposed to direct donation through debit or credit card (QGiv, 2021 -b).

Baby Boomers focus more on knowing where their donations are actually going to be spent. According to QGiv research, it is most important to this generation to see their money being used

in a wise way by the organization (2022). The reputation of the organization to which they're donating is also very important, as 32% of Baby Boomers stated that they want to ensure that they are donating to well-respected organizations (QGiv, 2021 -a). Unlike Gen X, a large percentage of Baby Boomers prefer to make their donations by mailing paper checks. Baby Boomers are also a large opportunity for recurring donations, as 49% of this generation's donors are enrolled in monthly giving programs (Pun, 2018). Monthly donors give 42% more in a year than one-time donors making Baby Boomers even more of an opportune public for financial donations.

Though women are a slightly larger demographic in the Golden Triangle area and have a little bit of a higher likelihood of being donors, understanding the psychographics of both genders will expand the opportunity to gain financial support from individual donors as a whole. Research has shown that women are more likely to donate both financially and through their time with volunteering in times of crises. Women are also more likely to donate in groups and other collaborative efforts such as giving circles. In terms of how donations are given, women were much more likely than men to donate online. Other studies have shown that women opt to give to smaller charitable organizations while men want to give their money to larger organizations (Mullen, 2022). Though women are a target audience for Boys & Girls Clubs of the Golden Triangle, married couples still make up the most giving group in the country statistically. According to surveys, men claimed to equally share the decision making process with their partners whereas women were more likely to make those decisions by themselves. (Anderson, 2017). So, though married couples do make up the majority of the target population for donors, women do have a larger hand in the decision making process according to this research.

There are also general psychographics of individuals who donate. According to research, watching nonprofit profit videos can impact the decision to donate as 57% of people who watch them end up making a donation to the organization. Donors are also 34% more likely to give on responsive websites while 81.6% of donors actually research and look at nonprofit websites and social media

accounts before deciding to donate. There are also factors of giving that depend on the time of year. The end of the year is the most popular time for donations with 35% of all giving happening in the last three months of the year and 12% happening in the last three days of the year (QGiv, 2021 -a).

Communication Channels:

In terms of best communication channels to use for this target public, there are ways to target it both through common donation means and by generational preferences. Statistically, social media posts were the top motivators for donations in 2020. Facebook Fundraising also had an increase in revenue in 2020, rising by 14%. The use of online tools is also important to fundraising as both 26% of all online giving and 51% of visits to nonprofit websites are from mobile devices. Email fundraising statistically has the highest return on investment ranking higher than Facebook, Twitter, and Instagram (QGiv, 2022 -a). According to research, 74% of Gen X says that social media is an essential part of their lives and YouTube and Facebook rank the highest in their platform usage (QGiv, 2021 -b). Only 40% of Baby Boomers say that social media is essential to them, but 73% of that group says that they use social media to stay connected to friends and family (QGiv, 2021-a). Brand engagement through social media is still important to this generation, however, as 48% of Baby Boomers say they use it to interact with brands and companies online (Sprout Social, 2021). Baby Boomers still prefer to receive important information through direct mail and these efforts will keep them as active donors (QGiv, 2021-a).

Geographic Considerations:

Online donations have become one of the most used modes of giving lately, as it grew 21% in 2020 (QGiv, 2022 -a). With this being considered, the actual location of Boys & Girls Clubs is not essential to the online transactions completed by individual donors. Though there are still many opportunities for person to person transactions as well as fundraising, for all social media and email campaigns for donors, the locations of the club are essentially irrelevant (QGiv, 2022 -a). Though many donors want to be able to see the money they donate be put to good use and witness the

impact on the community, they do not need to have a physical presence at the club to provide financial support. There are also many benefits to the tight-knit community of the Golden Triangle in terms of donating. Giving locally can build a community and give donors the sense of helping their own neighbor (Makarov, n.d.). Mississippi ranks in the top 10 for most giving states, giving 1.67% of income to charity (Kittredge, 2019). The likelihood of Mississippians to be charitable donors is high compared to other states.

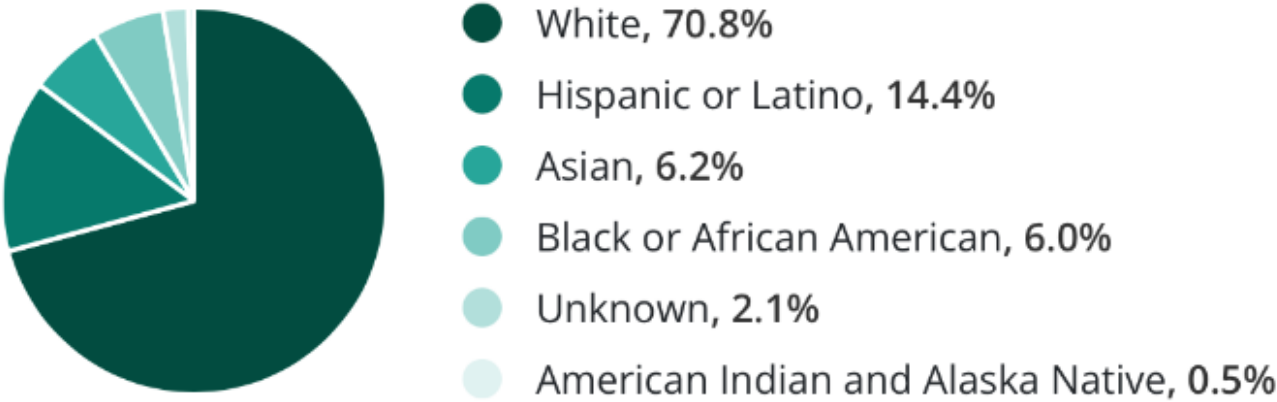
Business Organizations

Demographics

In the United States, there are over 738,842 business owners who are currently employed. From that number, 49.2% are men owners compared to the other 47.2% which are women. The race breakdown of business owners is 70.8% White, 14.4% Hispanic or Latino, 6.2% Asian, and 6.0% Black or African American (Zippia, 2022-a). Specifically in the Starkville location there are 1,868 businesses which ranks the city at 18th in Mississippi (Biggest US Cities, n.d.-b). In Columbus there are 2,722 businesses which ranks the city at 13th (Biggest US Cities, n.d.). In West Point, there are 1,158 businesses which ranks the city for number 36 in the state (Biggest US Cities, n.d.).

Figure 12

Racial Breakdown of Business Owners in the US



(Zippia, 2021 -a)

Psychographics

In research conducted by Weston (2019), small businesses donate 250% more to local non-profitable organizations and charities than larger businesses. In addition to that, each year 75% of small business owners give around 6% of their profits to non profit organizations and charities yearly. In 2019, 81% of owners of small businesses said they were going to give back to their local community during that year (Weston, 2019). Each small business supports their community by giving in different ways, but 66% of the businesses said they give to charity while 48% donate to local youth organizations (Weston, 2019). When small businesses donate to their local community, it also benefits the business as well. According to Weston (2019), 85% of consumers will look at businesses who donate to their local community in a positive image. This provides small businesses with a great opportunity for a selling point because customers want to make sure their money is benefiting their community (Weston, 2019). When small businesses donate locally it benefits not only the community and its customers, but also its employees.

Geographic considerations

Boys & Girls Clubs of the Golden Triangle has three clubhouses located in Starkville, Columbus, and West Point. The three different locations benefit the organization because it is able to get more exposure to all the surrounding businesses in the Golden Triangle. With more exposure to the businesses, hopefully will lead to more donations from the businesses around each area.

Communication channels

It is important to know what communication channels businesses prefer, so Boys & Girls Clubs of the Golden Triangle know how to effectively communicate with the surrounding businesses. According to Lau, "Phone calls are still the go-to formal communication channel and are best used for urgent or important conversations—with both teammates and clients or prospects," (2021). Experts recommend that when reaching out to a business, email is also a great place to start as it allows the

recipient time to understand the message. It also allows the proposition to be fully explained and the situation to be understood by the recipient. Emailing as the first communication can be looked over if the recipient is already familiar with your organization (Frost, 2019). Though using email and phone calls can be effective to gaining donor relationships with local businesses, meeting in person can still be very useful when it is possible. By meeting in person, individuals can read body language, share the experience, and have a more clear conversation about the organization and its mission. Handwritten letters can also impress potential donors and stick out in their minds, though they can be more time consuming (Donahue, 2020). When communicating with potential donors it is best to communicate through multiple channels. According to research, organizations that transitioned from communication with donors through one channel to communicating in two or more ways maintained an average of 12% more donors than they previously did (Wallace, 2019). By using combinations of email, telephone communication, and personal communication both face to face and with letters, Boys & Girls Clubs of the Golden Triangle can maximize business organization donors.

Religious Organizations

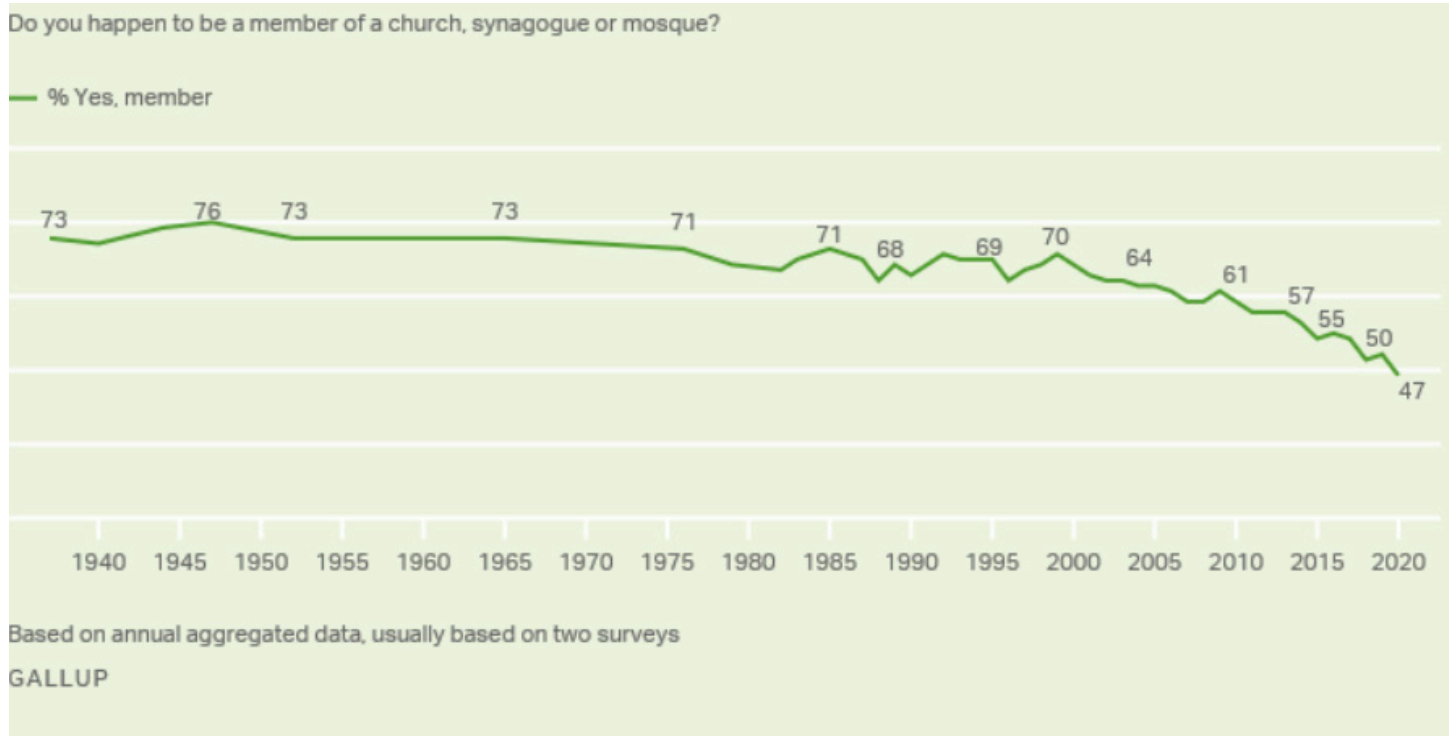
Demographics

According to Ron Thornton, Boys & Girls Club of the Golden Triangle has 10 churches that give to the organization consistently (personal communication, January 31, 2022). This is a great opportunity for other religious organizations around the Golden Triangle area to become donors for the organization. In Mississippi 83% identify with Christianity, while 2% identify with non-Christian faiths (Pew Research Center, 2022). Currently, there are 287 church organizations located in the

Golden Triangle area. Starkville has the leading number with 108 churches located in its city, while Columbus has 95 and West Point has 84 (Church Angel, 2020). Unfortunately, church membership has decreased over the years. There are 47% of Americans that said they belonged to a church, synagogue, or mosque in 2020. In 2018, it was 50%, and in 1999 it was 70% (Jones, 2021).

Figure 13

Church Membership Among U.S. Adults Now Below 50%



(Jones, 2021)

Psychographics

According to Philanthropy Daily, “People who are religiously affiliated are more likely to make a charitable donation of any kind, whether to a religious congregation or to another type of charitable organization,” (2017). Only 62% of households that are affiliated with religion are more likely to give to different types of charities as to 46% of households that are not affiliated with religion (Philanthropy Daily, 2017). In monthly charity giving programs, 45% of Christians joined while only 39% of Buddhists and 36% of Hindu joined.

Geographic considerations

As mentioned before, there are over 200 church organizations located in the Golden Triangle area. This is beneficial because Boys & Girls Clubs of the Golden Triangle have three clubhouses located in Starkville, West Point, and Columbus. The multitude of churches around the three clubhouses makes it an easy way for churches to understand who they are donating to. More than likely some of the members of Boys & Girls Clubs of the Golden Triangle attend these exact churches, and that is another reason why churches may be more willing to donate to the organization.

Communication channels

The best communication channels for religious organizations consist of emails, text messaging, and small group interactions. The congregation of churches still use email as a big part of their everyday lives. Instead of using social media, they prefer email for communicating purposes (Narayanan, 2021). Research conducted by Narayanan said, "Less than half of the churches today use text messages for communication. Given that text messages have a 95% chance of being read, and have an open rate 3x higher than emails," (2021). In addition to emails and text messages, churches also use social media as a communication channel. With 85% of churches using Facebook, it is by far the most popular social media within the churches. Only 15% of churches use Instagram and Twitter for social media (Conrad, 2019).

Figure 14

Email Marketing vs. Social Media Statistics

	Email	Social Media
Total users	3.8 billion	3.4 billion
Preferred channel for promos	60%	20%
Conversion Rate	6.05%	1.9%
Open/Click-Through/Engagement Rate	22.86% OR 3.71% CTR	0.58% ER

(Santora, 2019)

Volunteers

High School and College Students

Demographics

According to the U.S. Bureau of Labor Statistics, teenagers between 16 and 19 had a relatively high volunteer rate at 26.4% (2015). Though other age groups rank higher than this, Columbus, Starkville, and West Point are all home to a multitude of high schools including a large range of demographic makeup providing a large pool of volunteers. For the 2021 school year, the total enrollment of high school students in the Golden Triangle between all high schools was 4,494. Columbus hosts the majority of those students with 2,295 with 239 at Mississippi School of Math and Science grades 11-12, 945 at Columbus High School, 164 at Heritage Academy, 777 at New Hope High School, and 170 at West Lowndes High School (NCES, 2021 -a-c,e; U.S. News, 2021 -a) . Starkville schools have 1,264 high school students with 1,064 at Starkville High School, 165 at Starkville Academy, and 35 at Starkville Christian School (NCES, 2021 -d; U.S. News, 2021 -d,c). West Point High School has an enrollment of 837 and Oak Hill Academy has 98, giving West Point a total high school population of 935 (NCES, 2021 -f; U.S. News, 2021 -b). The male and female enrollment of these institutions are all relatively similar and the overall gender enrollment for all of the schools

combined gives a rate of about 49.8% male and 50.2% female (NCES, 2021 -a-f; U.S. News, 2021 -a-d). Research shows that women are much more likely to volunteer than men, however (Zippia, 2021 -c).

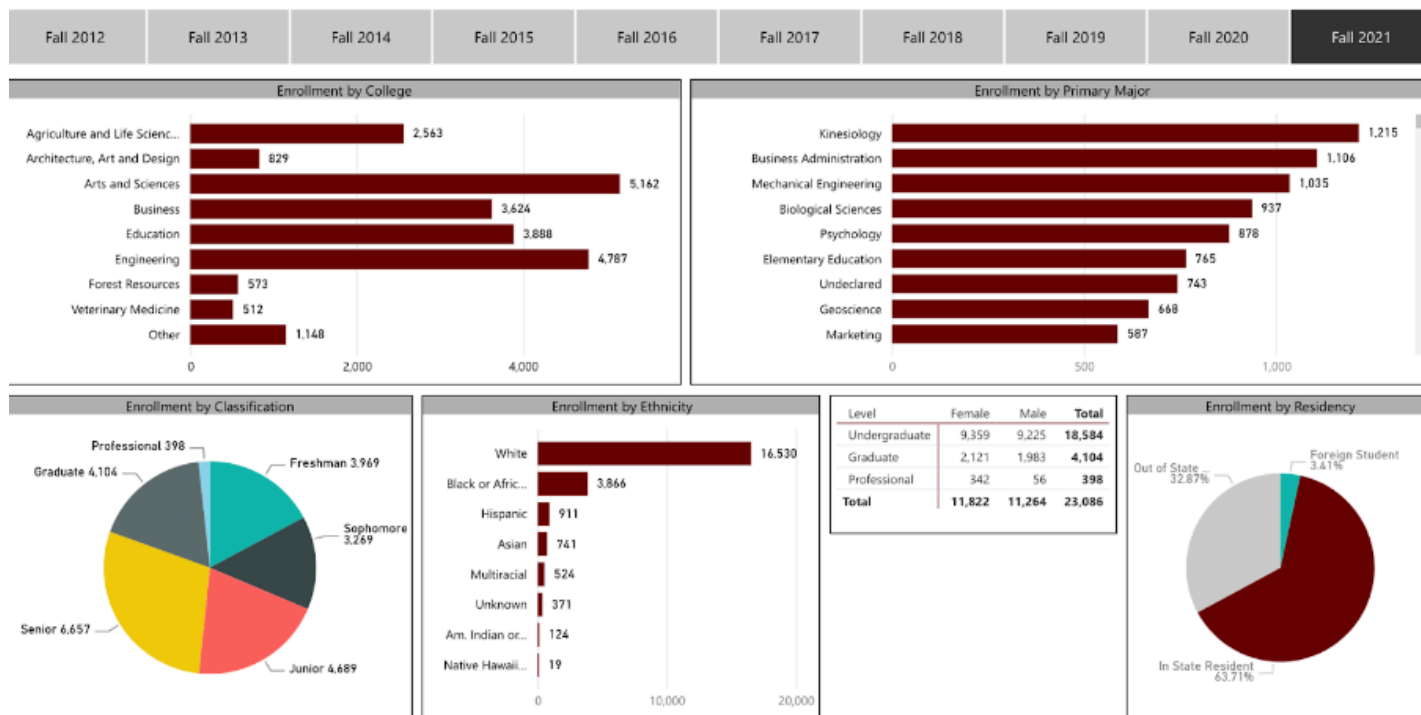
A few of the schools are lacking racial makeup demographics, however the larger public schools do have that information accessible. Starkville High School is 64.5% Black or African American, 31.4% White, 2.8% Asian, 1.1% Hispanic or Latino, and less than 1% of both Hawaiiin or Pacific Islander and Native American (NCES, 2021 -d). Mississippi School of Math and Science is 53.6% White, 21.3% Asian, 19.67% Black or African American, 3.7% two or more races, and less than 1% Hawaiiin or Pacific Islander, Hispanic or Latino, and Native American (NCES, 2021 -b). Columbus High School is 91.7% Black or African American, 4.66% White, 1.9% Hispanic or Latino, and less than 1% both Asian and 2 or more races (NCES, 2021 -a). New Hope High School is 51.99% White, 43.63% Black or African American, 1.67% of both Hispanic or Latino and 2 or more races, and less than 1% Native American, Asian, and Hawaiiin or Pacific Islander (NCES, 2021 -c). West Point High School has 79.6% Black or African American, 12.9% White, 1.4% Hispanic or Latino, and less than 1% Asian, Hawaiian or Pacific Islander, and two or more races (NCES, 2021 -f). According to all of these statistics, most of the schoolest with the highest enrollments are a majority Black or African American. This data gives us insight to what the majority of high schoolers in the Golden Triangle area are like however there is not data on some of the schools. This also does not encompass any students in the area who are enrolled in nontraditional modes of education.

The Golden Triangle area is conveniently located near three large educational institutions, Mississippi State University, Mississippi University for Women, and East Mississippi Community College. Though statistically college aged students rank the lowest on volunteering, the large population that they make up in the area makes them a target public regardless (U.S. Bureau of Labor Statistics, 2016). The schools service a total of approximately 29,622 students. Mississippi State University is the largest of the three with an enrollment of 23,086 across all students including graduate and professional level degrees. A majority of MSU students are White with 71.6%, followed

by 16.75% Black or African American, 3.95% Hispanic or Latino, 3.21% Asian, 2.23% 2 or more races, 1.61% unknown, and less than 1% both Native American and Hawaiiin or Pacific Islander. Females make up a majority of all level schools, 50.36% of undergraduate students, 51.68% of graduate students, and 85.93% of professional students. MSU is also predominantly populated by in-state residents at 63.71%, 32.875 out of state residents, and 3.41% foreign students. The most common age group of MSU's undergraduate students is 18 to 24, making up 91.08% of all undergraduate students. Across all of the levels at MSU, 78.48% of students are in the age group of 18 to 24 (MSU Office of Institutional Research & Effectiveness, 2022).

Figure 15

Demographics of Mississippi State University Students



(MSU Office of Institutional Research & Effectiveness, 2022)

Mississippi University for Women varies a bit from Mississippi State in terms of demographic data. The school is 80.33% female students and only 19.67% male students. MUW is majority white with 57.43% White, 37.28% Black or African American, 2.4% Asian, 1.41% Native American, 1.11% unknown, and less than 1% of each Hispanic or Latino, Hawaiian or Pacific Island, and two or more races. Similarly to MSU, MUW has a majority of students between the ages of 18 and 24 at 62.1%

(Univstats, 2021). At East Mississippi Community College, enrollment is 48.6% Black or African American, 43.9% White, 1.85% Hispanic or Latino, 1.07% Native American, and less than 1% of each Asian and two or more races. The most common groups in the undergraduate program at EMCC are Black or African American females (30.2%), White males (23.8%), and Black or African American males (20.6%) (Data USA, 2021). The data of all the schools combined, with MSU having the highest population, provides us with the information that a majority of college students in the area are White and female. Data on volunteering has been broken down to reveal that 26.4% of White individuals have volunteered compared to 19.93% Black or African American, 17.9% Asian, and 15.5% Hispanic or Latino (VolunteerPro, 2021). Though every racial group is largely included in our target public for gaining student volunteers, the highest percentage of students by racial group and the statistically highest race for volunteering aligned provides Boys & Girls Clubs with access to, what should be, a high capacity of volunteers.

Psychographics

There are statistically many reasons that high school students should volunteer. Not only is it a benefit to many college applications, but it also has benefits to different aspects of their being. Having volunteer experience on a resume increases chances of getting a job by 27%, making this a large appeal to eager high school students. These acceptances and opportunities also come with scholarship opportunities that are impacted by volunteer experience. Studies also show that students who volunteer got higher grades in their core classes like math and science because they were able to understand their work in an applicable, real life manner. It has also been said that there are benefits to student's mental and emotional health from volunteering. Giving back not only reduces stress and anxiety, but allows for humans to fulfill the natural desire to give to others (The Bridge, 2021).

Though many college students do feel the need to volunteer and give back to the community, there are many reasons that lead to this age group being statistically lower in volunteer rates than

other groups. Many college students feel that they are too stressed and lacking time as well as needing their free time to be occupied with a paying labor opportunity to help with financial strain. However, about a third of college students actually volunteer with education institutions or youth service organizations and a larger portion of students are more likely to want to volunteer through mentorship and tutoring. Other factors can also make students more likely to get involved both on campus and in the community such as Greek Life, Student Affairs, and Alumni Associations. Studies show that encouragement of volunteerism and rewarding engagement of students leads to these numbers of volunteers going up (Galaxy Digital, 2020). There are also gender differences in volunteering as women are more likely to volunteer in areas of social services while men volunteer more in political and economic situations (UNV, 2021).

Communication Channels

High school students make up a large portion of social media users. Studies show that 90% of people 13-17 use social media (AACAP, 2018). Among this group, YouTube is the most popular social platform with 85% of 13-17 year olds using it followed by Instagram (72%), Snapchat (69%), and TikTok (69%) (Dworkin, 2018). By using these specific platforms, Boys & Girls Clubs of the Golden Triangle will be able to directly target local high schoolers to not only be more aware of volunteer opportunities, but to appreciate the mission of the organization.

Individuals 18 to 24 are the second largest group of Instagram users at 31% of users (Barnhart, 2022). Other data shows that 51% of 18 to 24 year olds are Instagram users and 42% are Snapchat users (Target Internet, 2019). There is also a lot of data that displays the importance of text messaging as a communication channel for college students. According to research, 99% of all text messages are opened, and about 97% are read within one to three minutes. The data also shows that the average response time for a text message is only 90 seconds. This makes connection and communication through text a huge necessary communication channel for all publics but specifically high school and college aged students as the connection to mobile devices is higher (CT Creative Studio, 2021).

Geographic Considerations

Each club is located relatively close to the schools in the area. When looking at the proximity to schools in the area, it is important to specifically target the high schools with the highest enrollments. Starkville High School is 1.4 miles from the Starkville club, Columbus High School is 2.7 miles from the Columbus club, and West Point High School is 1.5 miles from the West Point club. Though not all of these are exact walking distances, they are all very accessible to a large number of students of the area. These schools combined total an enrollment of 2,846 providing a large selection of potential high school volunteers. MSU is 2.4 miles from the Starkville club. MUW and EMCC are 2.7 miles and 15 miles from the Columbus club, respectively. MSU is also home to the Maroon Volunteer Center which is connected to the Starkville club, allowing for students to go physically in person to the office to find opportunities or connect online (MSU Maroon Volunteer Center, n.d.). MUW also has the Office of Community Services which works to recruit volunteers on campus making accessibility to these volunteer experiences more convenient (MUW Student Life, n.d. -a).

Educators

Demographics

In the US, there are 1,298,064 teacher volunteers with an average age of 44. There are 65.3% of these volunteer teachers who are women and 25.8% are men. According to Public School Review, for the 2022 school year there are 5,117 students and 318 teachers in Oktibbeha County. This means the student:teacher ratio is 17:1. According to NCES, the total population of teachers in 2017-2018 increased by 18% from 1999-2000. This increase was caused by the amount of new students coming to the public school districts. This increased by 8% from 1999-2000 (2021).

Statistics from Zippia (2022 -d) state that out of the 1,298,064 volunteer teachers, the most common ethnicity is White. White volunteer teachers is 61.4% followed by 18.3% Hispanics or Latinos, and 8.6% of Black or African Americans. The volunteer rate for people that are educated is higher than people that are not. This leads to the belief that educators encourage their students to

volunteer and if they are encouraging others, they should be doing it themselves too.

According to the Boys & Girls Clubs of America, they have had 364,000 volunteers in the year 2016. There are 61,000 adult professional staff and 279,000 are volunteers. For the 23rd consecutive year, Boys & Girls Clubs of America were ranked #1 among youth organizations by The Chronicle of Philanthropy. According to KidsHealth, Many teachers are willing to help out when it comes to extra time with a child if they need it so it allows educators to take time out of their schedules to visit these clubs in order for their students to succeed (Hoffses, 2018).

Psychographics

Some of the major characteristics of educators include dedication, passion, and a good listener. Educators take time out of their days to allow their students to get a full understanding of what they are teaching them. The main characteristic that they all share is their passion for education (Gagnon, 2019). This allows educators to volunteer to give extra help if it means educating their students. The main purpose of Boys & Girls Clubs of the Golden Triangle is to allow students to gain their full potential. This does not just mean in the classroom, but also outside of the classroom. According to a poll, 83% of teachers explain that the reason they teach is seeing pupils develop and achieve (Scholastic, 2019). Another reason people are educators is because they want to change the face of education. Over the past couple of years the school rate has gone up and down. Due to the pandemic, it caused an increase in students enrolling in public schools, after they had a rise in 2019. Educators are generous with their time and want to change the face of education and how others perceive it (Scholastic, 2019).

Geographic considerations

There are many schools throughout all three towns. The schools are where educators spend most of their time. In Starkville, Starkville Christian School is located 0.4 miles from the clubhouse. This would make it a two minute drive if they attended the clubhouse. In Columbus, the closest

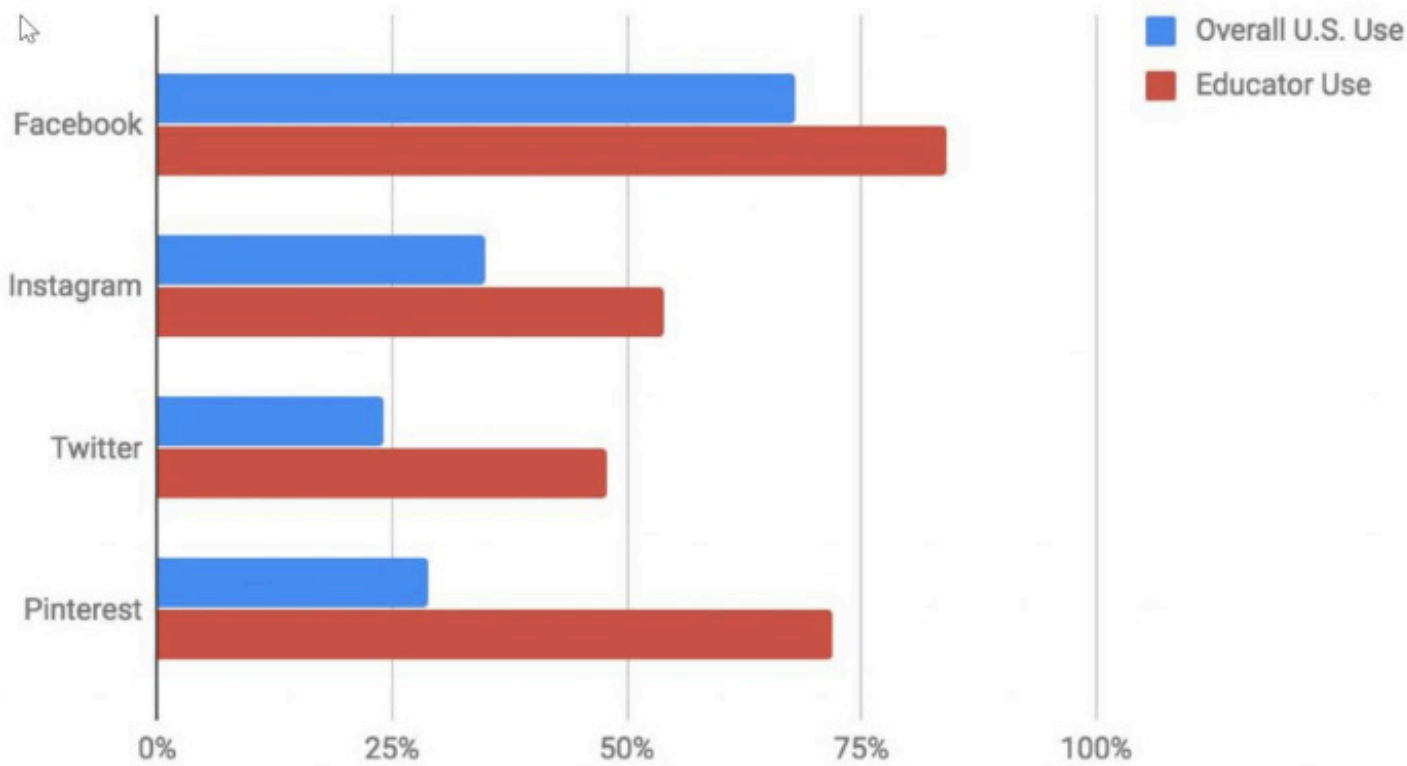
school located to the clubhouse is Lee High School. It is 0.9 miles away and a six minute drive. In West Point, the school closest to the clubhouse is Fifth Street Junior High School. The distance between these two is 0.3 miles making it also a two minute drive. This could allow educators and students from this school to go to the clubhouse in very short notice. All of these clubhouses have a short distance from schools which should make educators more eager to volunteer.

Communication channels

The most effective communication channel for educators in school districts is Facebook. According to MDR in 2021, 83% educators use Facebook, 72% use Pinterest, 54% use Instagram, and 48% use Twitter. When it comes to channels of work, most of them use Pinterest. Pinterest is the most used work-related to get ideas for the classroom and allow fun, creative ideas for their students. There are 38% of educators that use social media to follow education companies and organizations.

Figure 16

Teachers and Social Media Survey



(MDR Education, 2021)

Overall, educators use social media more than expected. Social media allows them to keep up with other educators, create new ideas, and stay on top of trends. Facebook is the biggest marketplace for educators to gain information regarding things other than teaching. Since the pandemic, Facebook has increased due to not being able to communicate in person. It has been a gateway for educators to realize what is happening in the communities.

Local Community Members

Demographics

There are over 137,067 people that volunteer throughout the United States. According to research conducted by Zippia, in the United States, 57% of the ages 40+ are most likely to volunteer and the ages 30-40 are 26%. People from the ages 20-30 are sitting at a percentage of 17% (2021). This research shows that the majority of people who are willing to volunteer are between the ages of 30-40+. Research conducted by Niche states that 18% of Starkville residents are between the ages of 35-54 and 21% of West Point and Columbus residents are between the ages of 35-54 (2021). This age group takes up most of the Golden Triangle and are the most likely to volunteer, so therefore many community members should be willing to serve.

More research conducted by Zippia states the ethnical percentages of people who are most likely to volunteer. These results stated that 55.4% are White, 19.0% are Hispanic or Latino, 14.1% are Black or African American, and 6.7% are Asian (2022 -c). Starkville residents are 58% White, 35% Black or African American, 4.23% Asian, and 1.8% Hispanic or Latino. These statistics somewhat mirror the volunteer statistic in the sense of most to least. Meanwhile, in Columbus and West Point, it differs a little. In Columbus, residents are 63.18% Black or African American, 34.49% White, 1.6% Hispanic or Latino, and 0.63% Asian. In West Point, residents are 62.14% Black or African American, 37.72% White, 0.54% Asian, and 0.0% Hispanic or Latino (Zippia, 2022 -c).

Other research studies conducted by Zippia shows that the volunteer rate within women is higher than men or other. The percentage of women who volunteer is 58.8% compared to 35.4% of

men (2021). In the Golden Triangle, women show to be in the majority. There are 50.61% of Starkville, 55.02% of Columbus, and 56.02% of West Point who are all women. Meanwhile only 49.49% of Starkville, 44.98% of Columbus, and 43.98% of West Point are all male. Women show the majority just by a little while they show a big jump in volunteering compared to men.

Psychographics

According to West Connecticut State University, the main reason people volunteer is to connect with other people. New people in the community are willing to volunteer to allow them to make connections with other people in the community that they share the same interests with. Another main reason that community members volunteer is because it helps them with their self-esteem. The more we give, the happier we feel. It provides a sense of self-accomplishment and allows people to continue to volunteer because of the way they feel after the fact of volunteering. Volunteering in the community also allows community members to feel like they have a sense of belonging and identity within their community (West Connecticut State University, n.d.). Although volunteering may be for others, it also plays a big part in the person volunteerings life.

Geographic considerations

The Starkville Boys & Girls Clubs of the Golden Triangle is located at 911 Lynn Lane. Starkville is most known for Mississippi State University which most people use Highway 12 to see the campus. Lynn Lane is approximately 2.7 miles from Highway 12. The Columbus clubhouse is located at 1815 14th Avenue North. This is directly across from a grocery store and in the middle of many local community member streets. West Point is known for being a nice retirement community with many nice golf courses and many local community members who are looking to relax. West Points clubhouse is located at 418 Fifth Street. It is not in the middle of the community, but it is located near many things.

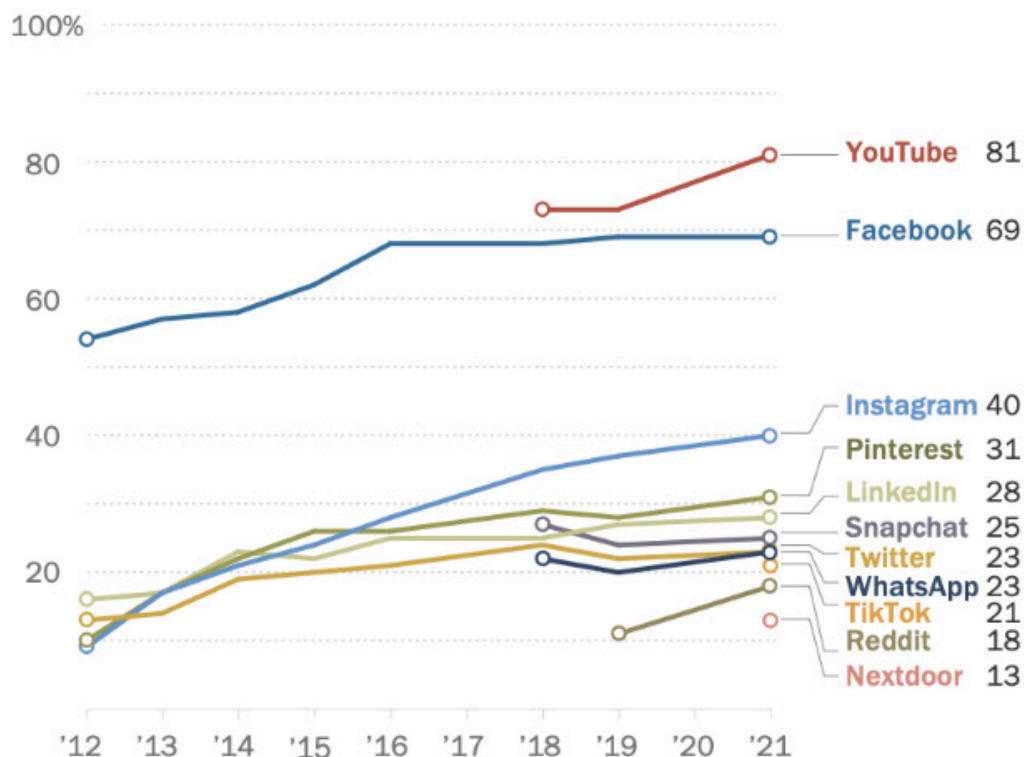
Communication channels

According to Pew Research, over the past couple of years there has been an increase in community members using YouTube. Facebook has stayed a constant source of social media throughout the years. Far behind Facebook, nine other social media channels are also coming to an increase. Although social media has been a constant source of communication through most people, seven-in-ten Americans say they use any social media site.

Figure 17

US Adults who use each form of social media

% of U.S. adults who say they ever use ...



(Pew Research Center, 2021)

The majority of 18-29-year-olds use Instagram (71%) and Snapchat (65%) as their main forms of communication. TikTok is not too far behind these two channels when it comes to this age group. While YouTube has made a rapid increase in the past two years, Facebook has continued to grow over the past 10 years while staying one of the most used social media channels in the U.S.

Introduction to Secondary Publics

In order to create a better understanding of how Boys & Girls Clubs of the Golden Triangle can benefit from each of its target publics, it is necessary to know and understand each of the secondary publics. The secondary publics were formed with the idea in mind of how to better the children of the community and what resources were available. The secondary publics consists of schools, social media users, traditional media users, and community organizations.

Schools play an important role in the development of a student's learning, life, and behaviors. Within the schools, there are several subcategories that can affect a child more directly than a school as a whole. There are teachers who work one on one with the students every day. Teachers have a better understanding of what each student needs in order to excel. Administrators have a large impact on a student's outcome. They are the ones who decide how the school functions and what needs to be done in order to make the school a better place. Student athletes are a large portion of what makes a school whole. Student athletes not only dedicate their time to the sport they play, but they also dedicate a large amount of their time to community service acts. Another group within the school that has a large impact on the youth is students who are involved in organizations. The majority of student organizations require the members to obtain a certain number of service hours.

Social media users are becoming a more prominent part of the community. Most communities have a community-wide Facebook page that helps members of a community stay in touch with each other as well as keep up with important dates, news, and events happening in their hometowns. Without social media, there would not be that instant source of information and connection between members of the community.

Traditional media users still make up a large portion of members of the Golden Triangle. Not all generations use social media every day. The Golden Triangle is still made up of a large portion of Baby Boomers and older. In order to reach the entire community, newspaper ads, as well as television ads, can prove to be beneficial when trying to spread awareness to all ages.

Community organizations can be a powerful source of knowledge and connections. With all three cities having their own Rotary Club and Junior Auxiliary, these two organizations donate their time and money striving to better the youth and the community as a whole. With each member of the organizations being required to achieve a certain number of service hours a year, they are an ideal secondary public to the Boys & Girls Clubs of the Golden Triangle.

Schools

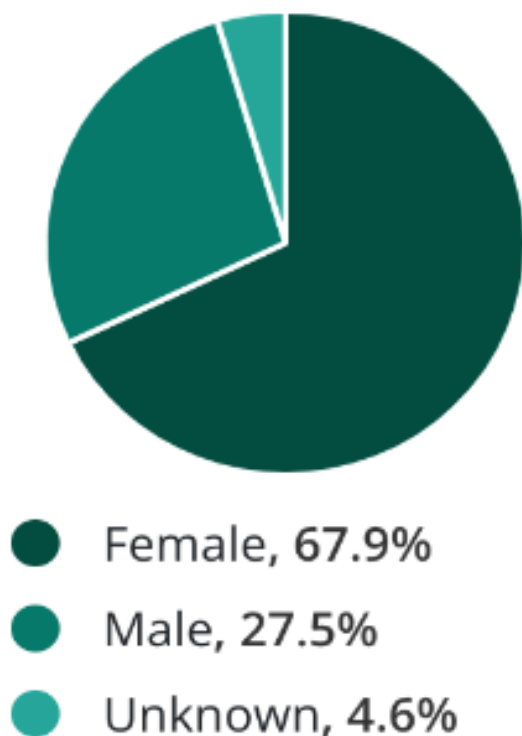
School Employees

Demographics:

It is estimated that there are approximately 4,492,114 teachers employed in the United States. Women make up the majority of teachers with 69.7% and 27.5% being men. The average age of an employed teacher is 42 years old. The majority of teachers are White (72.3%) followed by Hispanic or Latino (12.0%), and Black or African American (10.1%) (Zippia, 2022 -b).

Figure 18

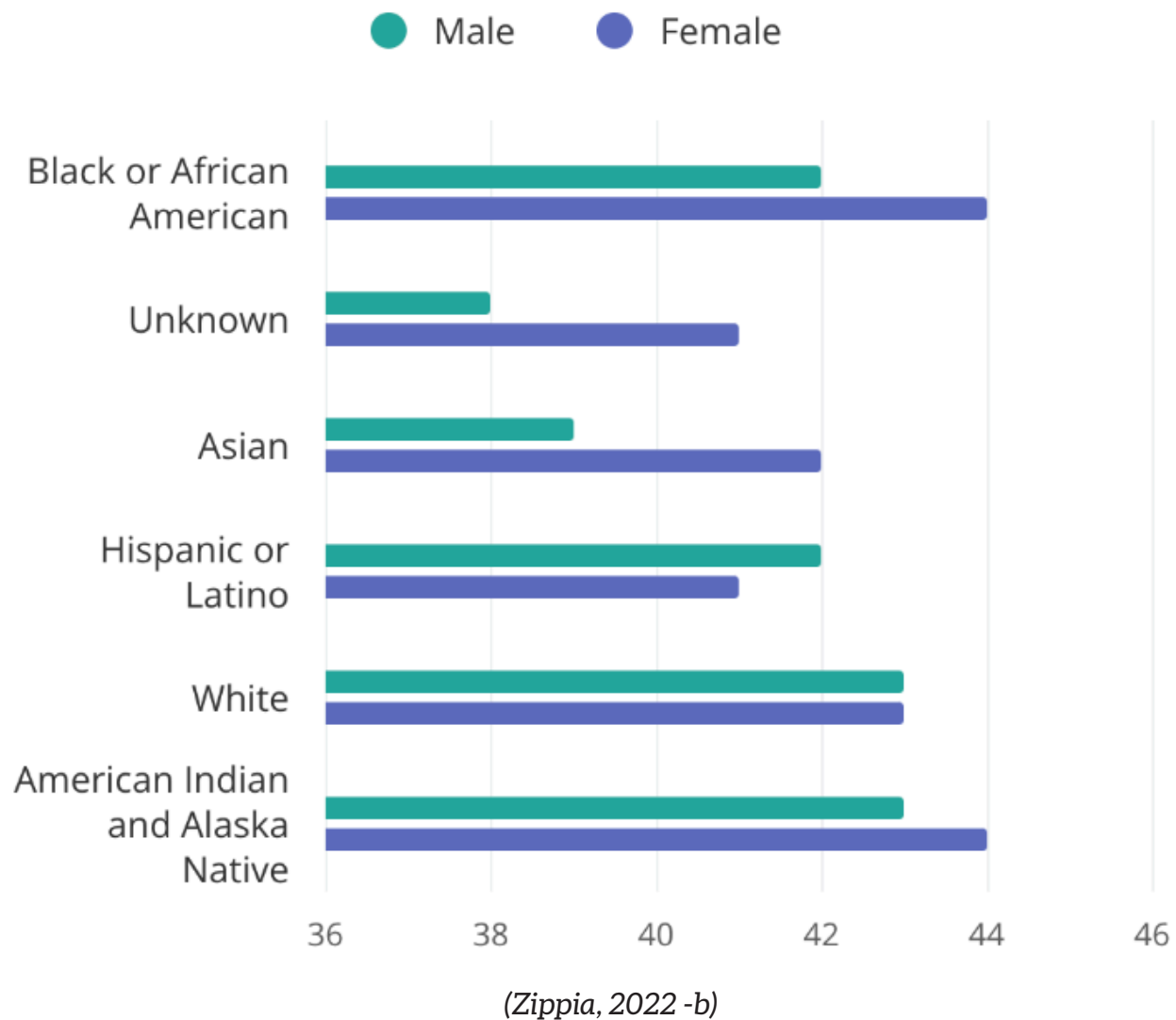
Teacher Genders Demographics



(Zippia, 2022 -b)

Figure 19

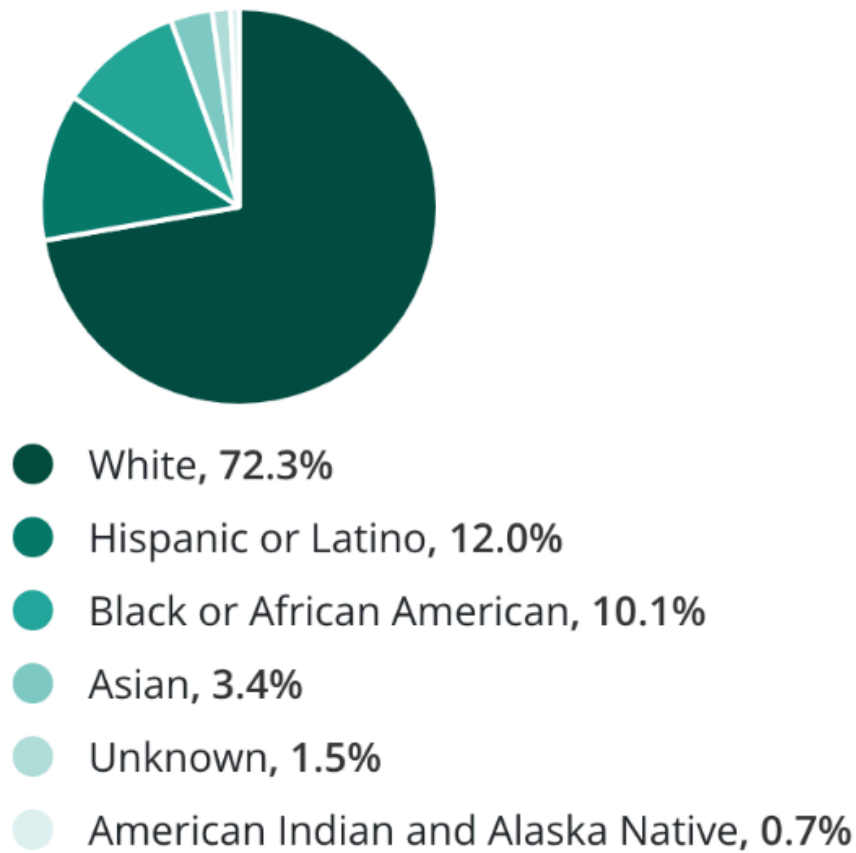
Average Age and Race/Ethnicity of Teachers



“Elementary and secondary public school teachers in the United States are considerably less racially and ethnically diverse as a group than their students” (Schaeffer, 2021). “Teachers of a given race/ethnicity were more often found in schools where their race/ethnicity matched a majority of the student body. Agreement between the race and ethnicity of teachers and the majority race of the student population of schools was most pronounced for White teachers” (NCES, 2020-d). “In schools where the majority of students were White, over 90% of teachers were White. In schools in which a majority of students were Black, about 36% of teachers were Black” (NCES, 2020-d).

Figure 20

Average Age and Race/Ethnicity of Teachers



(Zippia, 2022 -b)

There are approximately 31,963 teachers in Mississippi. The student-to-teacher ratio in the Starkville-Oktibbeha Consolidated School District is 16:1, which is higher than the state average which is 15:1. The district has nine full-time counselors on staff (U.S News, 2022). Teachers with three or more average years of experience are about 82.8%, and about 97.9% of teachers are certified (Duffin, 2021). The Columbus Municipal School District contains nine schools. The teacher-to-student ratio is 14:1. There are 11 full-time guidance counselors employed in the Columbus school district (U.S News, 2022). In Clay County, there are eight schools total and 200 teachers. There are 9 guidance counselors employed and 48 instructional aides (NCES, 2022).

There are over 1,298,064 volunteer teachers currently in the United States. The majority of volunteer teachers are women at 65.3% and men make up 25.8%. The average age of an employed

volunteer teacher is 44 years old (Zippia, 2022 -d). The most common ethnicity of volunteer teachers is White (61.4%), followed by Hispanic or Latino (18.3%), and Black or African American (8.6%) (Zippia, 2022 -d).

Psychographics:

“Teachers have a unique opportunity to make a difference in the lives of students. Teachers are directly influential in a student’s life, it is an important reason why many people choose to become teachers” (WGU, 2020). “Many teachers choose their profession because they love working with children. Teachers often find so much joy in working with children and young adults” (WGU, 2020). This is important because school employees who have a desire to make a difference in children’s lives could have an interest in volunteering for a non profit that works with children and improves their lives, such as Boys & Girls Clubs of the Golden Triangle.

One of the characteristics of a volunteer is they are driven by passion (AIESEC, 2020). This is a quality that school employees and volunteers both have in common. This is important to keep in mind while going forward with this campaign. To reach our target public, we must fully understand their passions and interests. “People chose to volunteer for a variety of reasons. For some, it offers the chance to give something back to the community or make a difference to the people around them” (NCVO, 2022). Guidance counselors have a passion to make a difference to the people around them and could benefit Boys & Girls Clubs of the Golden Triangle as advocates for students and play a vital role in providing leadership, academic, and developmental assistance. They could bring a range of skills and experience to the organization.

“Individuals between the ages of 35 and 54 are the most likely to volunteer their time according to The Bureau of Labor Statistics” (VolunteerHub, 2019). An important statistic to note according to VolunteerHub is that 83% of individuals volunteer for something they care about. This is relevant to our campaign because it directly relates to the characteristics and demographics of teachers. To be successful in creating action and involvement within the Golden Triangle community,

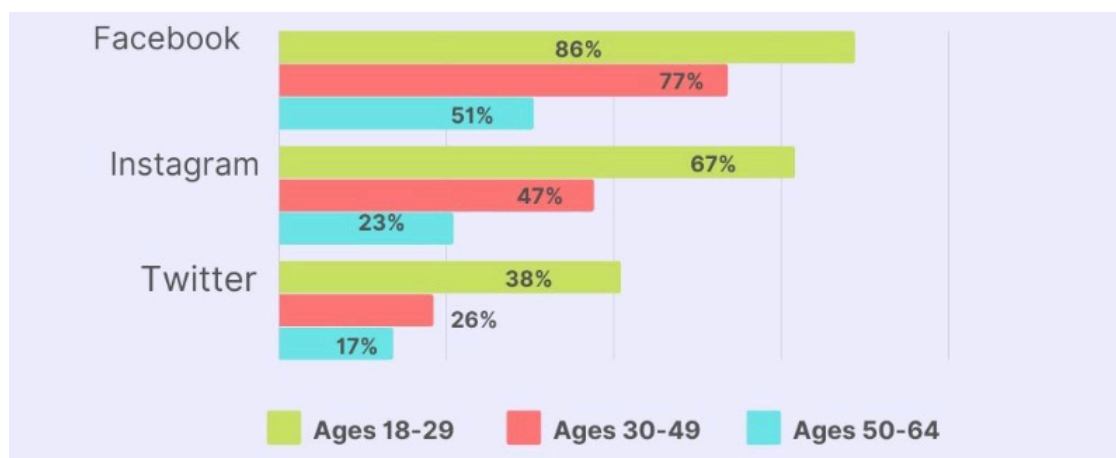
we must choose who would benefit our client the most. Teachers are a great example of this because they have the power to influence children and create awareness within other outside organizations and parents. Boys & Girls Clubs of the Golden Triangle could benefit from teacher volunteers because of their passion for pushing children to be successful and make a positive impact in the community.

Communication Channels:

To fully understand the most effective communication channel to communicate with our target public, we must analyze the relationship between the various communication channels and our target public. The majority of Facebook users who use Instagram are aged 18-29 with 67%. Ages 30-49 is the second largest group that uses Instagram with 47%. Research shows that 34% of 50-65-year-olds use Facebook (Khoros, 2021). The majority of Instagram users range from 18-29 with 67% using Instagram. Research shows that 47% of 30-49-year-olds use Instagram. It is shown that 23% of 50-64-year-olds use Instagram (Khoros, 2021). "The most successful way to market to teachers is through social media, email, and word of mouth" (Coray, T. 2021). It is critical to be aware of the most successful and mutually beneficial communication channels to reach each target public. The social media platforms that teachers prefer are Facebook and Instagram, while 95% of teachers use Facebook and 82% of teachers use Instagram (Coray, T. 2021).

Figure 21:

Social media demographics of 2021



(Khoros, 2021)

“Teachers are avid consumers of media and active members of social media communities, which makes it easy for marketers to effectively reach and engage them online” (Coray, T., 2021). Although social media is a very effective communication channel, “Teachers are still interested in those traditional channels: more than one in four teachers say they’d like to hear from brands through direct mail” (Coray, T., 2021).

Geographic Considerations:

Boys & Girls Clubs of the Golden Triangle must create and maintain mutually beneficial relationships with the teachers, administrators, and school employees of the Golden Triangle schools to increase awareness and positive interactions within the community. Boys & Girls Clubs of the Golden Triangle would benefit most from teachers and school employees for the reason that they have built relationships with the schools, parents, other organizations, and the community as a whole.

Volunteering connects you to others. Volunteering is good for your mind and body, can advance your career, and brings fun and fulfillment to your life. It strengthens your ties to the community and broadens your support network (Help Guide, 2022). This is significant to keep in mind when analyzing geographic considerations because of the ability to create relationships within the community and support system. Another important geographic consideration to consider is the ability teachers have to spread awareness to help provide fundraising opportunities, partnerships, and relationships with donors. Administrators and employees can provide the opportunity of spreading awareness on a larger and more diverse platform.

By doing this, Boys & Girls Clubs of the Golden Triangle will be provided with better insight on the students’ needs and the dynamics of each school, and better serve the youth of the community.

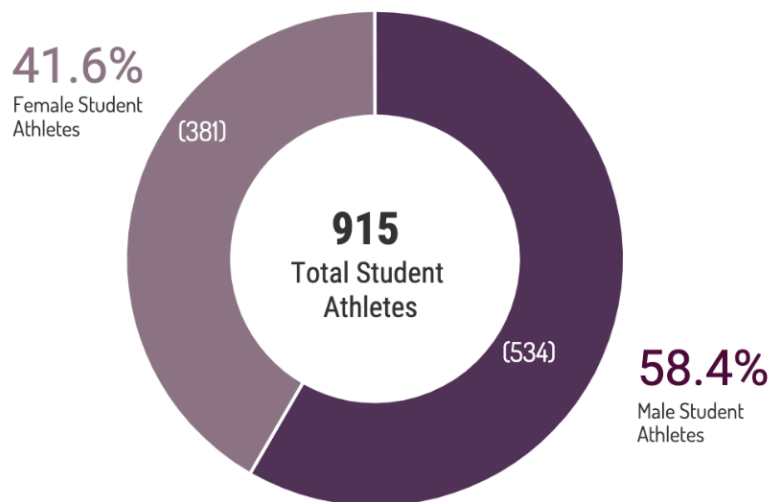
Demographics:

Student athletes hold a large presence on many college campuses and can also be a large demographic in the volunteering community. Mississippi State University has about 525 student athletes as of the 2019-2020 school year with 302 males and 223 females across nine NCAA Division I teams (NCES, 2020- b). MSU also has 15 club sports teams that compete regionally and nationally (Mississippi State University- University Recreation, 2021). East Mississippi Community College has 160 student athletes as of the 2019-2020 school year with 112 males and 48 females across five NCAA Division I teams (NCES, 2020-a). Mississippi University for Women has 230 student athletes with 120 males and 110 females across 10 NCAA Division III teams (NCES, 2020-c). This gives a collective number of 855 varsity athletes between the three closest large educational institutions. The group consists of majority males with 534 males and 381 females. This makes males the larger demographic for student athletes in the Golden Triangle area. Male athletes account for approximately 56% of NCAA athletes as of 2020, making the male varsity athlete population of these three local institutions slightly over the national percentages (Gough, 2021).

Figure 22

Student athletes between all three institutions

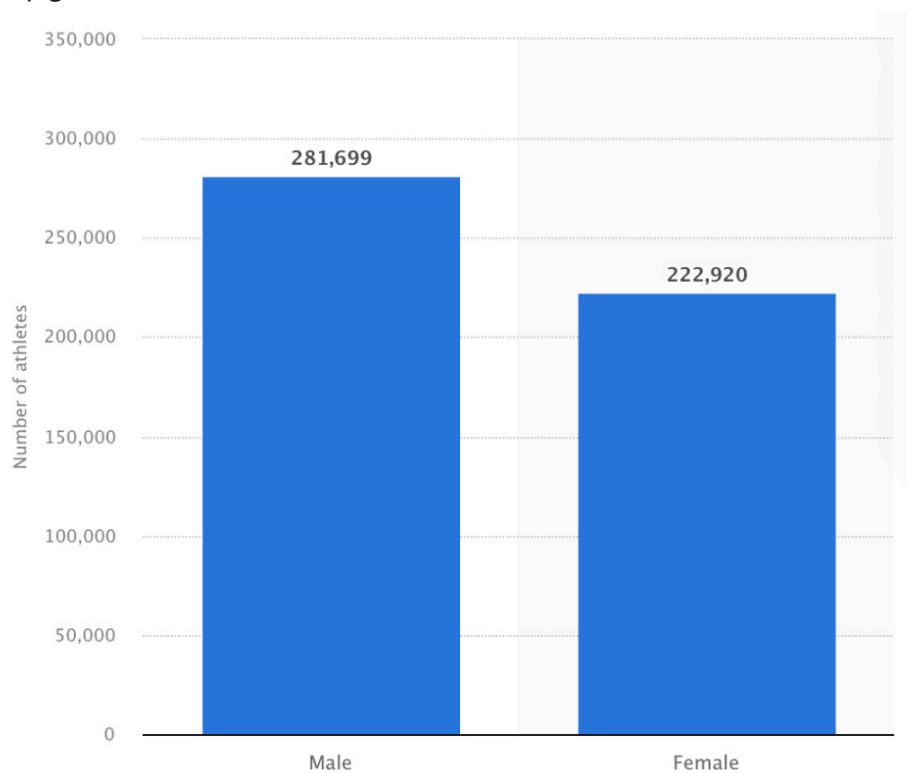
Student Athletes at Mississippi State University,
East Mississippi Community College, and Mississippi
University for Women: 2019–2020 School Year.



(NCES, 2020- a,b,c)

Figure 23

NCAA athletes in US by gender

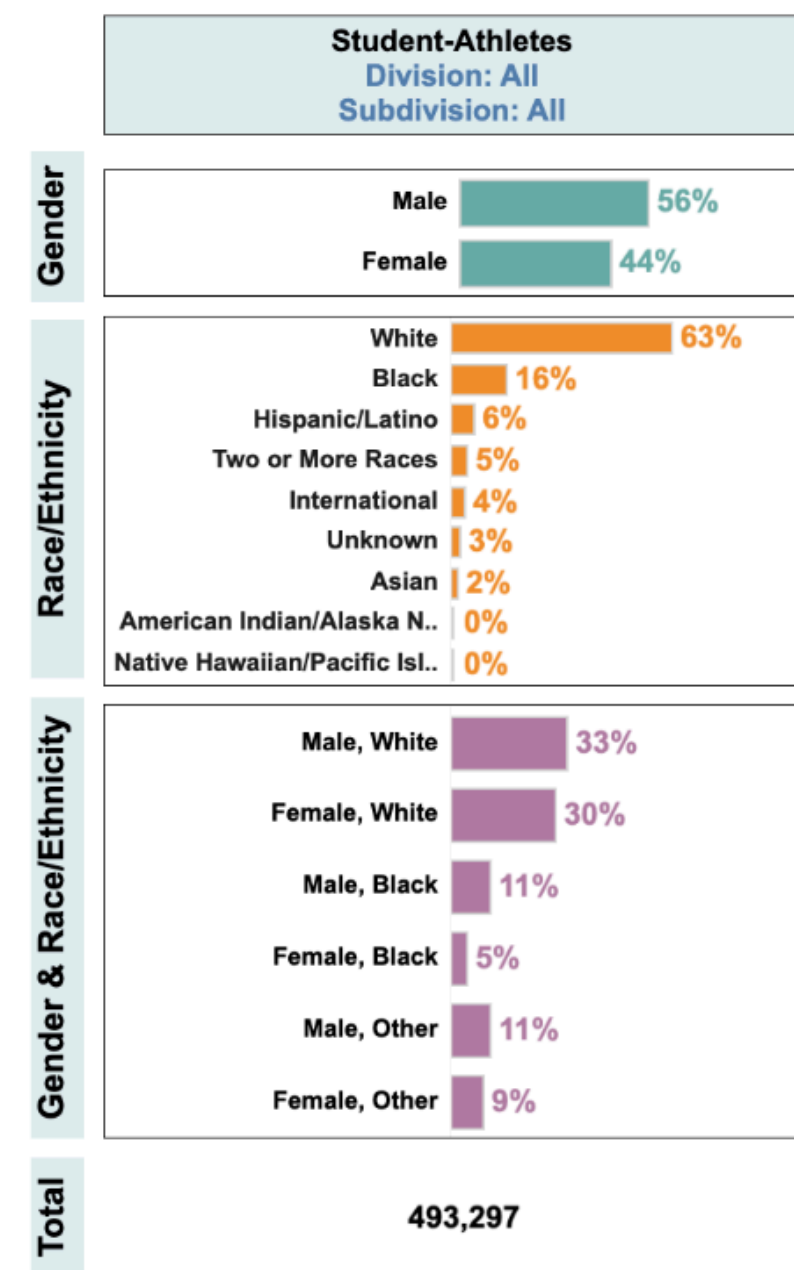


(Gough, 2021)

The specific racial demographics of student athletes for these three institutions are not available. However, NCAA demographic data from 2021 shows that 63% of collegiate athletes across all divisions are White, 16% are Black or African American, 6% are Hispanic or Latino, 5% are two or more races, 4% are International Students, 3% are unknown, and 2% are Asian. The largest group is White males at 33% followed by White females at 30% (NCAA, 2021-a)

Figure 23

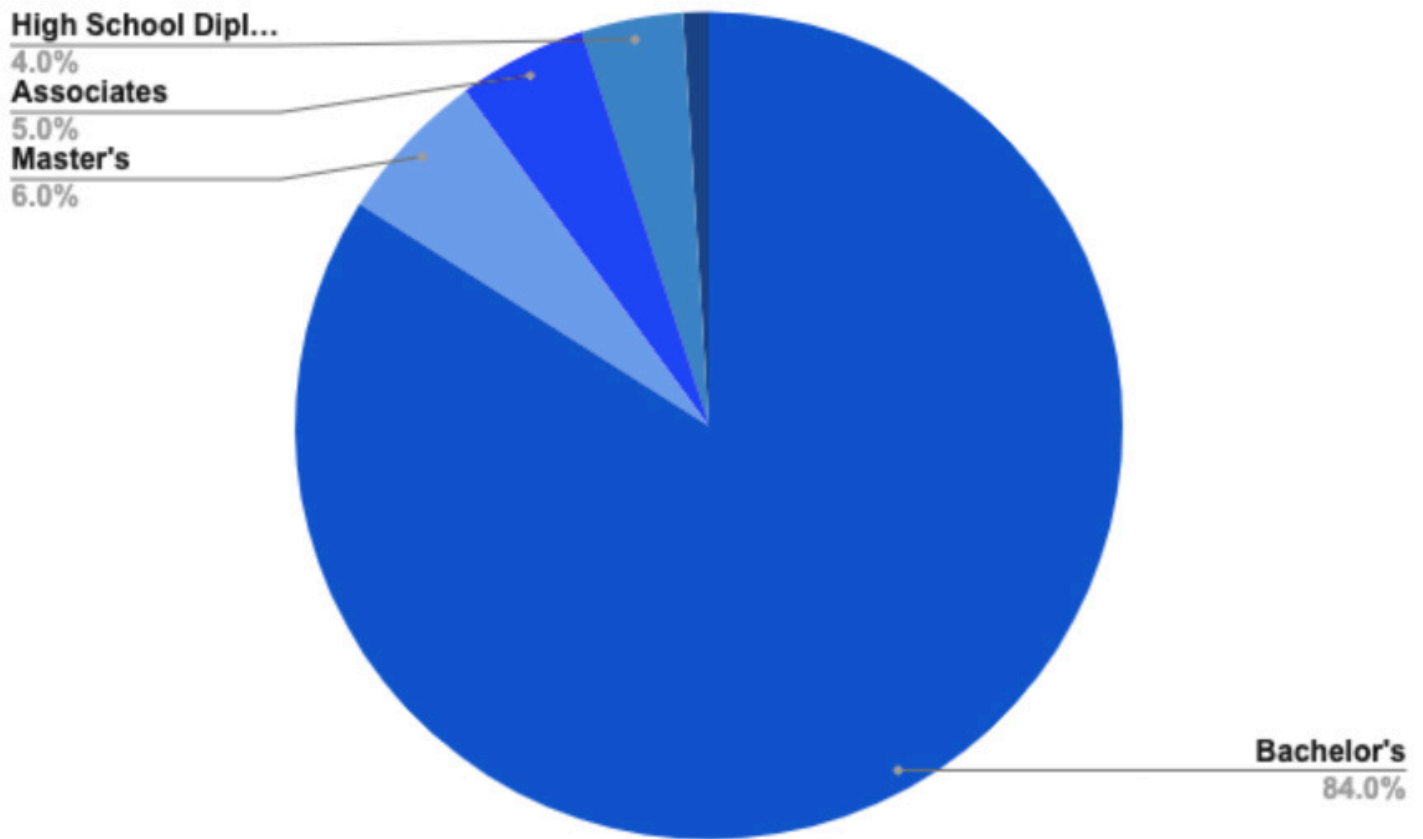
NCAA All-Division Athletes racial and gender breakdown



(NCAA, 2021-a)

Data has also shown that a majority of collegiate student athletes achieve a bachelor's degree (84%), followed by a master's degree (6%), and an associate's degree (5%) (Zippia, 2021).

Figure 24



(Zippia, 2021)

Though the Golden Triangle area is home to many high schools student athletes, many of these individuals would not be able to serve in the target public of volunteers as all volunteers for Boys & Girls Clubs of the Golden Triangle must be 18 years or older. This makes collegiate athletes the target group of volunteer student athletes.

Psychographics:

Collegiate athletes can be motivated to volunteer within the community for various reasons. A 2019 study showed that student athletes are motivated to volunteer on all six motivation

functions of the study at a high level: function, value, understanding, career enhancement, social, and protective (Martin, et al.). The NCAA also emphasizes its athletes having a positive impact on the communities they are in and promotes different ways for athletes to interact with youth and fans through clinics and events (NCAA, 2021-b). Student athletes at these institutions are held to expectations to volunteer by their institutions as well as the NCAA as a whole, however, there is evidence that some of the pressures can cause adverse effects. A study from 2018 showed that the level of seniority in the athletic program had an impact on both motivations to volunteer and hours of completion. Many collegiate student athletes had a decrease in motivation as their academic year increased, however, the number of hours of service they completed rose. The researchers noted that this change can be attributed to volunteerism being used as a form of punishment in the industry and can serve as an example of the feelings of obligation the student athletes may feel (Huml, et al.). Though men have lower overall volunteer rates than women and collegiate athletes are majority male, there are other factors that could influence the decision of this particular group to volunteer.

One of the core programs at Boys & Girls Clubs of the Golden Triangle is Sports, Fitness, and Recreation (Boys & Girls Clubs of the Golden Triangle, n.d. -e). Having interaction between the youth of the club and collegiate athletes in recreational activities can be mutually beneficial to both groups. A study from 2017 showed that in programs of mentorship between university athletes and elementary students, student athletes had an increase of understanding responsibilities as role models and the needs of youth in the community. They were also able to develop a desire to continue volunteering. The collegiate athletes reported improvement in their communication, interpersonal, leadership skills, and a likelihood to want to work with children in the future through mentorship. According to the study, the elementary students were able to understand the importance of hard work for academic success. They reported having a better understanding of the college experience

through the mentorship program and had an increased perception of the importance of college. The teachers of the elementary students also noticed an increase in motivation in the classroom and a decrease in behavior issues (Rahill et al.). Not only do collegiate athletes make a great target public for general volunteer work, but they also serve as an opportunity to expand volunteering at Boys & Girls Clubs into a role model-based program.

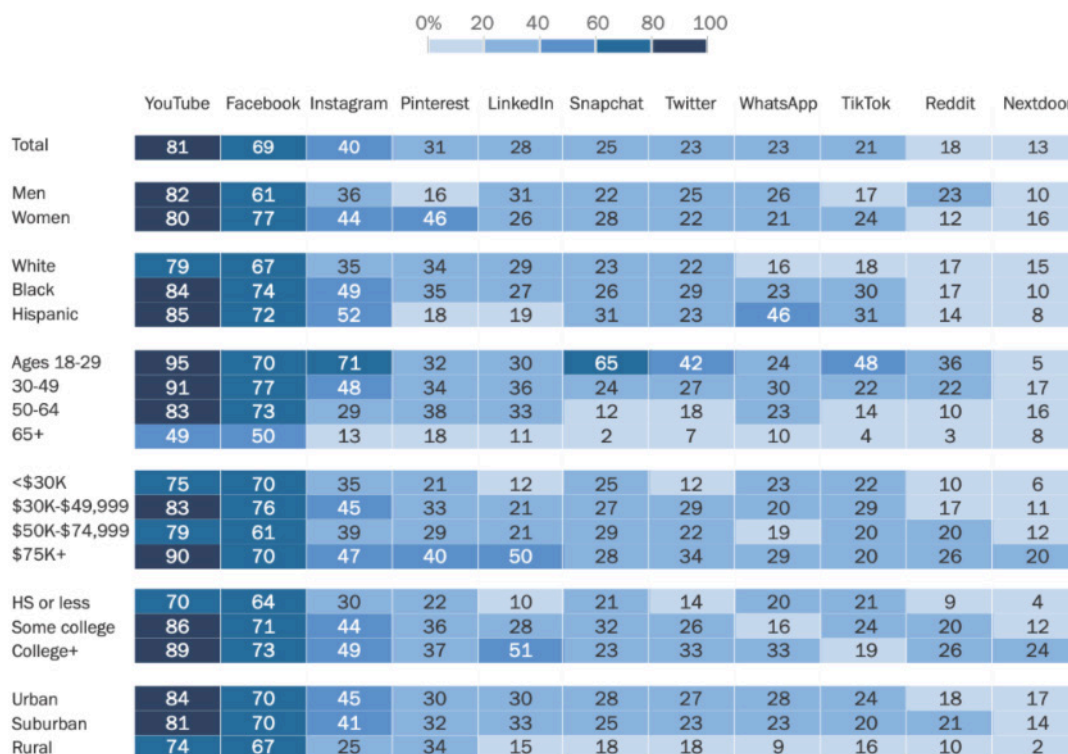
Communication Channels:

According to 2021 research, 95% of 18-29-year-olds claim to use YouTube, 71% use Instagram, 70% use Facebook, 65% use Snapchat, and 48% use TikTok (Anderson & Auxier, 2021). These are the five most common platforms to be used by this age group which includes the general age group of college-aged students.

Figure 25

Online platform usage by demographic groups

% of U.S. adults in each demographic group who say they ever use ...



Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

(Anderson & Auxier, 2021)

These platforms can be a good way to reach general college-aged students. However, because these individuals are more grouped, getting access to specifically collegiate athletes at these three institutions can be done by contacting the athletic departments directly and getting messages sent through the organization. At EMCC, the Athletic Director and Head Women's Basketball Coach Sharon Thompson can be contacted at sthompson@eastms.edu as well as Ginnie Cody, the Director of Athletic Digital Communication, at mcody@eastms.edu (East Mississippi Community College Athletics, n.d - b). At MSU, John Cohen, Director of Athletics, can be contacted at johncohen@athletics.msstate.edu (Mississippi State University Athletics, n.d.- b). Jennifer Claybrook, the Director of Athletics, and Campus Recreation can be contacted for MUW at jlclaybrook@muw.edu (Mississippi University for Women, n.d. - b). All of these individuals have direct access to the student athletes at their organizations and would be able to quickly disperse information to students as well as organize ways for potential mentorship opportunities to happen.

Geographic Considerations:

Collegiate student athletes at these institutions are all close to the locations of Boys & Girls Clubs of the Golden Triangle. MSU is 2.4 miles from the Starkville club. MUW is 2.7 miles from the Columbus club, and EMCC is 15 miles from the Columbus club. MSU is home to 17 athletic facilities including Davis Wade Stadium, Humphrey Coliseum, and Templeton Athletic Academic Center (Mississippi State University Athletics, n.d.- a). EMCC has six main facilities including softball and baseball fields, a football field, and the EMCC weight room (East Mississippi Community College Athletics, n.d.- a). MUW has nine including a tennis court, a strength and conditioning room, and a soccer complex (Mississippi University for Women Athletics, n.d.- a). All of these facilities can be extremely beneficial to the clubs and the expansion of extracurricular activities and programs.

Students Involved in Organizations

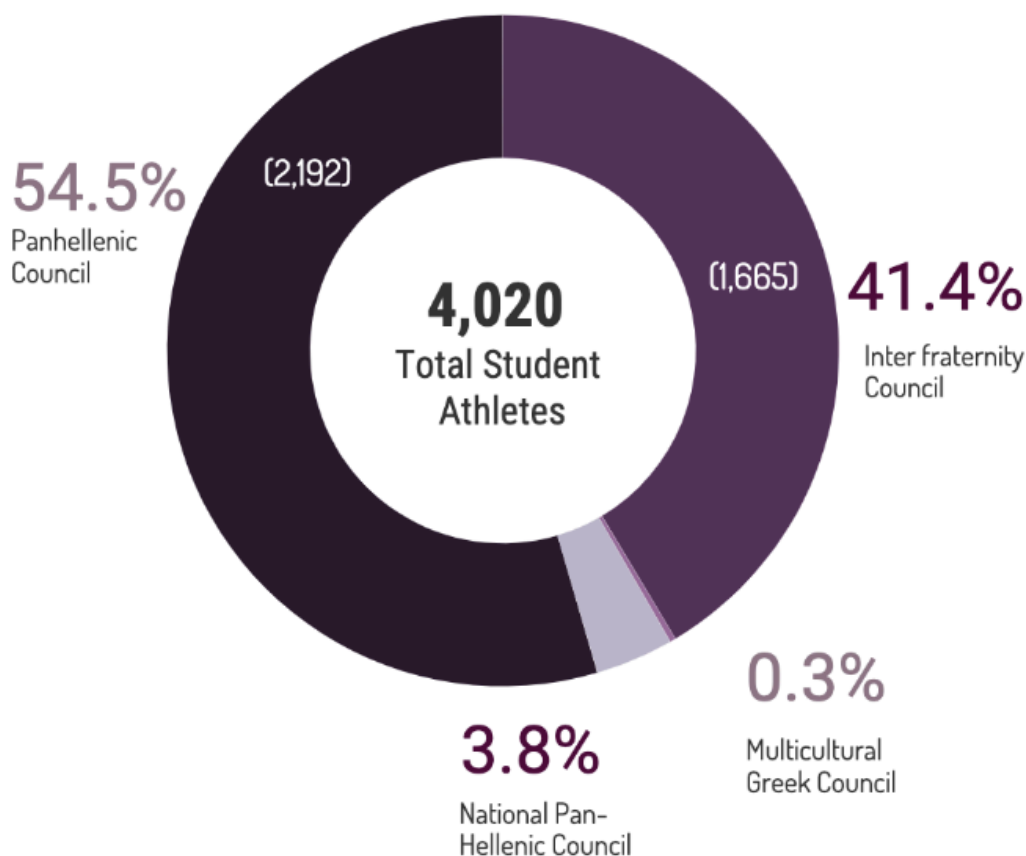
Demographics:

Involvement in organizations is extremely important to student success both at the collegiate and high school levels. The surrounding educational institutions MSU, EMCC, and MUW are all home to a large number of organizations including Greek life, volunteer groups, and religious organizations. According to MSU's Cowbell Connect, there are currently 565 organizations that students can get involved in (Cowbell Connect, n.d. -a). One of the largest categories of groups on MSU's campus is Greek life. According to 2021-2022 data, 23% and 40% of first time freshmen males and first time freshmen females are members of Greek life, respectively. Those demographics turn to 20% of total male graduates and 27% of female graduates (MSU Office of Institutional Research & Effectiveness, 2022). MSU offers four different councils of Greek Life: National Pan-Hellenic Council, Panhellenic Council, Interfraternity Council, and Multicultural Greek Council. According to the Spring 2021 Score Cards, NPHC has 151 members, Panhellenic Council has 2,197 members, Interfraternity Council has 1,665 members, and Multicultural Greek Council has 12 members. The cumulative number of members of all 35 Greek organizations at MSU is over 4,000 (MSU Colvard Student Union, 2021- a,b,c,d). The two largest councils, Panhellenic Council and Interfraternity Council, are 94% and 93% White, respectively. The National Pan-Hellenic Council is 99% Black or African American but has far fewer members. The Multicultural Greek Council has no ethnic majority (Sullivan, 2021). With the largest councils being majority White, Greek life is majority White students at MSU. EMCC does not have any Greek life organizations on campus and MUW is only home to one sorority, Zeta Phi Beta (MUW Campus Labs, n.d.). MUW is also home to four social clubs that meet weekly (MUW Campus Labs, n.d.). Students involved in Greek life are a large target public for volunteering as many organizations require hours of community service to obtain membership.

Figure 26

Greek Life breakdown by councils at MSU

Greek Life at Mississippi State University: Spring, 2021



(MSU Colvard Student Union, 2021- a,b,c,d)

Another large grouping of organizations is faith-based organizations. EMCC has the Fellowship of Christian Athletes and the Student Christian Fellowship (East Mississippi Community College, n.d.-a). MSU has 25 different religious organizations including the Baptist Student Union, Pinelake College Ministry, Hillel, and Catholic Campus Ministry (Cowbell Connect, n.d. -a). The institutions also have organizations that are centered around service. MSU is home to Habitat for Humanity, Engineers Without Borders, Service D.A.W.G.S., and Volunteers Around the World (Cowbell Connect, n.d. -a). MUW has the Community Service club and the W Leadership Program (MUW Campus Labs, n.d.).

There are hundreds of other organizations between the institutions, but Greek life, faith-based, and community service organizations hold the most promise for potential volunteer reach. Both MSU and MUW have centers for community service that facilitate the opportunities for students to give back to the community. MSU has the Maroon Volunteer Center which aids the connection of students to potential community services acts that would match best for them (MSU Maroon Volunteer Center, n.d.). MUW has the Office of Community Service which similarly gives direction to students in their path to community service while keeping an up-to-date list of opportunities in the area (Mississippi University for Women, n.d.).

Psychographics:

All of these organizational types create a large target public for volunteers for Boys & Girls Clubs of the Golden Triangle. Members of Greek life are already known to be regular donors and fundraisers for a multitude of organizations in their communities. Sororities and fraternities support local and national philanthropies both through means of volunteering and fundraising to provide financial support. Members of Greek life can also be strong role models for youth in the community as they can give advice to younger students and leave a positive impact on the next generation (Hobbs, n.d.).

Faith and religion based organizations can also have a large impact on an individual's decision to volunteer. Research shows that individuals who attended religious services throughout their adolescence were 29% more likely to volunteer in their communities (Harvard T.H. Chan, 2018). Though these are indications of the way the individuals were raised rather than their current standing, there is a link between participation in religious organizations and volunteerism. These adults were also more likely to participate in volunteerism later on in life as well making their involvement in community service have more longevity which could also be beneficial to Boys & Girls Clubs of the Golden Triangle.

Volunteer groups on the campuses of the institutions are also beneficial to both students and Boys & Girls Clubs of the Golden Triangle as students have direct access to a selection of service opportunities and the clubs can promote their available positions heavily. Not only does student volunteerism benefit the organization that receives the aid, but it also can help students create a stronger sense of community and meet more people (Chandra, 2021). Chandra's blog post on Campus Groups also includes that it can be beneficial to encourage college students to do community service by promoting departments such as Greek life, Student Affairs, and Alumni Associations, all of which are large organizations on the campuses of the three local institutions (2021). Encouraging students to participate in community service and giving recognition to those with high hours can also increase these numbers (Chandra, 2021). By joining an organization based around community service, students will be encouraged to partake in these activities throughout the year and will even grow their own community doing so.

Communication Channels:

The main communication channels for these students are largely similar to student athletes as college students have the same statistics of using online platforms. As Figure 9 shows, 95% of 18-29-year-olds use YouTube, 71% use Instagram, 70% use Facebook, 65% use Snapchat, and 48% use TikTok (Anderson & Auxier, 2021). However, there are ways to directly contact the organizations as a whole. To reach out directly to Greek life at MSU, contacting each advisor could be beneficial to address the councils as a whole. Ashley Swift is the advisor for NPHC and can be contacted at als1420@saffairs.msstate.edu. Dr. Jackie Mullen is the Panhellenic Advisor and can be contacted at jmullen@saffairs.msstate.edu. John Michael VanHorn is the Interfraternity Council and Multicultural Greek Council Advisor and can be contacted at jvanhorn@saffairs.msstate.edu (MSU Colvard Student Union, n.d.). As for other organizations, the MSU Office of Student Affairs can send out any information to clubs about opportunities. Thomas Bourgeois, Dean of Students, can be contacted at tb2@msstate.edu, Regina Young Hyatt, Vice President of Student Affairs, can be contacted at

regina.hyatt@msstate.edu, and Katie Corban, Head of Marketing & Communications, can be contacted at katie.corban@msstate.edu (MSU Student Affairs, n.d.). The Maroon Volunteer Center can be reached through email at volunteer@saffairs.msstate.edu or in-person on campus (MSU Maroon Volunteer Center, n.d.).

Each of the organizations at EMCC has its own sponsor as well including Dr. Melanie Sanders for the Baptist Student Union who can be contacted at msanders@eastms.edu and Mary Smith for the Student Christian Fellowship who can be contacted at msmith@eastms.edu (East Mississippi Community College, n.d-a). Dr. Melanie Sanders also serves as the Dean of Students and Vice President of Enrollment Management and would be a great liaison to reaching potential student volunteers in organizations (East Mississippi Community College, n.d.-a). The MUW Office of Student Life is accessible in person in Cochran Hall of the MUW campus as well as at meashley@muw.edu (MUW Student Life, n.d.). All of these contacts will serve as a way for Boys & Girls Clubs of the Golden Triangle to contact these individual organizations and student aid resources as a whole to gain more potential volunteers.

Geographic Considerations:

The proximity of these institutions to the clubs is a benefit to both Boys & Girls Clubs of the Golden Triangle in getting more volunteers and for students who want to work within their local communities. These organizations are all on campus and within miles of the nearest clubs, making not only individual volunteer work accessible, but group visits and regularity of volunteerism more likely.

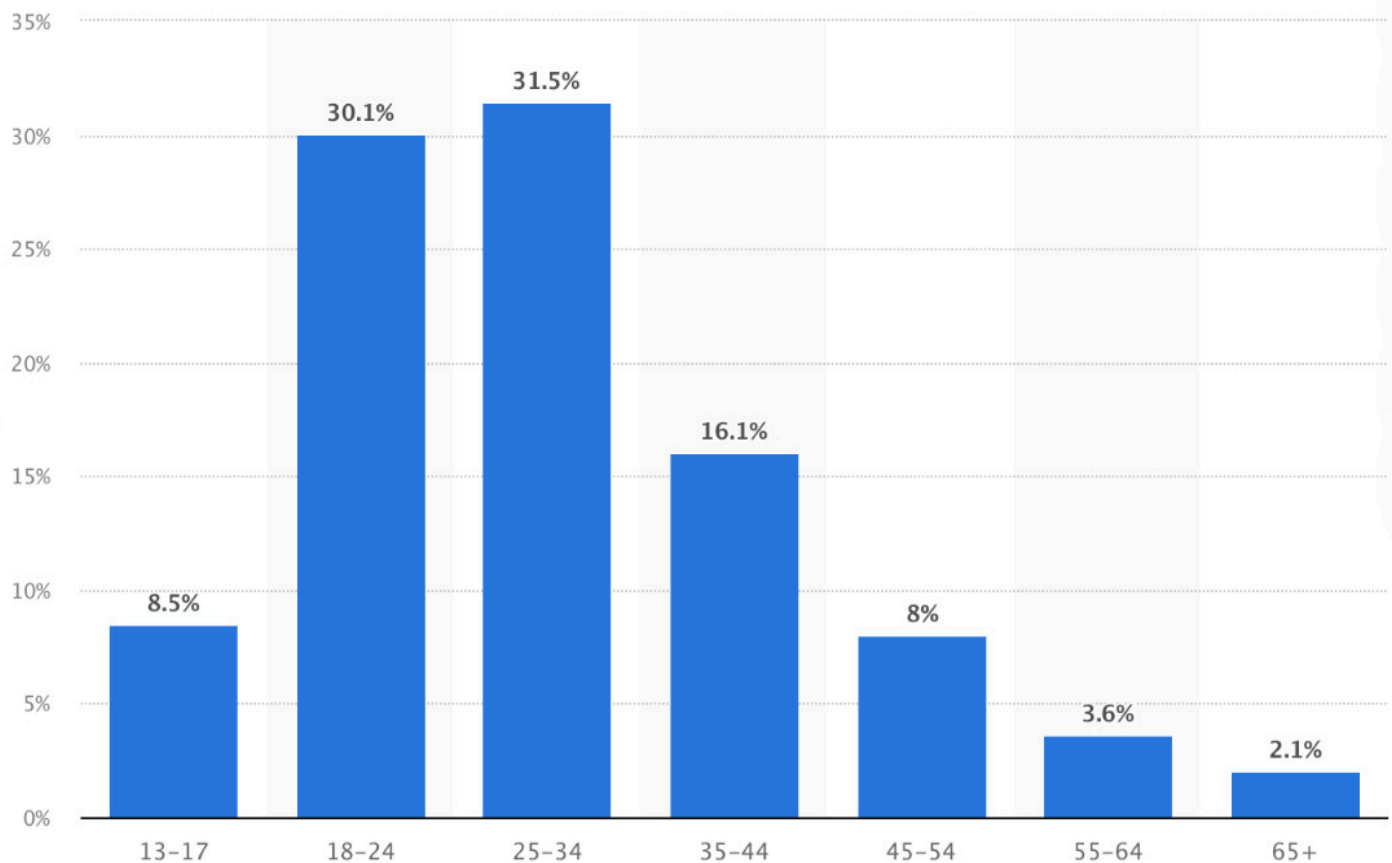
Social Media Users

Demographics:

The fourth most popular social media site in the world is Instagram. The site has over two billion active users worldwide as of December 2021. The United States is Instagram's second most popular country that uses the app with 157.1 million active users (Statista, 2022-b). The gender breakdown of Instagram users is males being at 50.7% versus females at 49.3% (Statista, 2022-b). The graph below shows that the ages between 25 and 34 are the majority of Instagram users. "Over two-thirds of total Instagram audiences were aged 34 years and younger and this makes the platform particularly attractive for markets" (Statista, 2022-c).

Figure 27

Distribution of Instagram Users Worldwide as of January 2022, by Age Group

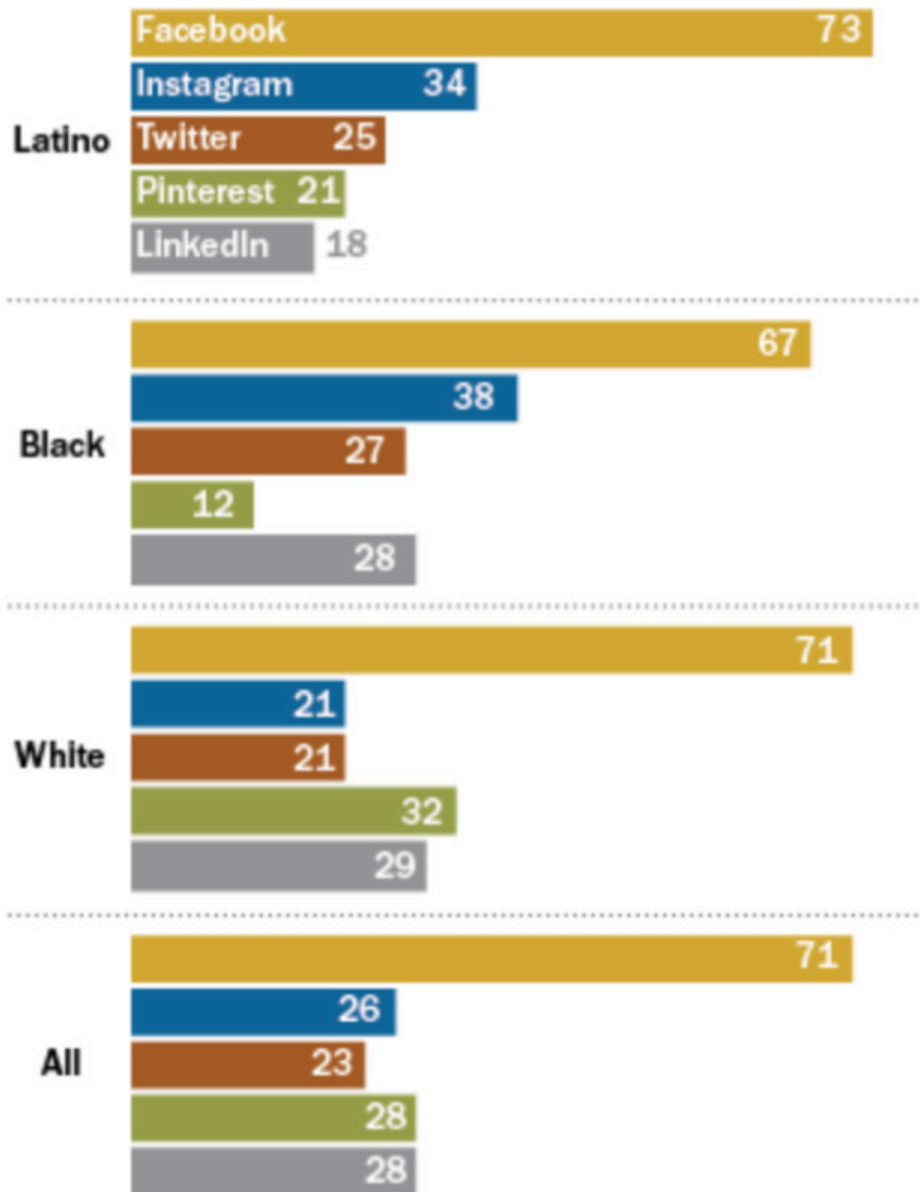


(Statista, 2022-c)

According to figure 12, Instagram is most popular among Black or African Americans (38%), followed by Latinos (34%), and White Americans (21%).

Figure 29

Percent of Internet Users Who Use Each Social Media Site, by Race and Ethnicity



Note: Blacks and whites include only non-Hispanics.
Hispanics are of any race.

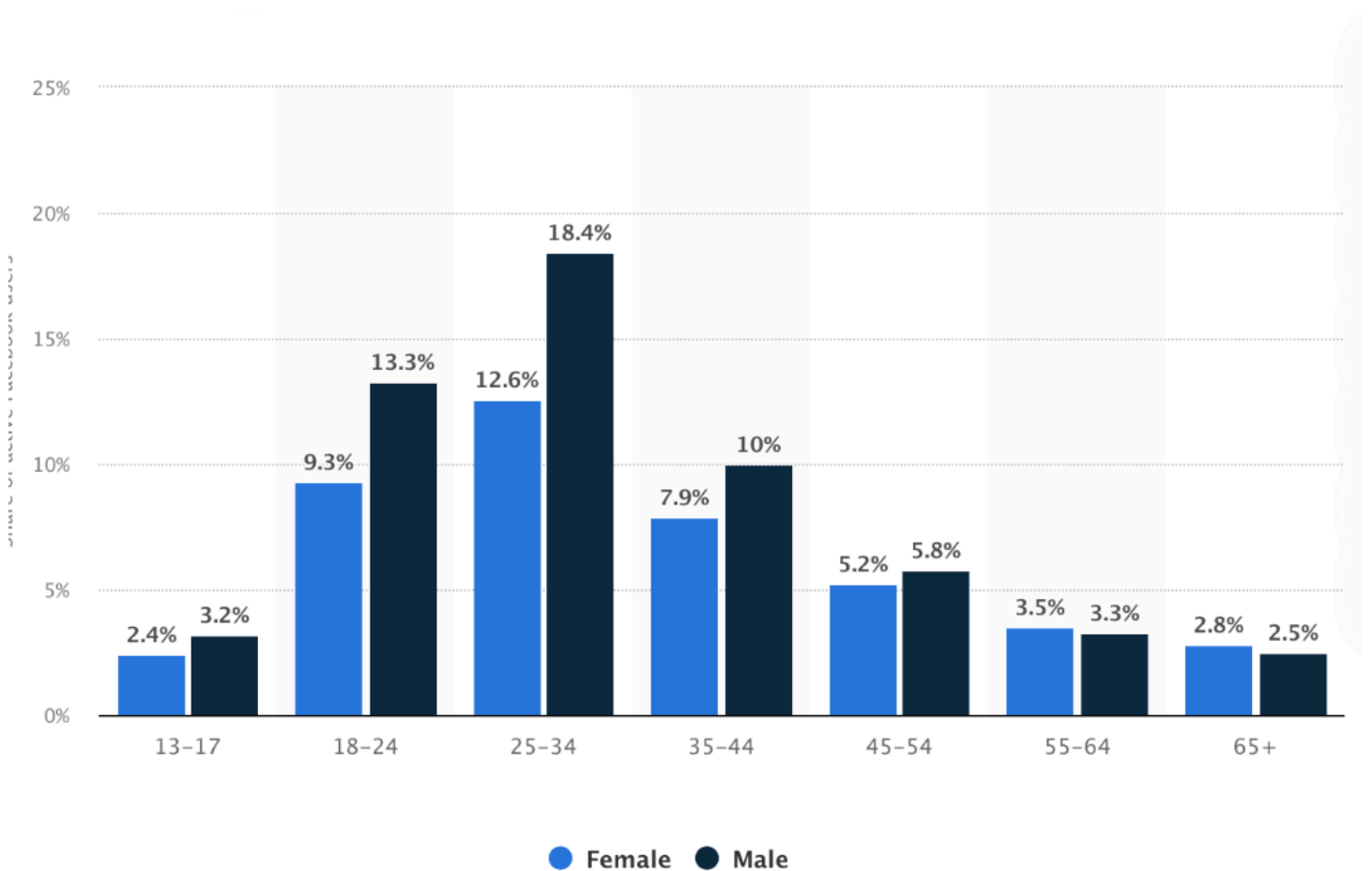
Source: Pew Research Center's Internet Project September
Combined Omnibus Survey, Sept. 11-14, 2014 and
Sept. 18-21, 2014. n=1,445 internet users

(Krogstad, 2020)

Facebook is the world's most popular social media platform having 2.91 billion active monthly users. Of those monthly users, 79% are active daily on the platform (Martin, 2022). According to the graph below, the majority of Facebook users are in the age group of 25-34. The biggest demographic for the platform are males over the age of 13. As displayed above, figure 12 shows that Facebook is most popular among Latinos (73%), followed by White Americans (71%), and Black or African Americans (67%).

Figure 30

Distribution of Facebook Users Worldwide as of January of 2022, by Age and Gender

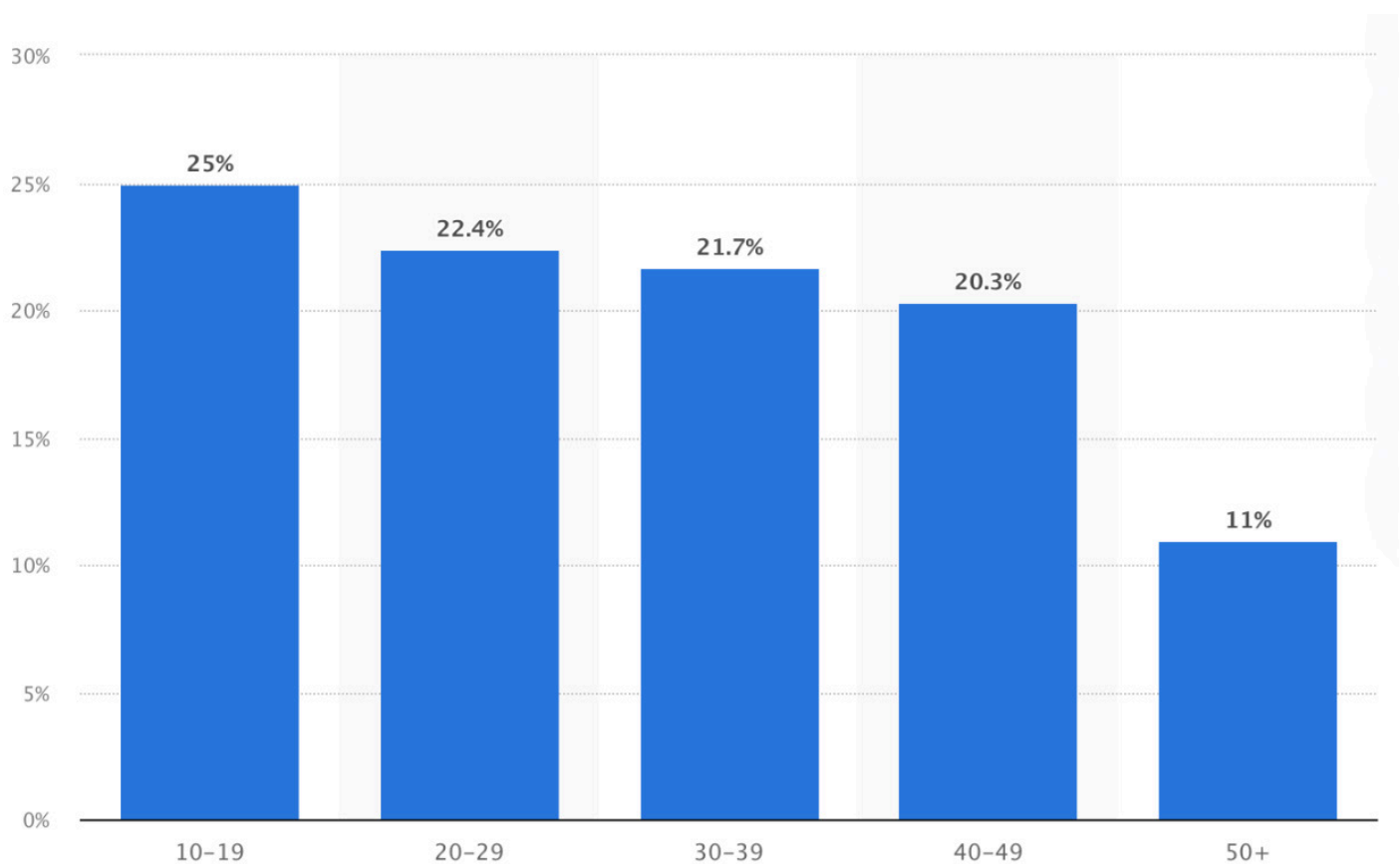


(Statista, 2022-a)

TikTok is one of the newest social media platforms, but it has over one billion active monthly users. According to the graph below, 25% of TikTok users' ages range from 10-19 while 22.4% range from 20-29. Of those users, 57% are female while 43% are male (The Latest TikTok Stats: Everything You Need to Know, 2022). "Nearly half of all US TikTok users have an annual household income of \$100,000 or more" (Sheikh, 2022).

Figure 31

Distribution of TikTok Users in the United States as of September 2021, by Age and Gender



(Statista, 2021-d)

Another popular social media platform is Twitter. In 2021, there were 217 million worldwide daily active users. The United States is the leading country that uses this platform with 77.75 million users. Of the United States users, 25% are male while 22% are female (Aslam, 2022).

Psychographics:

According to research, “Almost six in ten US adult IG users log in at least once a day while 38% will do so several times a day” (Chen 2022). It is important for Boys & Girls Clubs of the Golden Triangle to keep an updated and consistent Instagram because users are active on this platform. Of the active users of Instagram, 91% watch videos on the platform weekly (Chen 2022). This is a crucial strategy for Boys & Girls Clubs of the Golden Triangle to utilize to be able to reach potential donors, volunteers, and families with children in the community. In addition to users watching videos, 50% of users visit a website after seeing it in one of Instagram’s features, Stories (Chen 2022). According to research, 90% of users follow at least one business and 57% enjoy participating in polls and quizzes from brands they follow (McLachlan, 2022 -a).

Facebook users spend 33 minutes a day on the platform (Martin, 2022). “Most users — 98.5% — use Facebook on their mobile device, but 81.8% of people strictly access the platform via mobile” (Martin, 2022). The biggest age demographic of Facebook users ranges from 25-to 34 which is considered the Millennial generation. One in five mothers in America are Millennials and 53% are working full-time jobs (22 Facts You Should Know About Millennial Moms [Infographic], 2021). It is crucial for Boys & Girls Clubs of the Golden Triangle to use this social media platform because 81% of women from the millennial generation said social media is the best way to communicate with them (22 Facts You Should Know About Millennial Moms [Infographic], 2021). Of the people who use social media and interact with non profits, 55% look more into that organization. From that percentage, 59% of people donate, and 53% volunteer (Non profits Source, 2019). TikTok users spend up to 24 hours watching videos on TikTok each month (Sheikh, 2022). “Studies show that more than half of all the TikTok videos with the highest clickthrough rate highlight their key message or product within the first three seconds” (Sheikh, 2022). By having a TikTok account, Boy & Girls Clubs of the Golden Triangle could create a variety of clips to promote everything it offers. Social media platforms provide ample opportunity for Boys & Girls Clubs of the Golden Triangle to reach its target public.

Communication Channels:

The most effective communication channel for Instagram users is the platform itself. In addition to Instagram, other social media platforms would be great communication channels to reach Instagram users. According to McLachlan, "The likelihood that an Instagram user also has an account on another social platform is 99.99%. For example, 83% of Instagram users also use Facebook, while 55% are also on Twitter" (2022 -a). The most effective communication channel for Facebook users is the platform itself. By using the story feature Facebook provides, 57% of Americans say it makes them feel more connected to the other users (Martin, 2022). In addition to using Facebook, using additional social media platforms would be beneficial because over 72% of Facebook users also use YouTube and Instagram (Martin 2022). Facebook introduced the birthday fundraising tool in 2017. This allowed users to celebrate their birthday by advertising one of their favorite non-profit organizations for other users to be able to donate. Over \$300 million has been raised for 750,000 non-profit organizations since the tool was created (Schaffer, 2018). This is a great communication channel for Boys & Girls Clubs of the Golden Triangle to utilize with its Facebook users to gain more visibility and donors. Another effective communication channel for Facebook users is Facebook Groups. This feature allows users to create groups based on interests, location, hobbies, etc. According to Southern, over 1.8 billion people utilize this feature every month (2021). This feature allows users to feel like a community even if it is online. This is an effective way to reach new parents, volunteers, and donors.

Geographic Considerations:

With the United States being the second leading country that uses Instagram, the specific location of the users is important. Individuals who live in urban areas use Instagram more than those that live in suburban and rural areas. According to WordStream, 46% of urban residents use Instagram, while 35% of suburban residents and 21% of rural residents use Instagram (2022). In addition, 27% of Twitter users live in urban areas and only 18% live in rural areas (Aslam, 2022). "As of February 2022, there were approximately 307.2 million internet users in the United States. Meanwhile, there were around 270 million active social media users. During the third quarter of 2021, 90 percent of

U.S. internet users accessed the internet via any mobile phone,” (Johnson, 2022). In 2019, Facebook was the most popular social media platform in the United States. Following Facebook was Instagram, Facebook Messenger, then Twitter (Ceci, 2022).

Traditional Media Users

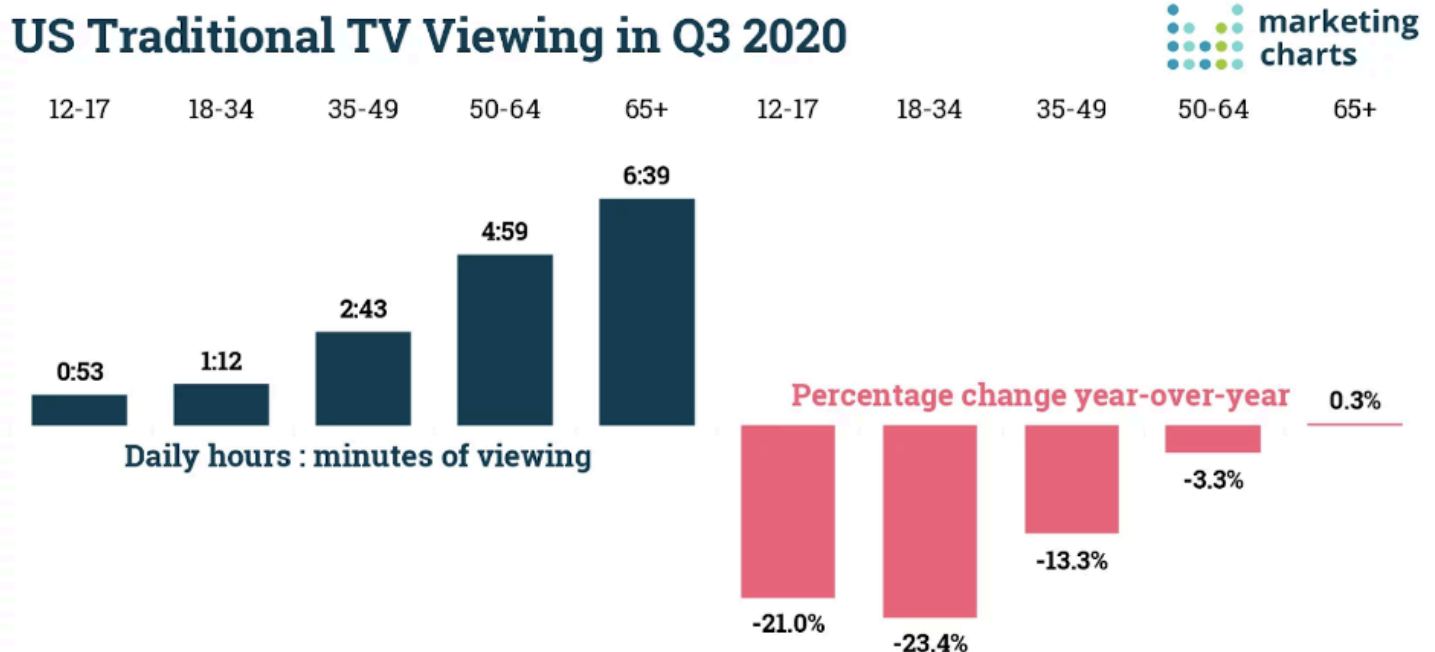
TV Viewers

Demographics:

According to data from Marketing Charts, the amount of time 18-34-year-olds spend watching television has dropped by 23.4% from the previous year. It has shown that this age group spends 2.5 times more using smartphones and apps than they use television. Ages 18-34 have spent $1\frac{3}{4}$ per day watching television which translates to one hour and 43 minutes watching television a day. This has declined 13 minutes compared to last year which was 1 hour and 56 minutes. This was a -11.1% decline within the past year (2021).

Figure 32

U.S. Traditional TV Viewing



Published on MarketingCharts.com in May 2021 | Data Source: Nielsen

Traditional TV viewing refers to live + time-shifted TV viewing

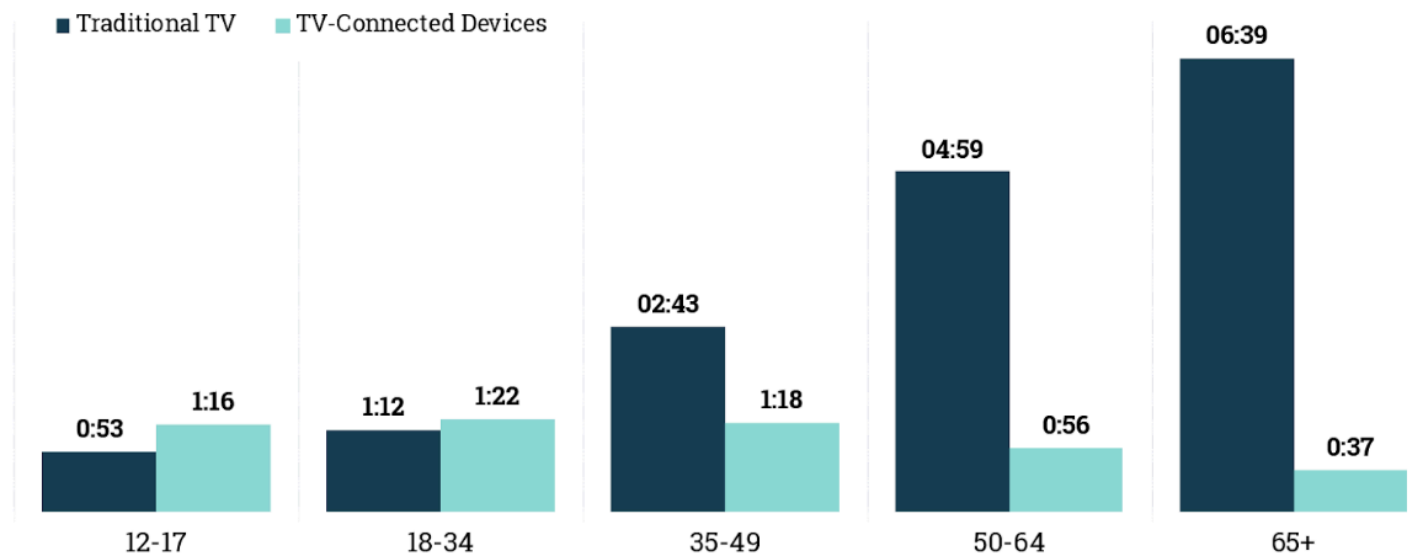
(Marketing Charts, 2021)

Older generations tend to watch television platforms more than younger generations. The latest study from Marketing Charts states that the ages 12-17 watch television up to six hours and 13 minutes a week. This study shows that ages 12-17 watch less television than those of the age group 18-34. The third most television viewers in this research study were the ages of 35-49-year-olds. This age group was said to have watched up to two hours and 43 minutes of television per day. The second age group that watched the most television in 2020 was 50-64-year-olds. This age group watched close to five hours of television per day. The age group that watches television the most is 65 and older. Viewers that are 65 and older have been known to watch a hefty amount of television throughout the day. This research shows it is up to six hours and 39 minutes per day (2021).

Figure 33

Traditional TV vs. TV-Connected Device Usage

Traditional TV vs. TV-Connected Device Usage in Q3 2020 (daily hh:mm, total population)



Published on MarketingCharts.com in May 2021 | Data Source: Nielsen

Traditional TV refers to all live + DVR/time-shifted TV viewing during the quarter for the total population

Connected TV refers to DVD/Blu-Ray Devices, Game Consoles, and Internet-Connected Devices (including streaming media players and smart TVs)

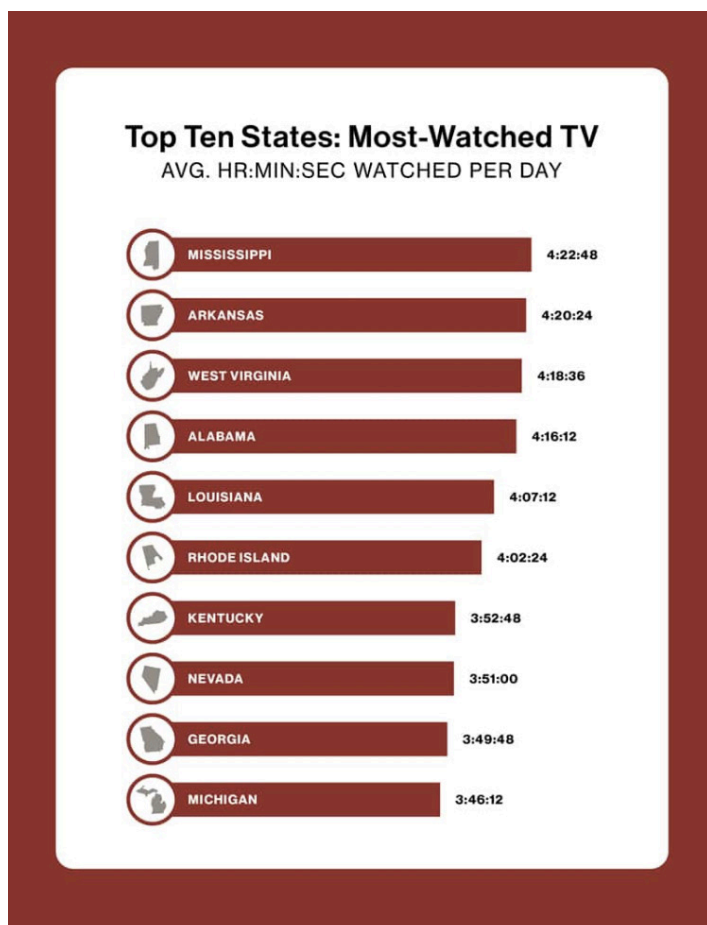
(Marketing Charts, 2021)

The research comparing races/ethnicities shows that Black or African Americans watch the most television. Marketing Charts show that Black and/or African Americans watch 4 hours and 39 minutes per day watching television. Hispanic or Latino watch two hours and 15 minutes per day of television. Asian Americans watch up to one hour and 46 minutes per day of television. Televisions reach 81% among Black or African Americans, 76% among Hispanic or Latino, and 65% among Asian Americans (2021).

Research from WXXV 25, shows that during the pandemic, it allowed more people to be placed in front of a television screen. Mississippi was ranked #1 state for television watch time with an average of four hours and 22 minutes per day. The year before, Mississippi was ranked #7 with an average of three hours and 29 minutes per day. This was almost an hour increase in just one year.

Figure 34

Most Watched TV by State



(WXXV 25, 2020)

Psychographics:

Forbes explains that research was conducted as to why people are continuing to watch television even with all the other different distractions that could be used. Research conducted by Patrick Barwise, along with two senior researchers, states that people still watch television because it meets our psychological needs to relax and escape. Research also shows that television is a much cheaper time filler than other activities. Although sedentary activities have led to a plethora of negative mental and physical health effects, a new study has confirmed that watching television and videos generates brain waves with pleasant, wakeful relaxation and taking viewers' minds off other things (Roberts, 2019). Television viewers are continuing to increase because people still need to meet those psychological needs and now there are more opportunities to meet those needs. Although it is not clear whether television is healthy or not for you, it allows people to turn off the world as a distraction and is not going anywhere anytime soon (Roberts, 2019).

Communication Channels:

According to Testbook, television is a system for transmitting visual images and sounds that are used to broadcast programs, entertainment, information, and education. One of the most important means of communication is television because it includes news, documentaries, and sports events. Televisions' audience size is larger than any other media audience. Television has been able to influence people even in remote areas of our country. Television is considered a mass medium and a mass educator because of its large reach scattered in culturally diverse and remote areas (2021). WCBI is the only news station in the Golden Triangle. WCBI is where the community of the Golden Triangle are informed on situations happening.

Geographic Considerations:

According to AMOBEE, there are many ways to view the same content over many devices, but it is very difficult to measure the viewership when data sources are soiled. Automated content

recognition (ACR) has the potential to capture all types of television viewing behaviors across linear (McGill, 2021). According to Prince George County, Mississippi has a higher average of watching television compared to most other states. Also according to this site, Mississippi's favorite television genre was soap operas (2018). This is needed to allow us to realize that although Mississippi may be watching the most television, it is hard to grasp their attention using news and information.

Newspaper Readers

Demographics:

Mansi Media states that more than 124 million people in the United States read newspaper media each week. This is more than six out of 10 Americans that read this media each week. Ages 18-34 have 58% reading the newspaper. Households with an income above \$100K are 70% newspaper readers. About 63 million adults access newspaper articles through their smartphones or tablets (2018).

Advertisements in the newspaper are known now to be the place to invest. Newspapers reach an educated audience who are avid shoppers. Nine out of 10 (91%) of newspaper readers have reported that they take action after looking at inserts. When this research was conducted, eight out of 10 (79%) of newspaper readers had taken action as a result of reading a newspaper ad within the last 30 days. Seven in 10 newspaper readers 18 and older have stated that the newspaper is their preferred source of coupons. Mansi Media also has shown research that consumers find newspapers the best medium for bringing sales to their attention (2018).

According to Slfp, over the past five years, weekday circulation of newspapers has fallen 7% and Sunday circulation has fallen 4%. The older the person, the more likely they are to be a newspaper reader, and the younger the person, the more likely they are to find their news from other sources such as the internet. The industry of newspapers is continually shrinking. Within only 10 years, the listing of newspapers went down 126 fewer daily papers (n.d.).

Psychographics:

According to myGC, there are six main reasons why people read newspapers. These reasons are to get the latest updates and news, find satisfaction in reading good-writing skills, find information on daily living and job openings, simply pass time, avoid conversation, and to keep a habit (2015). Most readers get satisfaction from proofreading newspapers by listing down misspelled words and grammatical errors. It is proven that they find greater satisfaction in reading well-written articles (2015). Other readers explain that although the internet is a good way to pass time, these readers will use newspapers to help pass time and to pass it smoothly. Some readers have been reading for so long that they can not start their day without a cup of coffee and a newspaper in their hand. This is a habit that they seem to not be able to break (2015).

Communication Channels:

The main form of communication reached through newspapers is mass media communication. Mass media is intended to reach the vast majority of the general public. According to Testbook, mass media creates a realistic picture of the world for their audiences. Mass media also tries to build public opinion through special articles and commentaries (2021). Although communication channels have had rapid developments, JSTOR stated that newspapers remain people's chief source regarding current affairs (n.d.). It is also stated that the reading of the newspapers continues to be a primary objective of the schools (Deboer, n.d.).

Geographic Considerations:

According to EPJ Data Science, it is shown that some newspapers are driven by geographical factors, while some are not. The newspapers driven by geographical factors are mostly local news outlets, while the ones that are not are national-distributed outlets (2019). This shows that although national-distributed outlets may reach more places, local news outlets are where the most people will be actually reading the news at hand. It is also stated that more people will interact more with the news if they are geographically closer to it (Elejalde, 2019).

Community Organizations

There are around 500 total community-based organizations in the Golden Triangle, each with its own focus. Each city in the Golden Triangle has its own Rotary Club as well as Junior Auxiliary club. The two clubs both strive to better the community as well as the children of the area. These two organizations are targeted due to their philanthropic tendencies and service projects within the community.

Demographics:

Junior Auxiliary is a women's only organization. There are a total of over 106 members in the Golden Triangle (E. Zapponi, personal communication, March 17, 2022). There are a total of three clubs that each serve the Golden Triangle region in its own ways. The national organization's mission is to provide support, resources, and specialized training to its local chapters so they may better serve their community (NAJA, n.d.). The women of JA are over the age of 18. However, they do have a Crown Club for high school aged young women of the community. JA of the Golden Triangle is prominently white women. Each woman must complete a total of 50 service hours a year in various ways.

The Rotary Clubs of the Golden Triangle are made up of over 495 local business owners and Civic Leaders. The club is a representative of all commercial and local businesses. The requirements for the clubs are members must be over the age of 18 and an owner of a business. The club is open to both women and men. Members of the club are more diverse than those of JA. Its mission is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace throughout the fellowship of business, professional, and community leaders. The clubs in the community have worked closely with the youth and also offer scholarships each year to high school students (Rotary Club, n.d.).

Psychographics:

These organizations are ideal publics because of their devotion to the community and their willingness to provide assistance and help to those who need it. Although the clubs share similar beliefs and values, their psychographics differ in certain areas. Millennials make up a large portion of the JA members. Millennial women are more likely to donate their time and money to multiple charitable events within the Millennial generation at 55%. In contrast, the Boomer generation of females is overall 33% likely to donate their time and money to multiple philanthropic causes (Fidelity Charitable, 2017). The Rotary clubs are made up of women and men located in the community. The Starkville Rotary Club is made up of a total of 19 individuals, 13 of which are white Baby Boomer males (Starkville Rotary Club, n.d.). Baby Boomers have been known to spread love; 88% of all Boomers donate (Gwoke, n.d.).

Communication Channels:

Each club has its own branch within each city of the Golden Triangle. All three Junior Auxiliaries have both a Facebook and an Instagram, as well as a web page. Both Columbus and Starkville Rotary Clubs have a Facebook, as well as a webpage. Neither of the two has an Instagram. The West Point Rotary Club does not have Facebook, Instagram, or a webpage. Seeing as though the age range for members of the Rotary Club is mainly Generation X and Baby Boomers, this does not necessarily affect the club's overall level of exposure. Baby Boomers prefer talking one on one to gain information; they have adapted to email, with 93% of them using or responding to emails daily (NDMU, 2019). Generation X is known for being the first generation to incorporate digital technology in their youth; they spend a large portion of their days on YouTube and Facebook; they made up a total of 1.5 billion views on YouTube (CSU, 2021). Millennials are active on social media and their top three are Instagram, Facebook, and Twitter (CSU, 2021).

Geographic Considerations:

With the proximity of each organization to Boys & Girls Clubs of the Golden Triangle, they are able to more freely donate their time and resources. The Columbus location of JA has previously donated to the Boys & Girls Club of Columbus. The Rotary Club of Columbus has also previously donated its time and resources to the Boys & Girls Club of Columbus. The Columbus Rotary Club continues to donate to The Boys & Girls Club of Columbus each year. The Starkville clubs are known for their generosity to the youth of the community. The West Point organizations both donate to the youth, and the JA West Point branch is known for its generosity to the Sallie Kate Winters Home for Children.



GOALS, OBJECTIVES, STRATEGIES, AND TACTICS

Problem Opportunity Statement

By the end of May 2023, Boys & Girls Clubs of the Golden Triangle will implement a strategic public relations plan that will target volunteers, diverse parent groups, and donors to gain visibility and enhance the perception of the organization throughout the community to better serve the youth in Columbus, Starkville and West Point. It aims to achieve this goal by increasing awareness and positive interactions within the community.

Goal 1: To enhance the image of the organization with Golden Triangle residents. (Reputation Management Goal)

Objective 1: To have an effect on the awareness of Golden Triangle residents by increasing their knowledge of the Boys & Girls Clubs of the Golden Triangle's programming by 20% by the end of May 2023.

Objective 2: To have an effect on the acceptance of Golden Triangle residents by increasing the number of positive interactions with Boys & Girls Clubs of the Golden Triangle to once a month by the end of May 2023.

Objective 3: To have an effect on the action of Golden Triangle residents by increasing attendance to Boys & Girls Clubs of the Golden Triangle community events by 50 people per event by the end of May 2023.

Goal 2: To promote positive interactions with the school systems in the Golden Triangle. (Relationship Management Goal)

Objective 1: To have an effect on the awareness of school systems in the Golden Triangle by increasing their understanding of what Boys & Girls Clubs of the Golden Triangle has to offer by 20% by the end of May 2023.

Objective 2: To have an effect on the acceptance of school systems in the Golden Triangle by increasing the positive attitudes of school employees about the Boys & Girls Clubs of the Golden Triangle by 10% by the end of May 2023.

Objective 3: To have an effect on the action of school systems in the Golden Triangle by increasing the attendance of youth from each school district by 50 students to each club by the end of May 2023.

Goal 3: To better the relationship between parents and Boys & Girls Clubs of the Golden Triangle.
(Relationship Management Goal)

Objective 1: To have an effect on the awareness of parents in the Golden Triangle, specifically to increase their knowledge of the services of Boys & Girls Clubs of the Golden Triangle, by 200 parents by the end of May 2023.

Objective 2: To have an effect on the acceptance of parents in the Golden Triangle by revamping attitudes to be more positive about the organization by 100 parents by the end of May 2023.

Objective 3: To have an effect on the action of parents in the Golden Triangle by increasing the enrollment of Boys & Girls Clubs of the Golden Triangle by 50 students by the end of May 2023.

Goal 4: To increase donor participation from local organizations. (Task Management Goal)

Objective 1: To have an effect on the awareness of local organizations by increasing the knowledge of Boys & Girls Clubs of the Golden Triangle's needs for donations by 200 organizations by the end of May 2023.

Objective 2: To have an effect on the acceptance of local organizations by modifying the positive attitudes toward giving to Boys & Girls Clubs of the Golden Triangle by 100 organizations by the end of May 2023.

Objective 3: To have an effect on the action of local organizations by gaining donations from 50 organizations by the end of May 2023.

Goal 5: To improve the Boys & Girls Clubs of the Golden Triangle's relationship with local college students. (Relationship Management Goal)

Objective 1: To have an effect on the awareness of local college students by increasing their knowledge of the Boys & Girls Clubs of the Golden Triangle by 20% by the end of May 2023.

Objective 2: To have an effect on the acceptance of college students, specifically to improve the perception of volunteering for Boys & Girls Clubs of the Golden Triangle, by 15% by the end of May 2023.

Objective 3: To have an effect on the action of local higher education institutions by increasing collegiate volunteers for Boys & Girls Clubs of the Golden Triangle by 75 students by the end of May 2023.

Mission Statement

To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

Goal 1: To enhance the image of the organization with Golden Triangle residents. (Reputation Management Goal)

Objective 1: To have an effect on the awareness of Golden Triangle residents by increasing their knowledge of the Boys & Girls Clubs of the Golden Triangle's programming by 20% by the end of May 2023.

Strategy 1: Updating Social Media

Tactics:

- Updating and creating a social media calendar for Facebook and Instagram

Rationale:

Updating and creating a social media calendar

According to Fast Company, a social media calendar is an overview of upcoming social media posts that helps create a framework for posts in the future. Social media calendars are very efficient

and set goals for organizations because they allow these platforms to stay on track with what their end goal is. This allows an organization not to stress if they plan to post something that same day. A social media calendar will allow them to have pictures and captions lined up for all upcoming events they may want to highlight (Hall, 2021).

Social media calendars also allow organizations to have consistency, and consistency is one of the main keys to good social media. While making a calendar, something to look at is what specific points need to be highlighted the most and how to emphasize them. Some examples are hashtags, links, graphics, etc. Posting more keeps audiences engaged, but each platform should have its own social media calendar. According to Hootsuite, Instagram posts should be posted 3-7 times a week, Facebook posts should be posted 1-2 times a day, Twitter posts should be 1-5 tweets a day, and LinkedIn posts should be posted 1-5 times a day (McLachlan, 2021).

Boys & Girls Clubs of the Golden Triangle has recently posted on Facebook three times in the past week. The last post made by Boys & Girls Clubs of the Golden Triangle on Instagram was seven weeks ago. These posts are not correlated with each other, and to form an effective social media strategy, there needs to be consistency.

Strategy 2: Advertisement

Tactics:

- Billboards
- Commercials on WCBI

Rationale:

Purchasing Billboards in the Golden Triangle

Lamar Advertising is a company that meets the advertising needs of the Golden Triangle. These billboards need to be seen by parents who have children in the Golden Triangle area. In Starkville, Lamar offers their service right off of Mississippi 12 W onto Louisville St. This is in the middle of two Starkville district schools and would be very efficiently placed in a location close to these schools (n.d.).

In West Point, its service is offered in many different locations. It is offered on W Main St. which is the main road to get into West Point. This is a good location because it allows people that are driving into the busy part of town to see the billboard before hitting the schools. In Columbus, there are many different places to place a billboard on Main St. There are three different billboards on this road and this road is also home to many schools in West Point. The billboard should have a simple message that will allow drivers to look up not for long and still get a clear message.

Commercials on WCBI

To bring awareness to the old residents and new residents of the Golden Triangle, a commercial highlighting the best features of the club would encourage parents to bring their children there. During this commercial, the things that would need to be highlighted would be the interactions between the kids and the interactions of the kids and the staff. This would allow viewers to see the connections forming between youth in the Golden Triangle and Boys & Girls Clubs of the Golden Triangle. WCBI reaches its advertising to Starkville, Columbus, and Tupelo. Their signal reaches 189,750 households in the Golden Triangle area. According to WCBI, WCBI is heavily promoted over the air and can drive new customers to an organization's website (2022).

Objective 2: To have an effect on the acceptance of Golden Triangle residents by increasing the number of positive interactions with Boys & Girls Clubs of the Golden Triangle to once a month by the end of May 2023.

Strategy 1: Increasing interactions with community members

Tactics:

- Little League team
- Making testimonial videos

Rationale:

Little league team

A Little League team is a baseball and softball team for youth to learn life lessons and build

stronger communities. Creating a little league team for Boys & Girls Clubs of the Golden Triangle will allow parents to be able to volunteer their time to coach and watch the connections their child has made with others. This also allows the community to see the impact that Boys & Girls Clubs has to allow students to continue to do activities with each other outside of the clubs. According to Who We Are, Little League educates parents in the best way to create the best experience for the entire family. It is also an opportunity for the community and/or neighborhood that benefits all of the children and the adult volunteers (2022). For an organization to, it must declare its intention to join the program by completing the annual charter process (2022).

Making testimonial videos

According to Webdew, making a testimonial video can help improve an organization's image and build strong customer relationships. There are 81% of businesses that are leveraging the power of videos as a marketing tool (Wadhwa, 2021). This is helpful for people who are interested in enrolling or volunteering to see the authenticity of the organization. Statistics show that videos have a 95% retention rate over normal text. Testimonial videos also can help gain people's trust in the organization because it creates an emotional connection (Wadhwa, 2021).

Boys & Girls Clubs of the Golden Triangle's testimonial video will start with a video of the students there studying and playing. It will then go into individual shots of students explaining how these clubs have impacted their lives and how they have grown throughout their time there. This will create viewers to see the effects that this organization has had on these students.

Objective 3: To have an effect on the action of Golden Triangle residents by increasing attendance to Boys & Girls Clubs of the Golden Triangle community events by 50 people per event by the end of May 2023.

Strategy 1: Direct mail marketing

Tactics:

- General flyers

- Postcards to parents with children enrolled in schools

Rationale:

General flyers

Flyers are a very effective way to promote an organization. They are affordable, easy to create and capture the audience's attention. Flyers should be in the hallways at school, but also many local businesses around the Golden Triangle. This will grab the attention of not only students but the rest of the community as well when it comes to events coming up. Adding QR codes to flyers helps promote interaction and engagement through the mobile phone. According to SmartInsights, users are done with anything that is slow or time-consuming and is looking for things that are fast and efficient (Chaffey, 2021). To create a beneficial flyer for an organization, there needs to be a QR code giving more examples of what the event is about so viewers can go and look back at the information. If viewers are in a hurry to get somewhere, this will allow them to scan and go and still receive all of the information. Flyers need to stand out compared to other ones, but also not be too busy to where no one wants to look at them.

Postcard to parents with children enrolled in schools

Postcards are an efficient and inexpensive way to promote organizations. Small businesses use postcards more often because they are an inexpensive way to market their organization. They allow you to attract new customers and help them keep information to keep up with the organization. Postcards need to be simple, yet memorable. This will keep readers wanting more and make them remember an organization. The plan is to make one postcard for all three of the locations and allow the postcards to have each different zip code on them to allow parents taking them home to understand there are options in three different areas in the Golden Triangle.

To allow postcards to be received by parents, these postcards need to be given to teachers from the school districts in the Golden Triangle. After, these postcards could be handed out to the parents when it is back to school night and the parents are meeting the teachers. Every school year starts with a different schedule and parents are looking for new opportunities.

Strategy 2: Fundraising

Tactics:

- Benefit Days

Rationale:

Benefit days

Boys & Girls Clubs have talked about wanting to partner with Chick-fil-A and Harvey's.

There is a Chick-fil-A and Harvey's both in Columbus and Starkville. A restaurant that is located in Columbus, Starkville, and West Point is McAlister's. Considering that information needs to be beneficial to the Golden Triangle, all these restaurants need to be in consideration for benefit days. According to PTO Today, restaurant benefit days are an easy way to raise money and a great way to build the community. For a benefit night to work, Boys & Girls Clubs need to partner with these restaurants and come up with a certain time for the benefit to happen. During these times, 10-20% of these profits are donated to the organization (n.d.). Getting restaurants like the ones mentioned above to show that this benefit is a family-friendly environment which is what Boys & Girls Clubs is. This will allow the community to feel comfortable to go and try to help out the organization.

Goal 2: To promote positive interactions with the school systems in the Golden Triangle.

(Relationship Management Goal)

Objective 1: To have an effect on the awareness of school systems in the Golden Triangle by increasing their understanding of what the Boys & Girls Clubs of the Golden Triangle has to offer by 20% by May 2023.

Strategy 1: Increase awareness by providing easily accessible information about the Boys & Girls Clubs of the Golden Triangle through printed media and advertisements.

cluboffers.

Tactics:

- Create and distribute posters and flyers to hang up throughout each school.
- Informational pamphlets for the teachers on the programs and benefits each

Rationale:

Posters and Flyers at schools

Creating and distributing flyers throughout MSU and EMCC Campus and the Golden Triangle community is an effective and efficient way to create and promote awareness, “Flyer marketing remains one of the most versatile and cost-effective business strategies out there” (Wilson, 2021). One benefit of distributing flyers and posters to be hung up throughout campus and buildings on campus is the visibility that school buildings and hallways have for printed media with students, parents, teachers, and faculty passing by daily. The best places for posters and flyers are places where you have a captive audience such as school classrooms, (CTB, n.d.). Flyers add a personal touch to the message and increase the odds of someone looking at it again later (Wetravel, 2021).

Informational pamphlets for the faculty on the programs and benefits each club offers

Providing brochures to the school faculty on the programs and benefits each club offers would be an effective way to increase awareness among parents, students, and the community. This would create an opportunity for teachers and faculty to provide information about the various programs of the Boys & Girls Clubs and suggest enrollment for students and parents who could benefit. This would also provide an opportunity for expanding and diversifying the target public. The informational packets could also be offered in the lobby and front office for parents and other visitors to browse through while visiting or take one home. The brochures would also include enrollment information, summer care, meals and snacks, tutoring and homework help, and fun activities in an eye-catching unique design.

Objective 2: To have an effect on the acceptance of school systems in the Golden Triangle by increasing the positive attitudes of school employees about the Boys & Girls Clubs of the Golden Triangle by 10% by the end of May 2023.

Strategy 1: Create a stronger presence among the schools and board members.

Tactic:

- Attend regular school board meetings

Rationale:

Attend regular school board meetings

By attending regular school board meetings, the Boys & Girls Clubs of the Golden Triangle will create a stronger presence in the schools which will provide the opportunity to strengthen communication with faculty, teachers, administrators, parents, and school board members.

Attending regular school board meetings would give the Boys & Girls Clubs of the Golden Triangle a better understanding of the students' needs and how to meet them. This will keep the Boys & Girls Clubs of the Golden Triangle informed on academics, upcoming events, athletics, and fundraisers and allow them to address questions and concerns. The school board and the Boys & Girls Clubs of the Golden Triangle both work to serve the community and the students so it is important to implement this into our campaign to gain a better understanding of the decisions being made and understand the decision-making process for the schools.

Strategy 2: Create a partnership with the organizations associated with each school to increase donations

Tactics:

- Partner with each school's PTO
- Partner with each school's Booster Club organization

Rationale:

Partner with each school's PTO Organization

"A parent-teacher organization (PTO) allows parents and teachers to work together to supplement and enrich the educational experience," (Roland,n.d.). It would be mutually beneficial for the Boys & Girls Clubs of the Golden Triangle and the PTO organizations of the surrounding schools to establish a partnership that would be effective in creating and strengthening relationships within the community. By partnering with PTO organizations, you multiply your reach in the community

and also allow parents to help craft their kids' learning experience (Roland, n.d.). According to the Department of Defense Education Activity, West Point Elementary has an active PTO who provides support to all students and programs and maximizes every opportunity to build strong school/home/community partnerships (Barcinas, 2022). It would mutually benefit both organizations in the Golden Triangle school districts by collaborating on events, increasing fundraising, and reaching a larger audience. This is important to our campaign because both organizations have the same goal in mind, which is to provide support to students and push them to reach their full potential.

Partner with each school's Booster Club organization

A booster club is an organization that is formed to help support the efforts of a sports team or organization. "Due to the 'community' nature of a booster club, it's also essential to develop local partnerships," (Boostr, 2022). Booster clubs have established relationships with local organizations, parents, and schools which could benefit both our campaign and the booster clubs by creating a partnership that would increase awareness, volunteers, and donors. Boys & Girls Clubs of the Golden Triangle and the Booster Clubs of each school could coordinate fundraising events and collaborate on advertising efforts such as revamping current events such as the Sports Talk charity fundraiser and the Golf Benefit fundraiser. Partnering with the local Booster Clubs would help this campaign to target diverse parent groups and enhance the perception of the organization throughout the community which could benefit Boys & Girls Clubs.

Strategy 3: Increase positive interactions and donations within the schools of the Golden Triangle school districts

Tactic:

- Students bring \$1 to school to wear Pajamas every first Friday of the month and proceeds go to the Boys & Girls Clubs of the Golden Triangle

Rationale:

Students bring \$1 to school to wear Pajamas to school every first Friday of the month and proceeds go to the Boys & Girls Clubs of the Golden Triangle

Implementing an easy and effective fundraiser such as students bringing a dollar to school to wear pajamas for the day would be effective in increasing donations and awareness at hardly any cost for all involved. This would be an easy fundraiser that students would be excited to participate in which would help increase positive interactions between the schools and Boys & Girls Clubs of the Golden Triangle throughout the community. This would also dramatically increase donations that can be used to further grow the organization and expand the facilities and programs to better meet the needs of the students. According to U.S News, there are approximately 5,061 students enrolled in the Starkville School district and approximately 2,994 students enrolled in the West Point school district. According to Niche, there are approximately 3,452 students in the Columbus Municipal School District. Therefore, in the Golden Triangle area, there are approximately 11,507 students enrolled. If 65% of all students in the Golden Triangle school districts participated in the fundraiser that would increase donations by approximately 10% (7,000) in just one school day and would continue if the fundraiser was repeated monthly.

Objective 3: To have an effect on the action of school systems in the Golden Triangle by increasing attendance from each school district by 50 students to each club by the end of May 2023.

Strategy 1: Partnerships with schools

Tactics:

- An incentive for schools with the highest enrollment
- Partner with each school to introduce the Back to School Carnival

Rationale:

Incentives for schools with the highest enrollment

Providing an incentive for the schools with the highest enrollment is a way to promote enrollment that will create a community-wide competition which will create awareness and involvement with the organization. According to CEO Ron Thorton, enrollment within the high school age groups is lacking compared to other age groups, (personal communication, March 28, 2022). Specifically targeting the high schools in the area while also including all other age groups

would benefit the club in growing the organization and reaching students who might be unaware of everything the club has to offer. The incentive could benefit the whole school such as an ice cream social or a pizza party which will create more of an opportunity for this tactic to be successful.

Partner with each school to organize and implement a Back-to-School Carnival

Incorporating a Back-to-School Carnival at the beginning of the 2022-2023 school year could be held at each club in the Golden Triangle with games, fundraisers, carnival food such as funnel cakes and cotton candy, balloon animals, face painting, bouncy house, and other carnival activities. Local organizations could donate items to be raffled off and prizes for games. Local food trucks could cater food for the people to attend to purchase food at the event. This event would be promoted on all social media platforms, flyers in local businesses, and parent and teacher emails. Fundraising for this event would come from purchasing tickets for games and all activities, a raffle with tickets available for purchase, and a cakewalk. This event would serve as an open house for the Boys & Girls Clubs of the Golden Triangle open to the community to view the club and learn about everything that Boys & Girls Clubs of the Golden Triangle has to offer. The goal is to provide a fun event for the community while also promoting Boys & Girls Clubs of the Golden Triangle positively. This event would create awareness throughout the Golden Triangle community while enhancing the perception and reputation of the organization.

Goal 3: To better the relationship between parents and Boys & Girls Clubs of the Golden Triangle.
(Relationship Management Goal)

Objective 1: To have an effect on the awareness of parents in the Golden Triangle, specifically to increase their knowledge of the services of Boys & Girls Clubs of the Golden Triangle, by 200 parents by the end of May 2023.

Strategy 1: Larger interaction with the schools

Tactics:

- Email campaign for parents

- Speaking at open house nights at schools

Rationale:

Email campaign for parents

Emails are an effective and free way to communicate with an organization's target public or publics. Parents are busy running their children to practice or dropping them off at school; they need a fast and effective way to receive information. In an article written by Lary Alton in 2021 emails are still a popular way of digital communication. Worldwide there are more than 2.5 billion email users; 74% of people choose email as their preferred method of communication and 89% of those say they email at least once a day (Alton, 2021). Mailchimp is an inexpensive way of sending hundreds of emails at once. It costs \$17 dollars a month. Mailchimp has a function that automatically fills in the name of the recipient. All the Boys & Girls Clubs would have to do is insert all their parents' emails into the website, and Mailchimp will do the rest for them.

By having a way to mass generate and send emails to parents, Boys & Girls Clubs can send newsletters, important dates, and reminders about upcoming events to parents in a matter of seconds. It allows the organization to spend the time it would have used drafting each email on other issues requiring more attention.

Speaking at open house nights at the schools

At the beginning of each school year, the schools host an open house night: this is a night where parents get to go to the school and meet their children's teachers, coaches, and administration. Frequently other organizations come and speak to the parents. If Boys & Girls Clubs send representatives to all of the schools within their counties, it would allow for parents to get to know the staff and might make parents more aware of what Boys & Girls Clubs have to offer.

By speaking at open house nights, the organization can even talk with different individuals who are not even aware of what the clubs have to offer. With the Golden Triangle being home to an Air Force base, new parents and students are constantly coming in and out of the schools. By being present at the beginning of the year and telling more about what the organization has to offer,

and even handing out pamphlets, the organization can help better grow its awareness within the community.

Objective 2: To have an effect on the acceptance of parents in the Golden Triangle by revamping attitudes to be more positive about the organization by 100 parents by the end of May 2023.

Strategy 1: Social proof

Tactics:

- Parent testimonial
- Newsletter

Rationale:

Parent testimonial

In a world where everything is uncertain and social media and word of mouth can take and alter the meaning of any information, it is vital to have a reliable source of information when making a decision. With social media being a large part of today's society, it would be beneficial to have parents of students enrolled in Boys & Girls Clubs state their testimonies and how the organization has helped their child or children excel in school and school life. According to Strategic Factory, 92% of individuals read testimonials before deciding (Daly, 2017). With parents wearing multiple hats; chauffeur, chef, tutor, and most importantly, a parent they need a little help making decisions. Making the testimonials into a video would be easier and more time-effective. The parents could play and listen to the video while doing another task or even driving to and from work.

Newsletter

Not only can the newsletter continue to spread awareness of the organization, it can also highlight students and their accomplishments within the past month. The newsletter would be a once-a-month email that will be sent via constant contact. The newsletter would highlight donors, students, and faculty. It would also keep parents up to date on important events, and remind them of deadlines that are approaching. In an article written by Taylor Goodman, it is said that newsletters have stood the test of time and are still an effective marketing tool. Goodman also says that

newsletters are a good way to create and maintain a relationship with a company's public (Goodman, 2020).

Objective 3: To have an effect on the action of parents in the Golden Triangle by increasing the enrollment of Boys & Girls Clubs of the Golden Triangle by 50 students by the end of May 2023.

Strategy 1: Effective marketing

Tactics:

- Yard signs
- The first 50 to enroll will be entered in a raffle

Rationale:

Yard signs

Parents spend a large amount of time driving their children where they need to go, especially those who are younger than sixteen. Boys & Girls Clubs could take advantage of their inconvenience by providing its students who are enrolled in the program with a yard sign to place in their front yard. The yard sign would read Proud Members of Boys & Girls Club along with a QR code that could easily be scanned from the road. The QR code would take the individual who scanned it to the homepage of Boys & Girls Clubs. Once on the home page, the individual could read and find more information about what the clubs offer as well as the registration form that could be submitted directly on the website.

In 2020, 11 million households were perceived to have scanned a QR code. The yard signs could also be placed in front of schools and the pickup lanes. Parents are always having to go to their child's schools. Not only would parents be likely to scan the QR code, but they would also become familiar with the organization's logo and would be able to recognize it more easily.

The First 50 to enroll will be entered in a raffle

An incentive is said to work wonders in getting individuals to do what you want them to do. In a survey conducted by Gross and Bettencourt, 72.1% said the financial incentive motivates the

enrollment of their children. Taking this into consideration, we have decided that to increase enrollment rates it would be a good idea to offer an incentive for the first 50 people to register their child or children. The incentive would be for each child you enroll you are entered into a raffle. The raffle would consist of over \$100 worth of goods donated from local businesses and organizations. Ideally, each club would have its raffle for its parents to enter.

Goal 4: To increase donor participation from local organizations. (Task Management Goal)

Objective 1: To have an effect on the awareness of local organizations by increasing the knowledge of Boys & Girls Clubs of the Golden Triangle's needs for donations by 200 organizations by the end of May 2023.

Strategy 1: Community Relations

Tactics:

- Creating a donor brochure
- Meet in person with local organizations

Rationale:

Donor Brochures

Designing a brochure that is specifically targeted to donors to give to local organizations around the Golden Triangle area, would create awareness of the need for donations for Boys & Girls Clubs of the Golden Triangle. Within the Starkville, Columbus, and West Point areas there are over 5,000 business organizations (Biggest US Cities, n.d. - a, b, c). The donor brochure would be a tri-fold which would consist of three folded panels. The information that will be included is four to six donation tiers that vary in amounts that explain what each donation will accomplish. According to the Authority, this will inspire donors to give because they will see where their money is going and it will also encourage those who might not feel that their small donation is impactful (2022). In addition to the donation tiers, a couple of testimonials from members of the Boys & Girls Clubs of the Golden Triangle will be included in the brochure. Adding the testimonials will create an emotional

positive impact that motivates donors to give higher donation amounts (Cody, 2020). Along with holding a lot of information, brochures are also cost-effective and easy to distribute (Advertising, 2020). This will allow the Boys & Girls Clubs of the Golden Triangle to reach several organizations in the Golden Triangle area while also staying within the budget.

Meeting in person with local organizations

Another way to create awareness of Boys & Girls Clubs of the Golden Triangle's needs for donations is planning in person meetings with the local organizations within the Golden Triangle. This will allow Boys & Girls Clubs of the Golden Triangle the perfect opportunity to lay out its mission and explain how donations could benefit its organization. According to Qgiv, "Asking in person adds a personal touch to your donation appeals, which leads to a more compelling pitch and deeper donor relationships" (2022 -a).

Objective 2: To have an effect on the acceptance of local organizations by modifying the positive attitudes toward giving to Boys & Girls Clubs of the Golden Triangle by 100 organizations by the end of May 2023.

Strategy 1: Organizational performance

Tactics:

- Donor of the Month
- Thank you letters
- Social media shoutouts

Rationale:

Donor of the Month

By creating a recognition platform that acknowledges a donor a month for their generous donations, this will create positive attitudes toward giving to Boys & Girls Clubs of the Golden Triangle. The recognition would be featured in the Boys & Girls Clubs of the Golden Triangle's website and in the monthly newsletter that is sent via email. The feature would include who the donor is and how their donation impacted the organization while giving them advertisements.

According to Eleven Fifty Seven, “By recognizing your donors, you can create long-lasting relationships that will power your work for years to come” (2022). Donors want to feel appreciated for their donations, and if they are not it can result in low donor retention rate (Donor recognition: Complete strategy guide & 13 ideas 2022). This would be a free way to show recognition to the local organizations that have donated to be able to create a high donor retention rate.

Thank you letters

A simple, effective way that is also low cost to create positive attitudes toward giving to Boys & Girls Clubs of the Golden Triangle is to provide thank you letters to the local organizations that have donated. A thank you letter can come in many different forms like an email, a written hand-letter, or even a printed mailing. By writing a handwritten letter or sending a printed mailing to the donor, it will add a personal touch while also showing appreciation. Another benefit of handwritten letters or a printed mailing is that it provides the donor with a physical reminder of the organization (Donor recognition: Complete strategy guide & 13 ideas 2022). By allowing the members of the Boys & Girls Clubs of the Golden Triangle to participate in the handwritten thank you letters, it will provide an emotional connection to the donors to let them know their donation was appreciated not only by the staff but also by the youth.

Social media shoutouts

Another simple and free way to show recognition to local organizations that have donated to Boys & Girls Clubs of the Golden Triangle is to give shoutouts on its social media platforms. This not only shows the appreciation for the local organization donors, but also allows the followers on each platform to see that organizations are donating to Boys & Girls Clubs of the Golden Triangle. According to Sanders and Tamma, “charitable giving is contagious – seeing others give makes an individual more likely to give” (2015). With the creative freedom that social media allows, Boys & Girls Clubs of the Golden Triangle could create a graphic that showed a list of all its donors or even create an ongoing campaign to show appreciation. For example, each week they could post an organization that donated with the caption as “Thank you Tuesday.”

Objective 3: To have an effect on the action of local organizations by gaining donations from 50 organizations by the end of May 2023.

Strategy 1: Hosting a Benefit Dinner for local organizations

Tactics:

- Selling Tickets
- Raffle
- Partnering with a local restaurant to provide food
- Auction

Rationale:

Selling Tickets

Boys & Girls Clubs of the Golden Triangle hosting a benefit dinner for all the local organizations to attend will give it the opportunity to form deeper relationships with the organizations while also fundraising. As stated above, there are over 5,000 businesses in the Golden Triangle area, so selling tickets for the first 200 guests would keep it at a minimum. Selling tickets to be able to attend the benefit dinner will give Boys & Girls Clubs of the Golden Triangle an exact headcount of who will be attending and bring in extra money for the organization.

Raffle

The dinner tickets would allow the guests to attend the dinner and also enter a raffle. The raffle prize would be a donation from one of the local organizations that Boys & Girls Clubs of the Golden Triangle has partnered with. This tactic will entice more people to buy a ticket to the benefit dinner.

Partnering with a local restaurant to provide food

Boys & Girls Clubs of the Golden Triangle partnering with a local restaurant to provide food for the benefit night would be beneficial because they would not only be promoting the restaurant but also would be able to work with the restaurant to earn a discount. McAlister's would be a great

option to consider because they are located in Starkville, Columbus, and West Point which are the same locations as Boys & Girls Clubs of the Golden Triangle. According to McAlister's, they want to give back to their communities in ways that matter to their customers. "That's why our restaurants are often reaching out to local schools, churches, nonprofits, and other organizations to get involved however we can" (About Us, 2022). An upscaled option to consider is Harvey's. This restaurant is also located in Starkville and Columbus (A Difference You Can Taste, 2015).

Auction

Along with the raffle prize, Boys & Girls Clubs of the Golden Triangle would partner with local organizations to acquire various prizes for the auction. Not only would the prizes be donations from local organizations, but also prizes that Boys & Girls Clubs of the Golden Triangle would buy for the auction. Attendees of the benefit dinner would then bid on the certain prizes to raise money for Boys & Girls Clubs of the Golden Triangle. "Auctions are a great way to raise money because it gives your donors the chance to spend large amounts of money on things they actually want, thereby putting more money towards your cause" (Winspire, 2020).

Goal 5: To improve Boys & Girls Clubs of the Golden Triangle relationship with local college students.
(Relationship Management Goal)

Objective 1: To have an effect on the awareness of local college students by increasing their knowledge of Boys & Girls Clubs of the Golden Triangle by 20% by the end of May 2023.

Strategy 1: Increase physical advertisements on local college campuses.

Tactics:

- Create flyers for the campuses with a QR code direct to a volunteer application link.
- Create and hand out informational brochures on volunteering for Boys & Girls Clubs

of the Golden Triangle

Rationale:

Create flyers for the campuses with a QR code direct to a volunteer application link

Utilizing flyers is a great way to gain visibility on a college campus and can be a cost effective

way to do so. College campuses are full of students who are often eager for opportunities on and off campus and are home to a high capacity of foot traffic. The organization is also able to be in control of the content and creative design, allowing Boys & Girls Clubs of the Golden Triangle to make a visually intriguing portrayal of organizational information (On Campus Advertising, 2019). Flyers are able to be produced in bulk amounts for a low cost, allowing flyers to be placed in multiple places on the Mississippi State University, Mississippi University for Women, and East Mississippi Community College campuses for an affordable price (Print Peppermint, 2019). Flyers are often left to hang for a while meaning that the information on them should be time sensitive and host general information. In this case, with college students being a target volunteer audience, the contents should contain information on volunteering for Boys & Girls Clubs of the Golden Triangle. Including a QR code on the flyer that brings the user directly to volunteer applications can be extremely beneficial to the overall success of the campaign. The use of QR codes is increasing in the United States every year. Between 2018 and 2020, QR code reach increased by 96% and the number of interactions increased by 94% (Blue Bite, 2021). QR codes are especially useful for flyers that are hung and not moving so individuals can bookmark and return to the information from the flyer on their smart device after walking away. Utilizing both the low price and ease of flyer promotion with the longevity and statistically successful performance of QR codes will increase college students' awareness of Boys & Girls Clubs of the Golden Triangle.

Create and hand out informational brochures on volunteering for Boys & Girls Clubs of the Golden Triangle

By personally handing out informational brochures about the purpose and mission of Boys & Girls Clubs of the Golden Triangle, there is not only an increase in interpersonal interaction but also insurance of reaching the target audience. Personally handing out informational prints on the MSU, MUW, and EMCC campuses will establish a connection to the institutions as well as place the information in the right place (B&B Press, n.d.). Similarly to flyers, brochures and informational pamphlets are cost-effective and are time-sensitive. They can be mass-produced and distributed not

only on these campuses but also throughout the community as informational pieces on the volunteering opportunities available at the organization. The brochure should include information on the experience that the volunteer will have and how the situation can be mutually beneficial to both the college student and the organization. Knowing that the opportunities have real-life relevance is important to recruiting volunteers (InitLive, 2019). Passing out brochures in person is a more effective distribution method as opposed to leaving them in a campus building as it produces higher customer engagement and allows for the target audience to better relate to the organization (Varbanova, 2019). By personally handing out brochures that explicitly describe the mutually beneficial impacts of volunteering for the organization as well as organizational information, college students in the Golden Triangle will have a higher awareness of the Boys & Girls Clubs of the Golden Triangle's presence in the community.

Strategy 2: Increase interpersonal contact on campus with students

Tactics:

- Tabling on the MSU, MUW, and EMCC campuses at freshman orientations
- Speak at Greek organization meetings

Rationale:

Tabling on the MSU, MUW, and EMCC campuses at freshman orientations

College students tend to appreciate in-person tactics to draw their attention. Approaching college students in person is the best way to pursue them and they often appreciate hands-on and unique experiences when being marketed to. Standing out from other organizations on a college campus is important (Campus Solutions, 2021). Tabling can help an organization raise awareness and gain support for services or gain new members (Kama, n.d.). There is a high volume of foot traffic on these campuses, with a combined population of approximately 29,622 students between the three campuses (MSU Office of Institutional Research & Effectiveness, 2022; Data USA, 2021; Univstats, 2021). Due to the high capacity of students on campus everyday, tabling and promoting interpersonal interactions with students will be able to ensure the reach to a large audience rather than the hope

that digital tactics reach the target audience. Freshman orientations at all three institutions occur throughout the summer and into the beginning of the fall semester. Reaching incoming freshmen would maximize the target public and allow for a longer-lasting relationship with volunteerism through Boys & Girls Clubs of the Golden Triangle. While tabling, volunteer brochures and flyers can be handed out as well as taking down the names, phone numbers, and emails of individuals who are interested in potentially volunteering.

Speak at Greek organization meetings

Similar to tabling, speaking in person at on-campus organizational meetings can increase the success of the campaign. In-person requests are 34 times more successful than digital requests (The Pipeline, n.d.). Gaining interpersonal experiences with potential collegiate volunteers is important to gaining the level of personability that Boys & Girls Clubs need to achieve. By incorporating in-person experiences with digital media tactics, the reach can be expanded. Though in-person interactions have a lower reach, they have a higher impact factor. Having face-to-face interactions will help to create a more trustworthy and authentic relationship between college students and the organization (Rampton, 2017). Speaking to Greek organizations about general information on Boys & Girls Clubs of the Golden Triangle will expand the awareness of the organization throughout these groups and to campus as a whole. Individuals in Greek life are often required to be at weekly meetings and Greek organizations as a whole make up a large portion of the MSU campus in particular. Though this would not target the entire campus, it would give Boys & Girls Clubs of the Golden Triangle an opportunity to make a large percentage of MSU students aware of the mission of the organization. In addition to the volume of students that would be reached, students involved in Greek life are typically required to complete a certain amount of community service hours a semester, making the reach to Greek organizations important. By attending these meetings and spreading the message of Boys & Girls Clubs of the Golden Triangle in person, not only will the reach of the spread of information about the organization increase, but the effectiveness of the message will improve with the interpersonal nature of the interaction.

Strategy 3: Increase use of digital media

Tactics:

- Send text updates on volunteer opportunities and Boys & Girls Clubs of the Golden Triangle events
- Create a TikTok account for Boys & Girls Clubs of the Golden Triangle
- Increase use of Boys & Girls Clubs of the Golden Triangle Instagram pages

Rationale:

Send text updates on volunteer opportunities and Boys & Girls Clubs of the Golden Triangle events

Text messaging is one of the most effective ways to communicate with college students. Of all texts sent, 99% are opened and about 97% are read within one to three minutes. The average response time to a text message is only 90 seconds. College students are beginning to move away from the desire to communicate through email (CT Creative Studio, 2021). Utilizing a group texting service for a nonprofit organization can help reach audiences as fast as possible, increase attendance to events, and appeal more strongly to donors (Simple Texting, 2022). These texts would be able to alert students immediately of new volunteer opportunities for the clubs as well as other events going on with the organization. SMS messages are short, clear, and personal. When creating a campaign sent directly to the smartphone of the target public, personalization is key as it can increase response rates and “clickability” of messages (Simple Texting, 2022). Text messaging services are also extremely affordable. Prices vary through different softwares and different membership levels. For example, EZ-Texting charges \$19 a month for unlimited messages and includes full view use of two-way texting, keywords, auto replies, and analytics of the performance of the individual messages (EZTexting, n.d.). Text updates are a simple way to spread information about the organization quickly and efficiently for a low cost while directly reaching target audiences.

texting, keywords, auto replies, and analytics of the performance of the individual messages (EZTexting, n.d.). Text updates are a simple way to spread information about the organization quickly and efficiently for a low cost while directly reaching target audiences.

Create a TikTok account for Boys & Girls Clubs of the Golden Triangle

TikTok has been an up and coming social media platform for the past few years. More than 60% of TikTok users are Gen Z which makes up the majority of the current college student demographic (College Marketing Group, 2021). TikTok also has a particular algorithm that sets it apart from other platforms. The videos are typically specialized to match factors that align with the user including past likes, subject interests, location and language, and hashtags and captions (Worb, 2022). Because of this set up, the application would allow for Boys & Girls Clubs of the Golden Triangle to reach local users with interests in desired fields including child care, volunteering, and mentorship. TikTok is a great opportunity to share informational videos and educate audiences on the mission and services of Boys & Girls Clubs of the Golden Triangle and engage old and new audiences (Carnes, 2021). With the targeted algorithm built into the TikTok software and the need to reach college students, creating and utilizing a TikTok account will be a great way to increase the awareness of Boys & Girls Clubs of the Golden Triangle.

Increase use of Boys & Girls Clubs of the Golden Triangle Instagram pages

Similarly to TikTok, Instagram is a largely popular social media platform for college students. Individuals between the ages of 18 and 24 are the second largest group of Instagram users, making up 31% of the app's users (Barnhart, 2022). Instagram is known to have a higher engagement level compared to other platforms. It is also used by 75% of the nonprofits worldwide that utilize social media in their marketing strategies (Nonprofit Tech for Good, 2021). Instagram is also very versatile with different ways to use the app. Boys & Girls Clubs of the Golden Triangle can utilize the "Instagram Reels" feature to post videos, the "Instagram Highlights" feature to categorize and maintain information that is unchanging, and "Instagram Stories" to create interactive content day by day. By keeping the information on the Instagram page both consistent and up to date, college

students and other target publics can stay properly informed on the services and upcoming events of Boys & Girls Clubs of the Golden Triangle.

Objective 2: To have an effect on the acceptance of local college students, specifically to improve the perception of volunteering for Boys & Girls Clubs of the Golden Triangle, by 15% by the end of May 2023.

Strategy 1: Increase a sense of community among college students volunteering for Boys & Girls Clubs of the Golden Triangle

Tactics:

- Create “The Collegiate Corner” as a page of the website as the center for college volunteers
- Display testimonials and recognition of previous volunteers
- Create a GroupMe link for volunteers of each club

Rationale:

Create “The Collegiate Corner” as a page of the website as the center for college volunteers

Through the creation of this segment of the Boys & Girls Clubs of the Golden Triangle website, there will be a more uniform way for potential and current collegiate volunteers to access information and communicate amongst one another. Group membership is an important human psychological factor. When working in groups, many individuals feel more motivated to complete tasks even if they are actually working alone (Association for Psychological Science, 2015). By creating a sense of community within volunteerism for Boys & Girls Clubs of the Golden Triangle, there will be a higher acceptance of the organization as a whole and a larger desire to participate in the group membership as compared to being an individual volunteer.

Display testimonials and recognition of previous volunteers

The “Collegiate Corner” should also incorporate testimonials from previous volunteers who had positive experiences working with the organization. Testimonials provide an unbiased voice

and create a sense of trust in a campaign. This is most effective when there is a face to the story of a testimonial- seeing the previous volunteer to match the story of the mutually beneficial relationship they had with volunteering will provide more motivation for potential volunteers (Hamdi, 2016). It is also important that “The Collegiate Corner” showcases and encourages the actions of past volunteers. Studies show that encouragement and positive reinforcement of volunteerism leads to volunteer rates increasing. Giving students a reason to track their volunteer hours and witness their own impact can make the experience more meaningful (Galaxy Digital, 2020).

Create a GroupMe link for volunteers of each club

GroupMe is a highly efficient application for messaging for clubs and organizations with many members (Walker, 2021). Studies have shown that college students find GroupMe to be very useful in facilitating communication with peers (Russ, 2020). Utilizing GroupMe between students and Boys & Girls Clubs of the Golden Triangle staff would increase clear communication and allow for more trouble-free experiences for potential volunteers. By promoting this group dynamic among volunteers, more volunteers are likely to want to gain membership to the group. College students will be able to communicate amongst one another and facilitate ride-sharing and other transactions between each other.

Strategy 2: Produce interactive social media content targeted to potential collegiate volunteers

Tactics:

- Create interactive TikTok content of current volunteers describing their positive experiences volunteering with the clubs
- Current volunteer “Instagram takeovers”
- Utilize Instagram story open question forms

Rationale:

Create interactive TikTok content of current volunteers describing their positive experiences volunteering with the clubs

TikTok is one of the top apps that can be used to reach the target audience of college students

Video testimonials can build even more trust and credibility than written ones. The use of the face and voice of a spokesperson for a testimonial proves that the person is willing to fully associate themselves with Boys & Girls Clubs of the Golden Triangle. It is also important that at the end of the TikTok testimonial videos there is a forward call to action. This can include inviting viewers to share experiences in the comment section, following the account, or clicking a link in the account biography (Eastland-Jones, 2021). Videos also produce a higher retention rate of content than text with 95% and 12%, respectively (Albright, 2018). Seeing this level of authenticity from the organization should promote an increase in acceptance of the organization as well as more positive perceptions of volunteering for the clubs.

Current volunteer “Instagram takeovers”

Similarly to TikTok testimonials, Instagram takeovers would allow for a face to be placed with the experience of being a volunteer for the organization and create a sense of reliability. Instagram takeovers have become very popular in the last few years and give a unique behind-the-scenes experience to social media coverage. They can give the content of the account a fresh look and make content exciting (Ruslanbekova, 2020). This is a completely free way for Boys & Girls Clubs of the Golden Triangle to utilize social media platforms to invest in the interests of potential collegiate volunteers. This would increase the acceptance by improving the perceptions of volunteering for the organization as it would give insight to the tasks at hand and provide a sense of inclusion to connect with Boys & Girls Clubs of the Golden Triangle (Orlando Sydney, 2022).

Utilize Instagram story open question forms

College-aged students have a statistically lower rate of volunteerism compared to other age groups. A large reason for this is the added pressures of college life including financial strain leading to the need of a paying job, heavy stress, and a lack of time. This allows potential collegiate volunteers to ask all of their questions through the phone on social media and not feel intimidated by asking questions face to face. They can assess the suitability of volunteerism with Boys & Girls Clubs of the Golden Triangle for their personal needs and move on from there. Instagram story forms allow the

user to stay anonymous to all other users, allowing questions and concerns to be fully transparent (Marais, 2020). Using this platform with open questions will allow college students who are interested in volunteering to be able to trust in the organization more and better understand the position of volunteerism at Boys & Girls Clubs of the Golden Triangle.

Strategy 3: Create relationships with organizations and programs on the campuses that promote specialized skills

Tactics:

- Speak at meetings for campus organizations in specific fields to express the need for particular skill sets

Rationale:

Speak at meetings for campus organizations in specific fields to express the need for particular skill sets

In order to gain acceptance of organizations and programs on the MSU, MUW, and EMCC campuses, meeting the members of the organizations in person is key. When aiming to create new relationships with organizations, face-to-face communication is a priority in gaining support on ideas (Forbes, 2020). When meeting with these organizations, it is important to put a face to the person in need of their skills. When attending the organizational meetings, bringing a slideshow with a photo of a club attendee and presenting it stating that this child would benefit from their skills as a volunteer at Boys & Girls Clubs of the Golden Triangle would increase the likelihood of volunteering. There are many on campus organizations between MSU, MUW, and EMCC that could be beneficial to finding individuals with specialized skills including Theatre MSU, Drama Club, BlackFriars Drama Society, Art Outreach Team, Department of Biological Sciences Ambassadors, I.D.E.A.L. Woman, Academic Quiz Bowl, Math and Science Club, United Harmony Gospel Choir, and Concert Choir (Cowbell Connect, n.d -a.; East Mississippi Community College, n.d. -a; MUW Campus Labs, n.d.). These organizations are all target groups for collegiate volunteers with specialized skills. By revealing to the organizations that their skills are needed by Boys & Girls Clubs of the Golden Triangle, this

will increase the acceptance of potential collegiate volunteers as they are able to recognize that the volunteer opportunity can boost their own resume in their particular field.

Objective 3: To have an effect on the action of local college students by increasing collegiate volunteers by 75 students by the end of May 2023.

Strategy 1: Incorporate long term volunteer positions for college students within the organization

Tactics:

- Create unpaid internship positions for local college students
- Implement a mentor program between college students and club youth
- Create a Boys & Girls Clubs of the Golden Triangle organization on each college's campus

Rationale:

Create unpaid internship positions for local college students

Internship opportunities are a unique way to add driven and creative individuals to an organizational team (Mission Box, 2019). By incorporating internship positions at Boys & Girls Clubs of the Golden Triangle, not only can communication needs be met, but the college student will gain real world experience in the field. The implementation of this strategic partnership would aid the communication process for the organization as well as create a relationship to a skilled college student with the opportunity to create a long term connection. While the internship would be educational for the college student, it would also improve the longevity of the team efforts. A study shows that the five year retention rate for interns is 51.8% whereas it is 35.8% for non-interns. "Hiring interns for full-time positions can improve a nonprofit's chances of building and sustaining a strong team" (Glazer, 2019). By promoting this specific opportunity, length of voluntary labor increases as well as positive feedback toward to organization from the interns

Implement a mentor program between college students and club youth

Similarly to the implementation of internships at Boys & Girls Clubs of the Golden Triangle,

actualizing a consistent mentorship program would be jointly valuable to college students and club attendees alike. A larger portion of college students are more likely to have a desire to volunteer through programs that include some form of mentorship or tutoring opportunities (Galaxy Digital, 2020). Mentorship programs can increase the length of time a volunteer stays with the organization as the retention rate for mentors is 69% and 72% for mentees compared to 49% for those who are not involved in mentorship programs (Morris, 2020). The more beneficial the program is to collegiate volunteers, the more likely the individuals are to speak highly of volunteerism at the organization and influence other potential volunteers through word of mouth. This would ultimately increase the number of the volunteers to Boys & Girls Clubs of the Golden Triangle.

Create a Boys & Girls Clubs of the Golden Triangle organization on each college's campus

Though Boys & Girls Clubs of the Golden Triangle volunteer opportunities are always available to local college students through volunteer centers at MSU and MUW, having local campus organizations solely dedicated to recruiting and sustaining volunteers to this organization would be very valuable (MSU Maroon Volunteer Center, n.d.; MUW Student Life, n.d.). Group membership and fitting in are extremely important to the human mind. Group membership fulfills the desire to achieve goals and define social and self identities (Forsyth, 2022). By creating a campus organization exclusively for the organization, there will be a local sense of community of those volunteering together as well as a space to facilitate logistical factors. Other local child care programs have implemented on campus organizations for volunteer opportunities, such as The Brickfire Project, which promote accessibility to these opportunities. By creating on campus organizations at MSU, MUW, and EMCC for Boys & Girls Clubs of the Golden Triangle, college students will have an easier, more localized way to access current volunteer opportunities and join on group volunteering trips. These will increase the number of volunteers to the organization.

Strategy 2: Collaborate with on campus organizations to host special events and programs promoting specialized skills for the youth

Tactics:

- Black History Month Museum event in February 2023 with the historically Black Greek organizations from MSU and MUW
- Halloween Fashion Show event with MSU Fashion Board and MUW Elite Modeling Club in October 2022.
- National Entrepreneurship Month program with MSU's business organizations and EMCC's Collegiate DECA in November 2022.

Rationale:

Black History Month Museum event in February 2023 with the historically Black Greek organizations from MSU and MUW

Partnering with outside organizations, especially those on local college campuses, can be a very impactful way to quickly gain volunteers through those organizations. To both broaden educational opportunities for youth of the clubs and incorporate local student organizations, Boys & Girls Clubs of the Golden Triangle can partner with the local chapters of the National Pan-Hellenic Council Greek organizations which are historically Black. MSU is home to eight NPHC chapters, and MUW is home to two (Cowbell Connect, n.d -a.; MUW Campus Labs, n.d.). Through the partnership, individuals from the campus organizations can sign up for days of the week throughout the month of February to visit the local clubs and engage in a range of educational, hands-on, activities about Black History Month. They can create artwork, learn dances, write informational pieces, and create a mentorship between the college student and club attendee to ensure the youth of the club have something to present for themselves for the event. At the end of the month, all of the work they have done throughout February will be hung up at the club and presented as a museum. This can be a pay to visit event for the community and can bring in funding for both Boys & Girls Clubs of the Golden Triangle and NPHC organization. This will promote funding to both organizations in the

partnership as well as promote the sense of mentorship that will increase likelihood of returning volunteers.

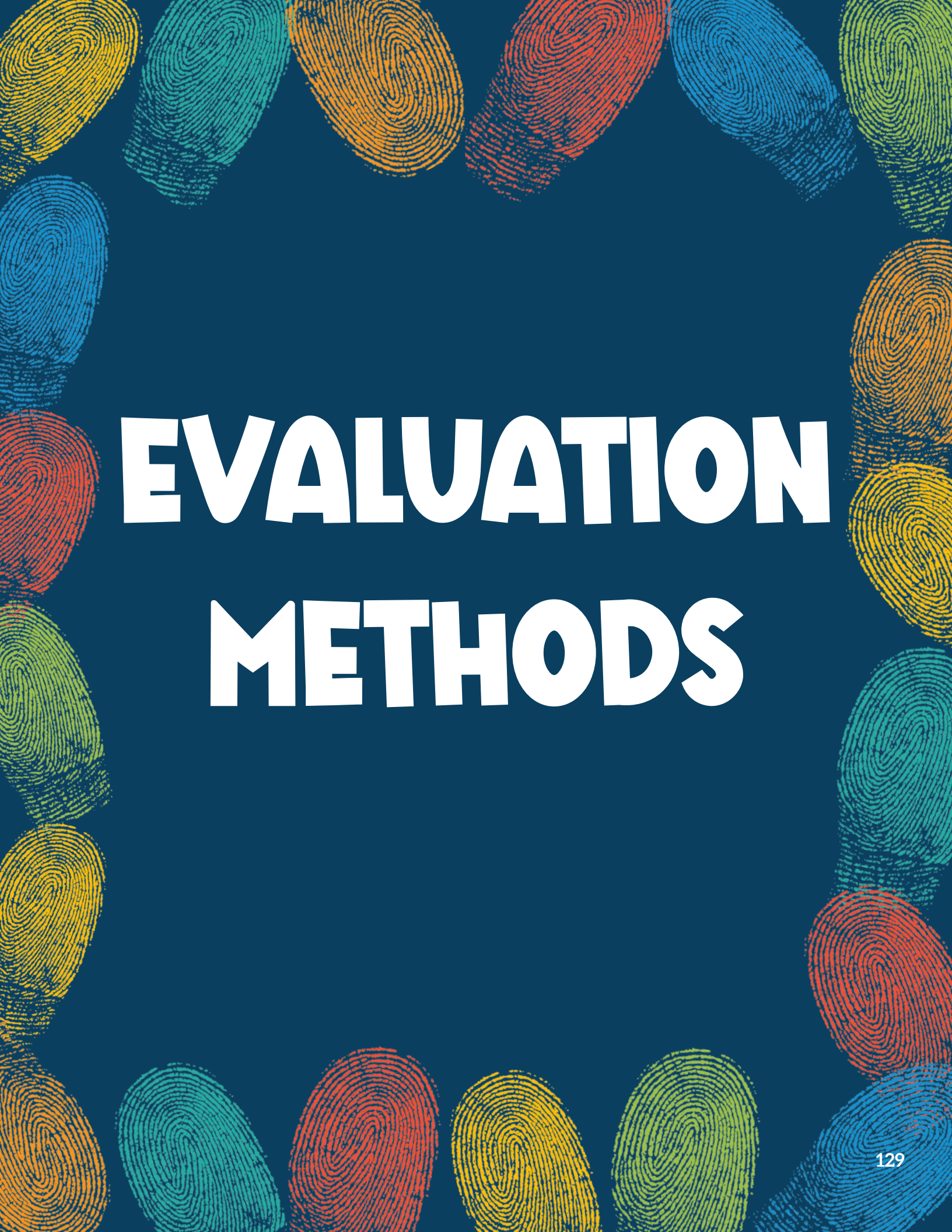
Halloween Fashion Show event with MSU Fashion Board and MUW Elite Modeling Club in October 2022

Though educational services are top priority for Boys & Girls Clubs of the Golden Triangle, promoting creative programming for the youth of the organization is important to provide support for the specialized skills the current attendees are interested in. MSU and MUW both have organizations that focus on fashion and clothing design (Cowbell Connect, n.d. -a; MUW Campus Labs, n.d.). By partnering with Fashion Board and Elite Modeling Club, Boys & Girls Clubs of the Golden Triangle could gain a new partnership for not only this event, but for future events. These organizations host other events throughout the year that Boys & Girls Clubs of the Golden Triangle could benefit from in social and financial ways. For this particular event, similarly to the Black History Month event, volunteers from the partnered campus organizations will come weekly to create a concept of a costume design with the youth of the club. They will utilize the supplies on hand to make a creative piece for a Halloween costume. Close to the end of October, a fashion show will be hosted at the club or by one of the campus organizations and can also be a pay to visit event. Other profitable factors can be included in the event such as a raffle or candy sale. The proceeds could again be split to Boys & Girls Clubs of the Golden Triangle and the partnering organizations. This would not only boost youth attitudes toward exciting special events surrounding specialized skills, but it would harvest a new partnership with college organizations and incentivise recurring volunteers from the organizations.

National Entrepreneurship Month program with MSU's business organizations and EMCC's Collegiate DECA in November 2022

Promoting the understanding of business endeavors and financial standing is important to the development of youth of Boys & Girls Clubs of the Golden Triangle. Gaining specialized volunteers in this field from MSU, MUW, and EMCC would aid in the development of programming in this area

for the organization. MSU has many business based organizations including American Marketing Association, Economics Club, Financial Management Association, Undergraduate Women In Business, and International Business Club. EMCC has Collegiate DECA which focuses on business developments and entrepreneurship (Cowbell Connect, n.d. -a; East Mississippi Community College, n.d. -a). By partnering with these organizations for November, National Entrepreneurship Month, youth of Boys & Girls Clubs of the Golden Triangle can gain insight to the business world as well as express their own creativity in strategic planning. Throughout the month, members of the partnered organizations will visit the clubs and assist youth in creating their own personalized business plans. They will be able to use the help of the college students to present their ideas to Boys & Girls Clubs of the Golden Triangle staff and take away a new set of skills that will heavily benefit them as they grow older. This partnership is based mostly on benefits to youth and mentorship effects for college students in these organizations who will then be more likely to stay at Boys & Girls Clubs of the Golden Triangle as a volunteer. With the retention rate of mentors being 69%, there is a strong likelihood these specialized volunteers will return to the organization for future volunteer opportunities (Morris, 2020). The continuation of the partnership would also increase the potential of repetitive volunteering.

The background of the entire page is a dark blue field filled with numerous colorful fingerprints. The fingerprints are in various colors including yellow, orange, red, blue, and green. They are arranged in a way that they appear to be scattered across the surface, with some overlapping. The central text is white and stands out prominently against this patterned background.

EVALUATION METHODS

Evaluation Methods

Goals and Objectives	Evaluation Methods
Goal 1: To enhance the image of the organization with Golden Triangle residents.	This goal could be measured by the amount of interactions with social media.
Objective 1: To have an effect on the awareness of Golden Triangle residents by increasing their knowledge of the Boys & Girls Clubs of the Golden Triangle's programming by 20% by the end of May 2023.	<p>This objective can be measured in multiple ways:</p> <ul style="list-style-type: none"> • The number of postcards given out to parents in the Golden Triangle area • The number of general flyers put up within the community • The amount of views watched on the testimonial videos
Objective 2: To have an effect on the acceptance of Golden Triangle residents by increasing the number of positive interactions with Boys & Girls Clubs of the Golden Triangle to once a month by the end of May 2023.	<p>This objective can be evaluated by a couple different ways:</p> <ul style="list-style-type: none"> • The number of Golden Triangle residents who attend the monthly benefit days • The number of Golden Triangle residents that follow its social media platforms
Objective 3: To have an effect on the action of Golden Triangle residents by increasing attendance to Boys & Girls Clubs of the Golden Triangle community events by 50 people per event by the end of May 2023.	This objective will be measured by the amount of Golden Triangle residents that attend community events. If the community events increase by 50 Golden Triangle residents, then the objective will be met.

Goals and Objectives	Evaluation Methods
Goal 2: To promote positive interactions with the school systems in the Golden Triangle.	This goal will be measured by the amount of increased interactions between the school systems and the Boys & Girls Clubs of the Golden Triangle.
Objective 1: To have an effect on the awareness of school systems in the Golden Triangle by increasing their understanding of what Boys & Girls Clubs of the Golden Triangle has to offer by 20% by the end of May 2023.	This goal will be measured by the number of pamphlets given out to teachers and faculty.
Objective 2: To have an effect on the acceptance of school systems in the Golden Triangle by increasing the positive attitudes of school employees about the Boys & Girls Clubs of the Golden Triangle by 10% by the end of May 2023.	This goal will be measured by the number of people who interact with the posters and flyers distributed with QR codes to the Facebook and website.
Objective 3: To have an effect on the action of school systems in the Golden Triangle by increasing the attendance from each school district by 50 students to each club by the end of May 2023.	This goal will be measured by the amount of increased attendance from each school district.
Goal 3: To better the relationship between parents and Boys & Girls Clubs of the Golden Triangle.	This goal will be measured by the total parent participation each month across email campaigns, promotional meetings at schools..

Goals and Objectives	Evaluation Methods
Objective 1: To have an effect on the awareness of parents in the Golden Triangle, specifically to increase their knowledge of the services of Boys & Girls Clubs of the Golden Triangle, by 200 parents by the end of May 2023.	This objective will be measured by the amount of parents who receive and read the email campaigns each month. The reception of the email campaigns can be measured by tracking the open rates compared to the number of email recipients as well as the time spent reading the email through the chosen email campaign provider. Longer read times will indicate that parents are intaking the information. It will also be measured by the amount of parents who attend and listen to the Boys & Girls Clubs speakers at open house night.
Objective 2: To have an effect on the acceptance of parents in the Golden Triangle by revamping attitudes to be more positive about the organization by 100 parents by the end of May 2023.	This objective will be measured by the number of parents who read the other parents testimonials on the website. By tracking the open rate, there will be an idea of how many parents are interested in reading the testimonials and how their perceptions are being altered. It will also be measured by the number of parents who subscribe and read the parent newsletters and the open rate of those subscriptions.
Objective 3: To have an effect on the action of parents in the Golden Triangle by increasing the enrollment of Boys & Girls Clubs of the Golden Triangle by 50 students by the end of May 2023.	This can be measured by tracking the increase in enrollment to the organization. By analyzing the increase in interactions and outreach to parents alongside organizational enrollment, the numbers will show the success of the campaign in increasing club attendance..

Goals and Objectives	Evaluation Methods
Goal 4: To increase donor participation from local organizations.	This goal will be measured by the increase in the amount of donations received by the end of the campaign.
Objective 1: To have an effect on the awareness of local organizations by increasing the knowledge of Boys & Girls Clubs of the Golden Triangle's needs for donations by 200 organizations by the end of May 2023.	This objective will be measured by the number of donor brochures given out to local businesses and organizations. Another way this objective can be measured is by the number of businesses and organizations that meet with Boys & Girls Clubs of the Golden Triangle.
Objective 2: To have an effect on the acceptance of local organizations by modifying the positive attitudes toward giving to Boys & Girls Clubs of the Golden Triangle by 100 organizations by the end of May 2023.	This objective will be measured by tracking the amount of views for the "Donor of the Month" blog page on the website. Another way to measure this objective is by keeping track of the number of businesses or organizations that reach back out to Boys & Girls Clubs of the Golden Triangle.
Objective 3: To have an effect on the action of local organizations by gaining donations from 50 organizations by the end of May 2023.	This objective will be measured by the number of donations received from organizations throughout the year.

Goals and Objectives	Evaluation Methods
<p>Goal 5: To improve the Boys & Girls Clubs of the Golden Triangle's relationship with local college students.</p>	<p>This goal will be overall measured by the increase in interactions with local college students to impact their knowledge of the organization, the acceptance of organization through social platforms, and responses to the need for volunteers. The overall measurement of the success can be measured through the increase in collegiate volunteers to Boys & Girls Clubs of the Golden Triangle as well as the regular presence of the organization on each campus.</p>
<p>Objective 1: To have an effect on the awareness of local college students by increasing their knowledge of the Boys & Girls Clubs of the Golden Triangle by 20% by the end of May 2023.</p>	<ul style="list-style-type: none"> • Tracking the amount of scans on the QR code on the volunteer posters that will be hung around the MSU, MUW, and EMCC campuses. • Tracking the amount of students present at each organizational meeting that is attended to speak about Boys & Girls Clubs of the Golden Triangle. • Keeping up with the number of brochures that have been taken from each spot they have been placed on the campuses • Writing down names and information of individuals who are interested in volunteering while tabling on the campuses. • Increase of college-aged social media followers found through Instagram Analytics. • The amount of individuals who subscribe to volunteer text updates

Goals and Objectives	Evaluation Methods
<p>Objective 2: To have an effect on the acceptance of college students, specifically to improve the perception of volunteering for Boys & Girls Clubs of the Golden Triangle, by 15% by the end of May 2023.</p> <p>Analyzing response numbers to open question forms on Instagram stories about volunteering as well as TikTok volunteering content.</p>	<ul style="list-style-type: none"> • Tracking the use of “The Collegiate Corner” tab of the website, specifically the click rates and bounce rates. • Tracking the number of members who join the GroupMe links for the volunteer groups to each club. • Keep up with interest lists at meetings with organizations in specialized needs and identify how many students in those skills are willing to volunteer and how receptive the organizations are to working with Boys & Girls Clubs of the Golden Triangle • Analyzing response numbers to open question forms on Instagram stories about volunteering as well as TikTok volunteering content.
<p>Objective 3: To have an effect on the action of local higher education institutions by increasing collegiate volunteers for Boys & Girls Clubs of the Golden Triangle by 75 students by the end of May 2023.</p>	<p>This can be measured by keeping up with the number of new volunteers that are coming to the clubs in general. Measurement can also include the filling of the internship positions, attendance and success of the collaborative events, participation in the mentor program, and membership numbers to the new on campus organizations. If 75 new collegiate volunteers have participated by May 2023, this objective will be met.</p>



BUDGET

Tactic Budget

Item	Description	Quantity	Vendor	Price
Updating Social Media		Unlimited	N/A	Free
Billboards	Billboards in each of the three cities in GTR.	3	Lamar Signs	\$2,500 monthly for each city \$7,500 for a month for all three cities
Commercials on WCBI	Daily airings of the clubs advertisements	Unlimited	WCBI	Free
Little League Team	A little league team sponsored by the GTR branch of the Boys & Girls Clubs. Team shirts have the organization logo on the front.	40	Custom Ink	\$499.20
Testimonial videos	A video of members of the Golden Triangle speaking about how the clubs have impacted their lives.	Unlimited	N/A (social media intern or college student can produce this)	Free

Item	Description	Quantity	Vendor	Price
General flyers	Flyers that will be posted at grocery stores, daycares, gyms, churches and local restaurants. (8.5 x 11, one sided, color)	200	Copy Cow	\$100.00
Postcards to parents	Postcards that will be sent to parents before each registration period. Reminding them of the registration deadlines and costs. (4 x 6, 10 pt. Cardstock, front & back, gloss).	250	UPrinting	\$78.92
Benefit days	Benefit days at the local restaurants and food vendors..	N/A	Participating food vendors	20% of all sales for that day go to Boys & Girls Clubs of the Golden Triangle

Item	Description	Quantity	Vendor	Price
Posters and flyers for schools	Posters and flyers printed and distributed throughout the schools in the Golden Triangle school district about the programs and services offered and upcoming events. (11" X 17") 100 lb. Paper Glass, Printed front side only	100	Uprint	\$91.96
Informational pamphlets for teachers	Informational pamphlets for teachers and faculty at schools in the Golden Triangle school district about the organization's mission, programs and services offered and contact information. (8.5" X 11") 80 lb. Paper Gloss, Trifold/Letter Fold, Printed outside and inside.	500	Uprint	\$177.09
Attend school board meetings	Attend regular school board meetings	Unlimited	N/A	Free

Iteam	Description	Quantity	Vendor	Price
Partner with PTO organizations	Partner with PTO organizations to build and maintain a relationship to improve communication and increase awareness within the schools and the community.	Unlimited	N/A	Free
Partner with Booster Club organizations	Partner with Booster Club organizations at each school	Unlimited	N/A	Free
Students pay \$1 to wear pajamas to school	Students pay \$1 to wear pajamas to school and the proceeds go to the Boys & Girls Clubs of the Golden Triangle	Unlimited	N/A	Free
Incentive for schools with highest enrollment	An incentive for the schools with the highest enrollment out of the Golden Triangle school district	Starkville snowballs celebration for students and faculty	Number of students in winning school	-\$600

Item	Description	Quantity	Vendor	Price
Back to School	• Colorful Bounce House	1	Burns Inflatable Jumpers	\$175
Carnival event	• Cotton Candy Machine	1	Fun Ventures	\$60
	• Balloons Animal kit	2	Amazon	\$12.99
	• Face Paint kit	1	Amazon	\$21.99
	• Colorful Flags 300pcs (decoration)	1	Amazon	\$13.99
	• Carnival Toss Games with 3 bean bags	3	Amazon	\$15.99
	Carnival game			
	• Dunk Tank with Window Rental	1	Backyard Bouncers	\$159
	• Carnvial Circus party decorations supplies Kit	1	Amazon	\$23.97
	• Local Food Trucks	3	Mom & Pop Food Truck + Catering, WTF Starkville, Taco Amigo	---
	• Soft Drinks	240 cans	Walmart	\$125
	• Waters	6 40 packs	Walmart	\$32.16
	• Red White Striped skirt	6	Amazon	\$27.99
	Table Cloths			
				TOTAL: 668.08

Item	Description	Quantity	Vendor	Price
Email campaign for parents	Emails sent to parents updating and informing them on upcoming events as well as announcements and achievements.	Unlimited	Mailchamp	\$204 a year
Speak at open house nights		Unlimited	N/A	Free
Parent testimonials	Videos and or short blog posts about the experiences parents have had with the Boys & Girls Clubs.	Unlimited	Vimeo & the Boys & Girls Club website.	\$600 yearly for Vimeo. Posting to the website will be free.
Parent newsletter	Monthly newsletter sent via email	Unlimited	Mailchamp	Included with the email campaigns for parents.
Yard signs	Yard signs with the logo and a QR code to the website. Yard signs will be waterproof and fade resistant and doubled sided with a glossy finish.	100	Vistaprint	\$258.75 plus shipping

Item	Description	Quantity	Vendor	Price
Raffle for first 50 enrollees	A raffle for the first 50 parents that sign their child/children up for the Boys & Girls Clubs. The prize will consist of goods donated to the clubs from local businesses. The drawing for the prize will be completed online through Wheelofnames.com	50	Local business & Wheelofnames.com	Free
Donor brochure	A brochure that would be given to local businesses and organizations. (8.5" x 11", 80lb. Glossy Paper, Trifold/Letter fold, Color, Inside and Outside)	250	Uprinting	\$143.53
Meeting with local organizations	Meeting with local organizations and businesses face to face or virtual.	Unlimited	N/A	Free

Item	Description	Quantity	Vendor	Price
Donor of the Month campaign	A blog post featured on the website to recognize a donor for the month.	Unlimited	N/A	Free
Thank you letters	Thank you letters that have personalized drawings from members of Boys & Girls Clubs of the Golden Triangle. Thank you letters would be given to donors and used for anything that required a "Thank you." (8" x 6", folds to 4" x 6", 10 pt. Cardstock glass, Inside and Outside)	500	Uprinting	\$185.04
Social media shoutouts	Social media shoutouts would recognize donors and be posted on all of Boys & Girls Clubs of the Golden Triangle's social media platforms.	Unlimited	N/A	Free

Item	Description	Quantity	Vendor	Price
Benefit Dinner	Venue:		East Mississippi Community College	-\$1,100
	Ballroom (Mississippi room and Columbus room, accommodates up to 200 people seated, includes décor, seating, plates, and silverware)			
	Food:			
	Harvey's			-\$2,500
	Programming:			
	Tickets (5.5" x 2.75", 16pt Cardstock Gloss, Sequential numbering, Perforation, front only)	250	Uprinting	-\$130.26
	Raffle:			
	Grand Prize	4	Donated from local business	-Free
	Auction:			
	Small prizes	3	Donated from local businesses	-Free
	Medium prizes	3		
	Grand prize (Hot Air Balloon ride for two people)	1	-Champagne Sunrise	-\$500
				TOTAL: \$4,230.26

Item	Description	Quantity	Vendor	Price
College campus flyers	Flyers to be hung around MSU, MUW, and EMCC campuses (11" x 17", 100 lb. Glossy Paper, Color Front, No Back)	100	UPrinting	\$91.96
Informational brochures on volunteering	Brochures for students at MSU, MUW, and EMCC (8.5" x 11", 80lb. Glossy Paper, Trifold/Letter fold, Color, Inside and Outside)	150	UPrinting	\$84.41
Tabling on MSU, MUW, and EMCC campuses	-Blue table cloth	1	Walmart	\$2.47
	-Banner with logo (2 x 4 Vinyl with 2 grommets)	1	UPrinting	\$19.44
				TOTAL: \$17.47
Speak at Greek organization meetings		Unlimited	N/A	Free
Text updates on volunteer opportunities	Bulk text messaging service	Unlimited	EZTexting	\$19 a month
Create a TikTok account		Unlimited	N/A	Free

Item	Description	Quantity	Vendor	Price
Increase Instagram usage		Unlimited	N/A	Free
Create "Collegiate Corner" page on the website		1	N/A	Free
Display testimonials of previous volunteers		Unlimited	N/A	Free
Volunteer GroupMe link of each club		3	N/A	Free
Interactive TikTok content of volunteers		Unlimited	N/A	Free
Volunteer "Instagram takeovers"		Unlimited	N/A	Free
Instagram story open question forms		Unlimited	N/A	Free

Item	Description	Quantity	Vendor	Price
Boys & Girls Clubs of the Golden Triangle organization on each college campus		3	N/A	Free
Speak at meetings for campus organization in specific fields		Unlimited	N/A	Free
Create unpaid internship positions for college students		3-6	N/A	Free
Implement mentor program		Unlimited	N/A	Free
Black History Month Museum event	Programming for the event/ educational initiative -art supplies (already at the clubs) -presentations from college students in the partnering organizations	N/A	N/A	Free

Item	Description	Quantity	Vendor	Price
Halloween Fashion Show event	Refreshments:		Walmart	
	• Frito Lay 42 pack	5		\$84.90
	• Hershey Chocolate assortment	5		\$54.90
	• Twizzler Twists pack	3		\$19.44
	• (soda can drive from clubs and college organizations to get drink refreshments)			
	Decor:			
	• Red wrapping paper (red carpet)	1	Amazon	\$12.50
	• Instagram post prop	1	Signs4Print	\$36.00
	• Streamer	10	Walmart	\$10.00
	• 72 pack of balloons: Black and Orange	2	Walmart	\$22.84
	• 4 ft. x 4 ft. vinyl banner of logo red carpet backdrop	1	UPrinting	\$33.70
	Programming materials:			
	• Old clothing/fabric drive at club and with collaborating organization	Unlimited		Free
				TOTAL: \$284.98

Item	Description	Quantity	Vendor	Price
National Entrepreneurship Month program	Programming materials: • Posterboards- 4 ct. • Glue sticks - 4 ct • Colored paper - 30 ct	36 36 24	Dollar Tree	\$45.00 \$45.00 \$30.00 TOTAL: \$120.00

A decorative border of colorful fingerprints (yellow, orange, red, blue, green) arranged in a circular pattern around the central text.

TIMELINE FOR IMPLEMENTATION

Timeline

Ongoing Campaign Tactics:

- Social media shoutouts for donors and volunteers
- Commercials on WCBI
- Testimonial Videos

June 2022

- Create GroupMes for each club's college volunteer population so new potential volunteer recruits can be added
- Table on MSU campus for volunteering for freshman orientation sessions June 13th through the 30th.
- Table at MUW campus for volunteering for transfer orientation on June 14th and freshman orientation on June 15th.
- Post Donor of the Month Blog
- Create a list of 200 local businesses and organizations that are receiving a donor brochure
- Create a list of local businesses and organizations that need to be contacted for face to face meetings or over zoom
- Create a presentation for in-person meetings with local businesses and organizations
- Print thank you letters
- Prepare and create yard signs for parents and supporters
- Begin planning for the Back to School Carnival
- Distribute flyers for the Back to School Carnival and announce it on social media and the website
- Update all social media platforms
- Start developing billboard design and have it finalized by end of month
- Create postcards and get them printed out

- Contact local restaurants about potential benefit days
 - Harvey's, The Grill, Sweet Peppers, Mugshots
- Create and print out flyers

July 2022

- Table at MSU campus for volunteering for freshman orientation session on July 11th.
- Table at MUW campus for volunteering for transfer orientation on July 12th and freshman orientation on July 13th.
- Print flyers and brochures about volunteering for college students in preparation for the return of students in August.
- Begin researching group texting services, such as EZTexting, to decide a platform that will be best for volunteer text updates.
- Reach out to previous college student volunteers for testimonials of their experience volunteering for the organization.
- Develop internship positions for each club for social media/communication needs.
 - Create an outline of requirements, hours needed, and task descriptions.
- Post Donor of the Month Blog
- Develop Donor Brochure and Print 200 copies
- Personalize and send thank you letters to any donors that donated throughout the month
- Start calling local businesses and organizations to schedule face to face meetings
 - Planning for two each month
- Distribute yard signs to parents and supporters to be put out in the community
- Create and prepare volunteer flyers to be printed and distributed throughout MSU Campus and the community
- Create and prepare the informational pamphlet for teachers and schools

- Begin communicating with each school about students bringing \$1 to school to wear pajamas every first Friday of the month fundraiser.
- Meet with each school to discuss the schools with the highest enrollment campaign and coordinate and plan the incentive
- Back to School Carnival on July 31
- Beginning of June put in order with billboard company
- Finalize a commercial with WCBI, so it can begin airing
- Send out postcards to parents in the beginning of July
- Post flyers throughout the Golden Triangle area

August 2022

- Table at MUW campus for volunteering for transfer orientation on August 1st and freshman orientation on August 2nd.
- Hang volunteer posters on MSU, MUW, and EMCC campuses to promote volunteer opportunities at the beginning of the school year.
- Place volunteer brochures at the following locations:
 - MUW Student Life Office- Cochran Hall, 2nd Floor, 1100 College Street, MUW-1624, Columbus, MS 39701
 - MSU Maroon Volunteer Center, Office of Student Leadership and Community Engagement- C306 Moseley Hall, Mississippi State, MS 39762
- Sign up for a group texting service and begin to promote volunteer text updates on Instagram with a link to be added to the recipients.
- Create The Collegiate Corner section of the website for college students for volunteer interests.
- Utilize open question forms on Instagram stories for potential volunteers to have questions answered.

- Develop plans for Halloween Fashion Show event and reach out to MSU Fashion Board and MUW Elite Modeling Club about participating.
- Open applications for Communication Intern position
 - Post graphic of opening to Instagram and Facebook pages with description and information on where to send application.
 - Send the position description and outline to individuals in administrative positions at MSU, MWU, and EMCC to forward the position to students in communication majors
 - Dr. Melanie Sanders- EMCC Dean of Students:
msanders@eastms.edu
 - Dr. Barry Smith- MWU Professor and Chair of Communication: bpsmith@muw.edu
 - Dr. Terry Likes- MSU Department Head of Communication: tdl262@msstate.edu
- Post Donor of the Month Blog
- Personalize and send thank you letters to any donors that donated throughout the month
- Distribute donor brochures to local businesses and organizations from list
- Meet in person with two businesses/organizations
- Continue to distribute yard signs for parents who recently enrolled students in the after-school care program
- Distribute donor brochures to local businesses and organizations
- Distribute the volunteer flyers throughout MSU Campus for the students return to school and the community
- Distribute the informational pamphlet to the schools in the Golden Triangle school district to be distributed to staff, parents, administrators and display in common areas
- Start thinking about ideas for the benefit dinner
 - Venue, theme, food, decorations, etc.

- Attend monthly school board meeting
- Meet with each school's PTO
- Meet with each school's Booster Club organization
- Begin the Student's bring \$1 to school to wear Pajamas to school every first Friday of the month and proceeds go to the Boys & Girls Clubs of the Golden Triangle
- Announce the incentive for the schools with the highest enrollment campaign
- Start taking videos of youth for testimonial videos

September 2022

- Speak at Greek organization meetings
 - MSU campus:
 - Panhellenic Council: Alpha Chi Omega, Alpha Delta Pi, Chi Omega, Delta Delta, Delta Gamma, Kappa Delta, Phi Mu, Pi Beta Phi, Zeta Tau Alpha.
 - Interfraternity Council: Alpha Gamma Rho, Alpha Tau Omega, Beta Upsilon Chi, Delta Chi, Farm House, Kappa Alpha, Kappa Sigma, Lambda Chi Alpha, Phi Delta Theta, Phi Gamma Delta, Pi Kappa Alpha, Pi Kappa Phi, Phi Kappa Tau, Sigma Alpha Epsilon, Sigma Chi, Sigma Nu, Sigma Phi Epsilon
 - Multicultural Greek Council: Delta Xi Phi, Sigma Lambda Beta
 - National Pan-Hellenic Council: Alpha Kappa Alpha, Alpha Phi Alpha, Delta Sigma Theta, Kappa Alpha Psi, Omega Psi Phi, Phi Beta Sigma, Sigma Gamma Rho, Zeta Phi Beta
 - MUW campus:
 - National Pan-Hellenic Council: Zeta Phi Beta
- Continue to communicate with each school's booster club
- Speak at organization meetings for campus organizations in specific fields on the need for individuals in particular skill sets

- MSU:
 - Theatre MSU, BlackFriars Drama Society, Academic Quiz Bowl, Accounting & Finance Student Society, American Marketing Association, Anthropology Club, Art Outreach Team, Aspiring Minorities in Health Professions, Biochemistry Club, Fashion Board, Poetry Club, and many more depending on the exact areas that need focus at the time.
- MUW:
 - Elite Modeling, I.D.E.A.L. Woman, Student Nurses Association, United Harmony Gospel Choir, W Leadership Program
- EMCC:
 - Clubs: Art Club, Band, Collegiate DECA, Concert Choir, Drama Club, Math and Science Club, Mississippi Association of Student Nurses, Quiz Bowl, Radio Broadcasting Club
 - Career Technical students: Baking and Pastry Arts, Barbering, Computer Technology, Cosmetology, Culinary Arts Technology, Hotel & Restaurant Management, Automotive Technology, Computer Programming, and many more programs that can be met with based on needed skills at the time.
- Create a TikTok page and begin creating content that can be targeted towards college students to promote volunteerism.
- Begin sending out regular texts surrounding volunteer opportunities through the group texting service.
- Begin creating content highlighting volunteers who contributed to the clubs as well as promoting their personal testimonials through the Instagram and TikTok pages.
- Reach out to MSU business organizations and EMCC Collegiate DECA for National Entrepreneurship Month program.

- Finalize plans for partnerships with MSU Fashion Board and MUW Elite Modeling Club to participate in Halloween Fashion Show
 - Gather availability dates from potential volunteers that will be involved and schedule costume design time into club programming.
 - Finalize location, food and refreshments, and reach out to local businesses about donating items for the raffle prize.
- Post Donor of the Month Blog
- Personalize and send thank you letters to any donors that donated throughout the month
- Meet in person with two businesses/organizations
- Continue to distribute yard signs for parents who recently enrolled students in the after-school care program
- Distribute the volunteer flyers throughout MSU Campus and the community
- Attend monthly school board meeting
- Continue communicating with the PTO of each school
- Continue to communicate with each school's booster club
- Continue the Student's bring \$1 to school to wear Pajamas to school every first Friday of the month and proceeds go to the Boys & Girls Clubs of the Golden Triangle
- Have a Benefit Day at a local restaurant

October 2022

- Have volunteers begin Instagram takeovers describing what they are doing throughout their service time at the clubs.
- Finalize plans for the National Entrepreneurship Month program.
 - Finalize the participating organizations.
 - Coordinate scheduling with the organizations to develop programming schedule for youth.

- Begin promoting the Halloween Fashion Show.
 - Post to Instagram, Facebook, TikTok, and the website.
 - Reach out to local newspapers and on campus journalists about the event.
 - Post the event page on all promotions for ticket purchase.
- Begin to develop plans for mentorship program between college students and club youth
 - Outline scheduling of where it would fit in to club schedule/the commitment level needed from college students
- Host Halloween Fashion Show event.
- Post Donor of the Month Blog
- Personalize and send thank you letters to any donors that donated throughout the month
- Meet in person with two businesses/organizations
- Finalize details for benefit dinner
- Attend monthly school board meeting
- Continue communicating with the PTO of each school
- Continue to communicate with each school's booster club
- Continue the Student's bring \$1 to school to wear Pajamas to school every first Friday of the month and proceeds go to the Boys & Girls Clubs of the Golden Triangle

November 2022

- Host programs for National Entrepreneurship Month with participating organizations and promote initiatives.
 - Post weekly throughout the month of all of the programs that have taken place.
 - Promote the connection between the youth and the collegiate organizations through social media platforms as well as on the website.
- Meet with student volunteers from MSU, MWU, and EMCC to plan to create a Boys & Girls Clubs of the Golden Triangle organization on each campus.

- Create more concrete plans for mentorship program between college students and club youth
 - Plan on promoting to local college students and getting back in touch with previous organizations that were met with in September
- Contact administration on MSU, MUW, and EMCC campuses to coordinate meeting times and places for informational meetings for new Boys & Girls Clubs or the Golden Triangle on-campus organizations.
 - MSU room reservation at Colvard Student Union: 662-325-3228
 - MUW room reservation at Office of Resource Management: 662-329-7126
 - EMCC room reservation contact Dr. Melanie Sanders, EMCC Dean of Students: msanders@eastms.edu
- Develop plans for Black History Month Museum event to present to historically Black organizations on MSU and MUW campuses.
- Post Donor of the Month Blog
- Personalize and send thank you letters to any donors that donated throughout the month
- Meet in person with two businesses/organizations
- Attend monthly school board meeting
- Book venue for dinner
- Start buying prizes for auction and decorations for benefit dinner
- Continue communicating with the PTO of each school
- Continue to communicate with each school's booster club
- Continue the Student's bring \$1 to school to wear Pajamas to school every first Friday of the month and proceeds go to the Boys & Girls Clubs of the Golden Triangle
- Begin planning incentives for schools with the highest enrollment and calculate the winners

- Begin promoting the mentorship program between college students and club youth on Instagram and TikTok. Send program information to MSU Maroon Volunteer Center, MUW Student Life Office, and EMCC Dean of Students, Dr. Melanie Sanders to be forwarded to students.
- Reach out to historically Black organizations on MSU and MUW campuses about potential Black History Month Museum event for February 2023. Finalize the organizations that will be involved by the end of December.
 - Present idea and plans laid out.
- Develop concrete plans of launching Boys & Girls Clubs of the Golden Triangle organizations on each campus and meet with administrators when necessary.
- Hold an informational meeting on the MSU, MUW, and EMCC campuses for the Boys & Girls Clubs of the Golden Triangle organizations that are being developed.
 - Promote the meeting through Instagram with graphics and Instagram stories
- Contact administration on MSU, MUW, and EMCC campuses to coordinate meeting times and places for on campus meetings for Boy & Girls Clubs of the Golden Triangle organization meetings for the beginning of the spring semester.
 - MSU room reservation at Colvard Student Union: 662-325-3228
 - MUW room reservation at Office of Resource Management: 662-329-7126
 - EMCC room reservation contact Dr. Melanie Sanders, EMCC Dean of Students:
msanders@eastms.edu
- Post Donor of the Month Blog
- Meet in person with two businesses/organizations
- Personalize and send thank you letters to any donors that donated throughout the month
- Attend monthly school board meeting

- Start creating graphics and ticket designs for benefit dinner
 - Finalize them by the end of December
- Begin asking local businesses to donate prizes for the auction and raffle
- Continue communicating with the PTO of each school
- Continue to communicate with each school's booster club
- Continue the Student's bring \$1 to school to wear Pajamas to school every first Friday of the month and proceeds go to the Boys & Girls Clubs of the Golden Triangle
- Announce winners for the first semester incentive for schools with the highest enrollment campaign

January 2023

- Implement the mentorship program between college students and club youth at the start of the spring semester.
- Table on MSU, MUW, and EMCC campuses to promote volunteering as well as the new on campus organizations for Boys & Girls Clubs of the Golden Triangle.
- Finalize plans for Black History Month Museum event.
 - Gather a list of how many volunteers will be able to come to the club after-school and at what times to set aside programming time for youth.
 - Create promotional materials for the actual event and an event page for event information and ticket purchase.
 - Create a layout for the physical museum map and decide which club to host it at.
 - Finalize the programs that the youth will be learning about during Black History Month including dance, music, and general history programs.
- Begin to make Boys & Girls Clubs of the Golden Triangle campus organization meetings regular and planned out at the start of the spring semester.

- Utilize the current volunteers from each campus to promote the organization.
- Post meeting times to Instagram with graphics and TikTok pages with creative video content.
- Send the meeting information to MSU Maroon Volunteer Center, MUW Student Life Office, and EMCC Dean of Students, Dr. Melanie Sanders to be forwarded to students.
- Post Donor of the Month Blog
- Meet in person with two businesses/organizations
- Personalize and send thank you letters to any donors that donated throughout the month
- Attend monthly school board meeting
- Begin posting graphics about benefit dinner and selling tickets
- Reach out to a local restaurant to ask for help with catering for the benefit dinner
- Continue communicating with the PTO of each school
- Continue asking local businesses to donate prizes for auction and raffle
- Continue to communicate with each school's booster club
- Continue the Student's bring \$1 to school to wear Pajamas to school every first Friday of the month and proceeds go to the Boys & Girls Clubs of the Golden Triangle
- Meet with each school to plan the second semester schools with the highest enrollment campaign and coordinate and plan the incentive

February 2023

- Promote Black History Month Museum event.
 - Post graphics to Instagram, Facebook, and the official website.
 - Reach out to local newspapers and on campus journalism organizations about the event.
 - Post event page with ticket purchase information to social platforms.
- Host Black History Month Museum Event at the end of February.

- Post Donor of the Month Blog
- Meet in person with two businesses/organizations
- Personalize and send thank you letters to any donors that donated throughout the month
- Attend monthly school board meeting
- Continue communicating with the PTO of each school
- Continue advertising and selling tickets for benefit dinner
- Continue asking local businesses to donate prizes for auction and raffle
- Continue to communicate with each school's booster club
- Continue the Student's bring \$1 to school to wear Pajamas to school every first Friday of the month and proceeds go to the Boys & Girls Clubs of the Golden Triangle
- Have another Benefit Day at a local restaurant

March 2023

- Post Donor of the Month Blog
- Meet in person with two businesses/organizations
- Personalize and send thank you letters to any donors that donated throughout the month
- Attend monthly school board meeting
- Continue communicating with the PTO of each school
- Continue to communicate with each school's booster club
- Continue advertising and selling tickets for benefit dinner
- Gather all donated prizes for auction and raffle
- Continue the Student's bring \$1 to school to wear Pajamas to school every first Friday of the month and proceeds go to the Boys & Girls Clubs of the Golden Triangle
- Begin Little League Team

April 2023

- Post Donor of the Month Blog
- Meet in person with two businesses/organizations
- Personalize and send thank you letters to any donors that donated throughout the month
- Host Benefit Dinner Event
- Attend monthly school board meeting
- Continue communicating with the PTO of each school
- Continue to communicate with each school's booster club
- Continue the Student's bring \$1 to school to wear Pajamas to school every first Friday of the month and proceeds go to the Boys & Girls Clubs of the Golden Triangle
- Begin planning incentives for schools with the highest enrollment and calculate the winners

May 2023

- Post Donor of the Month Blog
- Prepare and create yard signs for parents and supporters
- Meet in person with two businesses/organizations
- Personalize and send thank you letters to any donors that donated throughout the month
- Attend monthly school board meeting
- Continue communicating with the PTO of each school
- Continue to communicate with each school's booster club
- Continue the Student's bring \$1 to school to wear Pajamas to school every first Friday of the month and proceeds go to the Boys & Girls Clubs of the Golden Triangle
- Announce winners for the second semester incentive for schools with the highest enrollment campaign
- Have a Benefit Day

A decorative border of colorful fingerprints in shades of yellow, orange, red, blue, and green, arranged in a circular pattern around the central text.

APPENDIX

A

Synopsis

On the afternoon of Monday, April 11, 2022, The Boys & Girls Clubs of the Golden Triangle reported a missing child at the Columbus location. The child was unaccounted for approximately 30 minutes. The child was reported missing directly following recess. The child was found walking down the street toward his home in North Columbus. He was found by the police and taken back to the club, where his parents were anxiously awaiting his arrival. The police and the mother of the child were notified immediately and a search party was initiated. The child claimed to have slipped in between the chain-link fence and the fence post. He was questioned by the police and the Boys & Girls Clubs of the Golden Triangle so that they could fully understand the incident to ensure that it never happens again.

This is something that the Boys & Girls Clubs of the Golden Triangle takes very seriously and did everything possible to handle the situation with safety and care. The club has created a crisis plan and set of tactics to ensure the safety of every child under their care. The fence will be replaced, roll call will be put in place before and after each recess and other breaks, and well as staff monitoring each exit. There will also be security cameras put into place surrounding the building.

Ron Thorton, CEO of the Boys & Girls Clubs of the Golden Triangle, apologizes to the family involved and the entire city of Columbus for the incident. He assures us that this will never happen again and that safety is their number one priority. He takes pride in the club and cares about the safety and well-being of every child there. The entire staff can do better to serve our children, and he is dedicated to improving this club to become a safer and more responsible club.

Reactive Message Strategies

Boys & Girls Clubs of the Golden Triangle will be using various reactive message strategies due to the crisis of losing a child. The most important aspect is for the public to be able to trust the organization to not lose a child again. To be able to gain trust again within the community, the organization needs to be very transparent and proactive about the situation.

Boys & Girls Clubs of the Golden Triangle will first be using the pre-emptive action by using the prebittal method. After taking the correct measures to find the missing child, Boys & Girls Clubs of the Golden Triangle will be the first to share their side of the story of what happened. This will allow the public to know they are not trying to hide anything, but take full responsibility for it.

The next strategy that will be used is vocal commiseration which will include the organization giving a formal, public apology to the parents of the child and the surrounding community. This strategy will be beneficial to the organization because it will be showing that it is accepting full responsibility for the unfortunate event and asking for forgiveness from the public. In the apology, Boys & Girls Clubs of the Golden Triangle will also talk about the actions they are going to take to not let this event happen again.

The third strategy Boys & Girls Clubs of the Golden Triangle will use is rectifying behavior. This strategy will include corrective action from the organization, and this is crucial because a child went missing on their watch. All employees and staff will be retrained and updated on the procedures of taking care of a child. Boys & Girls Clubs of the Golden Triangle will install cameras in all three clubs, so if something happens in the future they will know exactly what happened.

Rationalization

The main form of communication that needs to be spoken upon is personal communication. This organization wants to continue to ensure that the children's safety is their top priority. In order to do this, they need to have a board meeting with the directors of the clubs and with the parents of all the children who attend the clubs. During the board meetings, the board members need to be honest about what has happened and allow all the parents to find out from them rather than from other parents. This gives the organization the ability to be the first to tell the parents what has happened and give them a formal apology in the process. The board members need to keep emphasizing how this will not happen again and take precautions to ensure it never does. After the information is stated, they need to allow the parents to speak up about the situation and give their concerns

to the board so that the board can improve the way they have handled the situation. Although the board members all need to be present, having a response team will allow everyone to be on the same page about the situation and help ease the parents' thoughts. A response team will ensure that the right people are speaking on behalf of the organization (Caramela, 2021).

At this point, the media has most likely heard about the situation from parents or someone else. Before the media can take this story and run with it, the Boys & Girls Clubs of America, not just the Golden Triangle, need to post a statement on the situation and own up to what had happened. This allows them to own up to their mistakes and apologize before they get backlash for a while and then apologize. Watching how some organizations/people release apologies days after the situation allows others to believe they are only apologizing because they are getting bashed upon. The best way to handle a crisis is to be open and honest with your audience.

One of the best ways to ensure the personability of the organization is to ensure that an effective spokesperson is present to address the public. Utilizing members of the Boys & Girls Clubs of the Golden Triangle administration who are present in the community and known by many can improve the perception of the organization following the occurrence of a crisis (Amaresan, 2022). Being quick to respond and ensuring that all statements are transparent is extremely important to the audience. When a crisis or emergency occurs, all of those involved as well as the general public want to be informed of the mishappenings and the stance of the organization as soon as possible. Transparency and honesty regarding the sequence of events and shortcomings of the staff are essential to the preparation of the organization's reputation (Davenport, n.d.).



**BOYS & GIRLS CLUB
OF THE GOLDEN TRIANGLE**

The Boys & Girls Club of Columbus

Columbus, MS 39701

662-244-7090

News Release

FOR IMMEDIATE RELEASE

April 11, 2022

FOR MORE INFORMATION

Ron Thornton

662-418-7285

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Boys & Girls Clubs Enacts New Safety Policies

COLUMBUS, Miss.- The Boys & Girls Clubs of the Golden Triangle enacts new safety policies and training for all employees and volunteers. Each club will hold training sessions regarding child safety and emergency procedures.

This is in response to a child being unaccounted for after recess and was found safe after approximately 30 minutes. CEO, Ron Thornton, was notified of the situation and immediately contacted the police and the parents of the child. Police showed up three minutes after the phone call was made, and the search party was initiated.

-more-

The Boys & Girls Clubs of The Golden Triangle

Boys & Girls Clubs Enacts New Safety Policies - PAGE 2

"A lost child is never good news, but when it is a child that my team members and I are responsible for it becomes a bigger issue," said Thornton.

The child is said to have slipped in between the chain-link fence and the fence post. The child was found walking down the street toward his house in North Columbus.

"I was ready to see my puppy dog, and eat dinner," said the child, when he was asked why he ran away.

"I can assure you that this will never be an issue here at The Boys & Girls Club of Columbus. I care about each child at the club as if they are my own. We will be taking every action possible to assure that we never have to make that phone call to another parent again. I want to send my sincerest apologies to the child's parents," said Thornton.

The club has created a set of new tactics to ensure this will never happen again. They will be replacing the chain-link fence with a seven-foot-tall wooden fence, adding security cameras around the building, and implementing a roll call after recess before entering the building. Moving forward, there will be a staff member monitoring all exits at all times, reviewing and updating safety and emergency protocols, as well as hosting a monthly training session on child safety for all staff.

The Boys & Girls Clubs of the Golden Triangle wants to assure the community that they are taking every action possible to be a safer, more responsible organization. Thornton has served as the CEO for almost two years and has never encountered a situation like this during his time as CEO. The Boys & Girls Clubs of the Golden Triangle is a trusted organization in the Golden Triangle community and known for providing a safe and nurturing environment for its youth. Boys & Girls Clubs of the Golden Triangle values safety and responsibility and will continue to make safety its number one priority.

For more information about The Boys & Girls Club of the Golden Triangle, please contact Ron Thorton at 662-244-7090 or thornton@bgcgoldentri.org

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Questions and Answers

Q: What safety procedures do the Boys & Girls Clubs of the Golden Triangle have in place to prevent this issue?


A: The well-being and safety of the youth we serve is the number one priority of the Boys & Girls Clubs of the Golden Triangle. Our staff and volunteers are held to a high standard and regularly monitor the area to ensure children are never exposed to external harm. Staff is asked to regularly count groups and is given an updated number of attendees each day based on absent individuals. Once attendance is taken each day, parents of children from the list who have not yet been accounted for are contacted. We do not take the case of a missing attendee lightly, and law enforcement is contacted upon the realization that the location of a Boys & Girls Clubs of the Golden Triangle attendee is unknown.

Q: How are staff trained to handle situations like these?

A: The protocol for a missing child at Boys & Girls Clubs of the Golden Triangle is in place to ensure urgency in getting aid to the lost child while also providing care and comfort to the present youth. When the staff is informed of this particular emergency, they have predetermined positions in managing the issue. A majority of the staff will remain with the current children and keep them within the club, ensuring that they not only are unaware of any sense of crisis but that they do not have the means to exit the building. One individual is sent to retrieve lists of parent and caretaker contact information as well as the attendance list of the day. Another staff member will search the club, checking any extra closets, bathrooms, or any strange places within the location a child might have hidden. Staff will also search the outdoor premises of the location thoroughly. The school from which the child came will be contacted as well as their parents or guardians. Staff members will determine at which point the child went missing from the school program to transportation to the club, to entry to the club location. At this point, if the attendees location has not been determined, Boys & Girls Clubs of the Golden Triangle will contact law enforcement and aid the family in handling this issue as best as possible and securing the child back into care.

Q: What repercussions will be placed on the staff who was monitoring the missing attendee?

A: Though the safety of our youth is extremely important at Boys & Girls Clubs of the Golden Triangle, it is also important to place emphasis on group responsibility and shared duty. Because the location of our children is a priority to all staff members and the issue should have been avoided by all staff members, the club will be hosting a child safety workshop for all staff to create new safety precautions for the organization. Though individual staff members do need to be specifically cautious of the children they currently attend to, the entire group can do better to serve our youth and further protect their well-being.

A decorative border of colorful fingerprints (yellow, orange, red, blue, green) arranged in a circular pattern around the central text.

APPENDIX

B

Interview

Ron Thornton: Now, before I get started, I'll introduce the team. As Mrs. Meaghan said, my name is Ron Thornton, the president/CEO for Boys and Girls Club of the Golden Triangle. This is my board chairman, Mrs. Carolyn West. Um This is our Starkville Unit Director, Mr. Christopher uh Thompson. This is our VISTA leader, Mrs. PC of hope, and this is Miss Audrena Nichols, she's one of our VISTA's for the West Point unit. My other two directors for the West Point and the uh Columbus unit weren't able to make it today. So I'm going to give you an overview of what the organization looks like, broadly, and then what we're trying to go. What we currently are and what we're trying to do. And I'm gonna get to ya pamphlet that you have in the folder there. I don't want to overload you with a lot of information, but Mrs. Meaghan I'm gonna send you some other documents that we have all.

Professor Gordon: We want all the information.

Ron Thornton: Ight, so just an overview of uh the Boys and Girls Club from a holistic standpoint. We have three clubhouses in the Golden Triangle, that's Starkville, West Point, and Columbus. Okay. Now our data that you're going to see, we currently have a makeup of on our executive committee, we have our total board is about 20 um spots, but we currently have 14 on roster. Okay, that's the makeup. We do a board analysis to find members in the communities that can better serve the needs of our organization. Um and that's on every avenue that we take one foot, but we need some. So we have a mixture of that and we kind of mix up the board members according to each location so we have so many from Starkville, from Columbus and Westport um to share those likes and interests of that community. And as well as the help fundraise and get the word out about what we do. Boys and Girls Club, history of Boys and Girls Club, and you will get that little pamphlet that has all about history and all that kind of stuff. Boys and Girls Clubs is more than 100 plus years old. Our organization, it's a little confusing, because um by charter, not all organizations are tons, which we stand apart from a national headquarter, which is Boys and Girls Club of America.

All right, but we are a member to that organization. But our individual organization here in the state, we have 18 organizations. Um and we're just one of those, but pertaining to us, we have a mission statement is to enable all young people now some of this stuff is in your pamphlets that you can look at, but our mission statement is to enable all young people, especially those who need us the most to reach their full potential. So with this um PR plan, we want that to stand out. You know, because the diversity piece is there, we're picking up a lot of diverse and excellent background students and families that are starting to take part in the Boys and Girls Club. Because people don't know when you ask a general question I asked you, man, I say, How many of y'all have ever heard of boys and girls club, but by show of hands? How many of you have ever heard Boys and Girls Club.

Professor Gordon: before this week.

Ron Thornton: How many have ever volunteered at Boys and Girls Club? Okay, now, when I asked this question, this is where it breaks down from a lot of those hands. Okay, could you tell me something significant that the Boys and Girls Club does? I know you're been researching. So can you tell me something significant about Boys and Girls Club. Yes mam.

Unknown Speaker: They offer help with homework in the afternoons and they provide an afternoon snack for the kids.

Ron Thornton: Okay. Anything else?

Unknown Speaker: Like recreational activities, sports.

Ron Thornton: Yes.

Unknown Speaker: it's typically like for more like lower income families

Ron Thornton: Okay, let's freeze there. So now when you bargain in it, because what I'm looking for in our PR plan is that if I want to go speak to different businesses, or owners of corporations, whatever the case may be. I have to develop a package that's conducive for what they're interested in, right? So Boys & Girls Clubs have evolved so there used to be just for, as you mentioned, underprivileged low income students, but that's not the case. We serve kids and families that are six figure well off.

Well to do also, you know, from five to 18 years of age, because you are a college student right now, we do a diversity college tour, but we take instead of wasting dollars. But how many of y'all have switched your major while being here? Okay, see, Boys and Girls Clubs offer a career launch program to avoid that, right. Because it's an assessment online assessment that the students take where they pinpoint by your likes and interests, it pinpoints the top five three career. Then we in return, when our workforce radio program, we partner you up with local business owners in the communities that are affiliated with what your likes and interest towards a career is. So it helps you to get first hand experience, opposed to going to college trying to find my way and say, hey, I want to do that. Because a career is something that you enjoy to do. Say when I'm sick, or don't feel good. I show up. Because after 20 plus years is no longer job, a job does somebody need to just make dude pay a bill or whatever else? But when you find your career? It's like no, you're doing just because you have no reason, I'm not gonna push you to go to work. So that's a big difference. Okay. So boys and girls club, but we afford families and members opportunity to find those kinds of opportunities that otherwise would not. You think about trip opportunities where the club, afford a family an opportunity to take your child off and explore the world for \$100 - \$250 out of your pocket, but couples room board meals, all the spiritual and everything else? What can you do today? If your family take you somewhere where they are able to do 100? No. So as we offer so many things that people don't just about what we do, but we want to be able to let people know what it is that we do. When people think about the YMCA, what's the first day coming in, man, we think about YMCA, pool swimming. And we want to make sure people understand because our programs are evidence based, which means they secure when you go for grant. People want to support things that are evidence based How you gonna measure their objectives. And so our programs adjusted. Okay, so that makes us stand out when you talk about for profit and nonprofit right? Boys and Girls Club is nonprofit, Coke Cola is for profit. And our branding is number one for nonprofit after school services. Some wraparound services are a service. So when you research that and limit that, but it's not visible in the community, or globally, we're not just looking to be in the Golden Triangle area.

We want resources coming from anywhere that takes an interest in what we do. When you have Jessica along the staff, we have a 200 waitlist and because of the building size capacity, so we gotta be able to market what it is that we do, because there are people from all over the world. We just got blessed with an anonymous give the gave here later. Okay we can't mention a thing about it, but you will hear about it. Based off of our last two years of services, what have we been able to do? How do we combat this global pandemic? Virtually, you know, we had to pick up the virtual pieces, you know, was new to us, we've been hands on, I was gonna pick up the virtual side. So better marketing, we still are doing our virtual side, we just need to market it a whole lot better to get kids to participate in. Okay at any time you can stop me, but I'm gonna go through this with you just so you have some kind of meat about the organization. So core beliefs. We are dedicated to our core beliefs in providing a safe place to learn and grow, building on board relationships with caring adult professionals, delivering life enhancing programs, and character development experiences, along with creating hope and opportunity. Okay, that unique place allows our Oktibbeha and clay communities, more kids more often. It's a revolving door for school clubs, home, home, club to everything and they are for the kids that we serve. And so how do we fit into those categories within those members and their families life, we treat the whole child model, holistically. The makeup of our organization, club position from admin and we have myself, you have a grant coordinator, especially this coordinator, you have several vistas that are placed throughout the organization to help with building capacity. Okay. Then you have unit base. You have Mr. Chris. He is one unit director and he has a program director who is an assistant of all programs. And then you have team members who are part time staff members who actually our program is supposed to work with the kids on the hands on day to day activities. Then we have chef at each location. Two in the summertime to make sure that the kids are fed a hot meal. In the afterschool program to get one hot meal They get off the bus, and then they get a snack accordingly. Summertime and in spring break, they get three meals sometimes before they get a breakfast, lunch, and a few snacks.

Overall cost of organization, our our budget is a little under a million dollars each year was there to spend them trying to get to a million dollar budget can come from the \$3.5 billion organization and try to build us out extending our sites and all that kind of stuff. Okay, volunteer, so we really want to focus a little bit more on our volunteer and individual giving. Individual giving and fundraising aspect of it. So from our volunteers, we have a volunteer coordinator, who comes from the Maroon Volunteer center, but also we have one that's coming to join us that would be on board. Where we track our volunteer, we actually get ready to put together our first annual volunteer was going to happen this month, but due to some changes, is going to be more towards the summer. What we're going to do is invite all of our partners and community members that have given us support at the Boys and Girls Club. And we will have different, you know, awards that will pass out, this is something new, that's going to tie into our Youth for the Year event, which is our premier team program. This year for the year event is where we're actually doing it right now. They will have a competition on the third. Locally for our three units, and then one hour that will represent the organization at a state level. Now that they have the opportunity to win scholarships on each level. So it really highlights that portfolio. You know, they work ethic, what have they done for volunteer services and it is graded in four categories. And then we help them create their portfolio. Most of them say, but when it's time for the first job, they say, well on the job ask you, where's your resume? And some, some kids don't have anything on their resume? What did you volunteer at all you did. Do you do X, Y, and Z to build up your resume? So we start early along the career launch, teaching them those kinds of things, so that they portfolio is already put together. So the next state competition will be March the 16th. And hopefully, we'll have a winner this year. We have had one in the past. And we hope that we'll bring home state winner this year. So y'all be rooting for them. But we have to program without volunteer and that's Jay, Jay DP, which is our juvenile justice program that we get a grant through each year for mentorship. Where our kids are paired off an assessment of the community for the needs base. So some teachers from Pressman reform or a parent or whatever the case may be referred students and then the extra mentorship. So we partner with students on partner with club kids

with volunteers in the community that undergo background fingerprints, and a basic background check and make sure that everything is good for those members of pure stay with them, and they commit our volunteer program itself to where a person will say, we don't place it will allow you to commit to your time. So you may say well, I only commit to visit once a month, because what do kids do when you tell them that you commit to something. When they go to they're gonna be looking forward to that you come in and then you let them down. So we try to avoid that and we place a timeframe on your nametags. You got to come, it makes it harder for everybody so you know your schedule by the end of it. So you commit to once a week, or whatever the case is those kids are going to look for on the revenue and expense side I believe this packet is on the revenue and expense that is how we made up on the revenue side we have donations, which are inevitable they try and work on that individuals and individual I we received funding from corporations, small businesses, XYZ, but from the individual side right now, the nonprofit received the most of the individual services. Who would you say is a nonprofit that receives the most of the individuals no matter where you are and where the church the church has received the demo 1% out of funds from individuals. And so what we charged to do was a promotional packet and I've been speaking since I've been here, this is my second year here. Every speaking gig I went to when I talked to the church associations on target them for fifth Sunday on donation because I'm members, parents and those members sit on the pews. So when we tied overseas and we tied as well or we tied it in because all churches majority of them do tie. So where are those times you know going so that's the promotional piece that I like to see. in it. So sponsorships I talked about the corporate of small businesses, fundraisers and club fundraising. Each club is geared at \$5,000 a piece a year, so the club, individual club, raise \$5,000, towards supplies and whatever else they may need for their use. Because that's through our parents committees. We need a marketing piece For the parent committees, you know, just like a t, what is it a PTA PTA. So breaks, we also get my friends, local state and federal grants and the solicitation process of obtaining them, and then build it around. So we do run out of facilities, but we really don't have anything nice and fancy that shows, you know, buildings inside those virtual tools.

You know, people can look online and say, Well, I would like to rent this out, whatever the case may be a room of XYZ, we have none of that. And you know, besides payroll, fundraising, expense, maintenance, repairs, utilities, program, supplies, staffing, insurances, and now our COVID-19 virtual program is an additional expense. We have a form of impact, which is called Bright future star here. And this is what the equation is young people who need us the most plus outcome driven club experience in these in the five key elements that we have, what how you'll activities, targeted programs, and regular tennis will equal priority these three projects, which is academic success, we want kids, we want our club members to have posek leave our doors in graduate high school with post airplanes, whether it's a tray, or if it's a career can take over four year two year degree. Good character and citizenship and healthy lifestyles, we have some programs that wrap around the hippie lifestyle, to get kids encouraged don't have to eat into our culinary arts programs and things of that magnitude. We have home grown gardens to where the kids can take food from the garden to the table. We actually made some homemade biscuits the other day. And then the outcome driven club is spirits, the factory elements of the organization. A safe, positive environment, supportive relationships with adults and peers on recognition, opportunities and expectations, a safe positive environment, supportive relationship with adults and peers, fun recognition, opportunities and expectations. I offer the five core program areas: character and leadership development, healthy lifestyles, education and career development. The arts, sports, fitness and recreation. So somebody mentioned those things. And then we have several. We have over 1000 plus bdca programs, that's a lot, right. So we don't serve all those programs. We pick them turn by turn based on the key that we are currently serving and their needs. So they get dues and assets that they that's gonna make them a better student. And just to highlight to those passports of manhood is a transitional program where it teaches the young man the different changes in his transition in his life. And in Smart Girls, it does the same thing for the young lady. And the needs of some I'll pass this around. These are just some pictures about Bert, as I told you, we adapted a new virtual world to the moku cloud feature.

And then. So just some hands on things like that we had to increase WiFi coverage. We offer full day service. First, there is no way to keep this goodness, some areas. Once you're on for days, they were out totally virtual, or they had to hire schedules or whatever else. So we had to adapt to that. And they changed our program to fit the needs of a family. Because then someone didn't have anybody at home. So parents do head to work nearby ones that didn't have the flexibility to be at home with your children. And then how can you help? These are some things that we're looking at right now. And I always just have 16, total things, schedule a tour, the way to get people, people give to what's near and dear to the heart. And so we found that out years ago. So scheduled tours, I can get you in and you can tell a joke. I'm gonna speak all day long, you know, all across the country wherever else. But if I bring along some students with me, it's easy to me. No. But it's hard for that baby to face and tell them no. So we have what's called junior staff right now. We have youth that, even through the pandemic. We were still able to employ 12 junior staff during that whole time to get going on that they will be able to help take care of somebody, say to dues and different things of that magnitude, put food on the table, whatever the case may have been to employment and services that we were able to run. So we want to make sure that that's no. And then we have any questions. Any question and I brought them all. So you can ask questions from every avenue of the organization. Like I said the business if you don't if you're not sure what the business is, they can speak towards that. If you're not sure what the role of what the expectation is then we try to get out about the board. We're trying to recruit new boards, board members. And if for the uniform discretion side of that, what that makeup looks like? So have any questions?

Unknown Speaker: So exactly how long have you been the CEO of the Boys and Girls Club?

Ron Thornton: Since December 2019.

Professor Gordon: That's right before the pandemic.

Ron Thornton: Our cohort, my cohort group is 33, new CEO, all over the globe. So we have not been virtually visiting, but we will actually get to go. March. To our new executive training, I've been here for 20 plus years, but been here, two years.

Unknown Speaker: So I know the Golden Triangle, you mentioned, has three separate spaces where y'all have clubs? When did those all start? Do they start the same year in different places? individually?

Ron Thornton: individually? So um, that's what I said about, I can't tell you the exact age that the organization is because before they were chartered, Columbus is the longest standing, right. And when Columbus moved three times, and I've got that in my document. We have that. But the thing is, they can't ask how long because you have some adults that are 40. Something there was, but I have no record to say when it actually started in Columbus. Right. And there were three names. So that's, that's a lot of details. Now I can tell you about the charter, Starkville is just, we've been there for 17 years. Okay, they got a charter to put the new name in 2008. But I'll let detail be in that package you get. And then West Point is the newest one, when I came on in 2019, 20 was in a school building. And now we're in the annex of the West Point of the old school. And we're actually doing a phase right now, this year where the Fifth Street School is gonna be our new location, they rehab it right now, we can do all paperwork and we got some meetings and stuff is gonna take place this year, we won't transition into a profit 23 And to that location. So those updates on those three locations. Now the differences, the way it's been marketed, is separate. We are our marketing, you know, somebody wants to pull up just for those specifically, we have people who say, I'll give \$10,000 Just for and I wanted to go towards this specific area. That's how we do that. But however the marketing material can be, you know, conducive to holistic localization and so some of the documents that you'd have on your phone. If you open a photo, one of those things is that demographic. Okay, so the demographic report, that one may say just organization, but I do have a way of saying this document right here. So in that document, entails having to keep them a certain breakdown of male and female, but people ask all kinds of questions when they want to kill one. And so I will make sure that we have everything that they need. This is updated every year. So 2021 data, we get ready to compile our anger for this month coming up, we've got some international.

So again, this will be updated in the winter. So once we get that this will get you a copy of this as well. But this time, this tells you the location to break down the two main things that we track, all academics, that is reading and math. Okay, we tried to read and math has got a lot of questions come about when we go out to fund, you know, all know what rating there is question

Unknown Speaker: What does the communication structure look like right now? Do you have one person that runs all the social media and the websites?

Ron Thornton: No, that's, that's, that's why you know, we are here. Ideally, I come from a larger religion, and I'm back to a smaller organization. So you don't have all those people. So the difference is that I'm posting, I like real life posts. So when it happens, I want to post it when we go live, or whatever the case is, I want to done then, but unfortunately, other people. So write down unit based, the directors or they have a designated person in the club that is responsible for posting to the social media. Now, what I like to see is when all of the main page that we get people to join our main page, I've got one pages for our main page, and each unit has a page. So I'm having to share with a post, I got to share it to our page. And now boost, so I do a lot of Facebook boosting on things that have happened to get out there. It has been successfully collaborative, we've been, she's been helping me get out text letters. And so people from all over the place, I've been starting to get more because of those posts, I target interest, I suddenly I'm just I read a spin like that, because they seem to get a lot of hits on it. So we try different things with that. But as far as the social media part, then we have our website is managed by another company. So it's hardly got to send them what you want to put up because we don't have a user account to what we can do. And so that's something different.

Unknown Speaker: What's the name of that company that handles the website?

Ron Thornton: Oh, Signature Sound Media and they out of Columbus.

Unknown Speaker: So is Facebook your main focus with social media?

Ron Thornton: I mean, we've got to get right now, because that's what I know. Right? That's what I, you know, I have, we have Instagram, we have all of that, I know, you can do a post at the same time, I had the I don't have the time.

I've been nine heads this year, because I have a lot of transition and team. But um, we're gonna, you know, learn and I got some eager people that's coming on board, I'm actually just hired a new on grants and special events coordinator who has a lot of math marketing background on her. So she's not able to push, you won't start until tomorrow. So she wouldn't even get here today. But the next meetings that we have, she will be able to allow more information. So but she got a lot of background in that. Part Nine. So in other questions.

Unknown Speaker: And I was just wondering about what kind of event you'll have and what aspects of that have been your favorite.

Ron Thornton: far what we've had here, what we've only been able to do with covid here, one. And that was the Gulf Stream, because it's opening. We also did last year, we tried a online arch that I went with a couple of partner organizations to do a lot of virtual platform kind of events. So it didn't work too well for us. But if any plus is you know, when it comes to the monitor, try it. I mean it's kind of \$900 on a trial to use one of these virtual companies to do it. But it didn't go away in the area. But we made we made our money back plus a little money but not the number like I'm looking at, you know, looking at. So that was that's kind of different, but I think we have four year for targeting, we have sports talk. Now the brochure that's in here is a golf tournament brochure that's out in the pack. It kept what I'm going to expose, we use in Central Mississippi, I used to send out a brochure package in November. So we would already have our dates and everything else confirmed no later than December. So I can go ahead and send out the brochure in a puck instead of getting two or three things a year, I will be able to give them one thing so they can even choose and say we know support XYZ, we had khaki, but we have so we have multiple brochures for each one of the fundraisers Sports Talk is held here and stuff used on campus at one of the venues. And then we have blues and brews which is in Westport. They had an inside of a building but the scheme is from what we do in central where it's outside your it's like a taste of Mississippi. And then you have the golf tournament which is held in Columbus. And like I said this year we added the virtual robot option. Thank you.

Unknown Speaker: How long have those events been running and when were they kind of put together and planned?

Ron Thornton: Okay, the freshers one is the online component. The, I want to say and I can't really give you a specific answer as to how long they've been doing this with you know has loaded you on fires the sports talk or the sidebars. We've done for about three years, but right before the panel, that was the first one. Okay, so it's very successful. So these are all pretty relevant steps the golf company has been as long as the record number that the record number Bill was this year, in the two years I've been here, we did record numbers on May 5 2000. This is this year, so you'd like to continue to do events, but also looking at now we have had some success because a lot of time people lose focus on the parents with their own parents may not have told you now my parents are from a different makeup. So it's a very low income. And so we we've had other organizations that have had I've sponsored those events in the past, like a cares banquet, or a gala or something like that to where parents and communities have your back check in and come out and have a dinner or whatever the case may be. And you make good milestones as well. But we have not had one yet. But that's something I'm looking forward to trying to do. I'm trying to figure out what's successful compared to the other nonprofits in the area. What are they doing with everybody's life? Two books. Now I wonder is going to blow your mind the spirit of the Dancing with the Stars. That dance with the stars makes demo no less than a quarter of a million dollars. Okay, the Red Hat thing was like 600 some \$1,000 or so. And NEDA spray, they have five clubhouses we have three they have this pray to Oxford to blow they got three in Tupelo, Oxford and in one in one of the New Albany and so but it's a they have candidates from those areas that represent the raise the money but they've been doing that So Well, off the last couple of years, that's guaranteed no less than \$250,000. So that's what I'm looking for, even if I was does not equate to \$250,000. But I think for the era in which we are in is no reason that we could not be as successful at least with 100 grand annually committee for any event. And that can get, oh, no, I'm just gonna say NACA is not a competition. It's just about cuz like I told me, we started over multiple adventure, we start over, we're building he quality, quality

sales quantity, you can get quality later, but quality is for sale by program is solid people would invest in. So that's what we do right now that they just started to see the harm. So, yes.

Record people flooded the phone, and emails come in, fuzzy, we may not have this month you can get in. And so we want to be nice and polite and say well, next month account and get your own. But that's, that's a part of the volunteer package. Because what I've seen, I've looked over 1000s of non-profits on websites where you have dropped down because people don't want to go could could could click, people want to put out a drop down and say, Okay, some people say I want to remodel a room, I wanted to be ranking. So they need to list down and say, Hey, estafa unit, they need room to dawn for primary keys, would you like to do that? Who wouldn't want the name when I started doing the rooms that I sponsored primary room. So those kinds of things in that package? I've seen it done. We have all kinds of covers in three days, I builders. on Comcast, we don't we're not we're not a customer of Comcast. So I have a good relation with Comcast people, but I can't get the grant from them because we're not a family. But they have sponsored my attack last out that last for the last four years. And all my facilities have six facilities that was in Jackson, and they put brand new state of the art mech labs in those clubs. So it's about building what what do we promote out there? And that's what we mentioned. Now you take when you when you come to this community? Do you see anything that says boys and girls club itself when you go landline? That's the problem. Okay, so when you're going to come on restaurant or Columbia, same thing, there's nothing that says that, but you have several people who have billboards or digital boards, even on state tests, you have students that have families, you know, students that are here to FM, the first day that the goal that we're trying to achieve here is if I'm new to the area, and looking for recommendations, I want people recommend us to services or some program or you know, whatever they need wraparound services that should be well, that's what we're looking for. Where would you see it most? So how that bargain looks like we have a marketing, they have a smile, smile, marketing budget, but I try to utilize those dollars invest, to get the word out about what we do. But we got to fix these loopholes that we have where, like I said, no visibility.

Unknown Speaker: So are you aware if the Boys and Girls Club has any competition in the area?

Yeah.

Ron Thornton: A tough question, but it's most relevant. That's correct. And you have to find out why some transition, okay. When you change leadership sometimes just like I'm coming at leadership that change. So new standards, everything comes into place. Some parents are gonna stay. Some parents have built the bond finish with that leader. They leave. There's like a Mustapha location. My unit director resigned. I got a new rig. I've been in that direction for six months. Parents are coming in and commending you No, no, no shame to nobody. But to realistic part of that is the competition the community, as I said that quality. If I say it is not good enough for my own child, or children, I have three children to attend. That I don't want to be over. That's the philosophy behind if you owe me anything, and it's not the quality what your child would go or grandchild or whatever the case he is would not attend. That's the first problem. Okay, so the competition here in the area for Stoffel right now is skating place. Now in the region, and this this diversity we want to come back is now there are a mixture of African Americans and Caucasians. They are cheapskate Odyssey, we have a few that are mixed race them 10s out down the road from the club is a lot of Hispanics that live down the road. But we don't get all of them. Because we don't have an Hispanic employee. Not that we're not trying to recruit them. I'm kind of good. Anybody who can help you get recruit kizi. But that's where the help comes in. And this package is because I got the competition is because parents say I want my kids to do homework, okay, in the state of Iowa. But after school care that you homework the entire time, I have not been over that. And I'm lonely that I'm not speaking to the program. But that's one of the comparisons of some members have left there and came to us and vice versa. Some of them have left us and went to them. So it's what the family needs are. If I give you a tour of a facility, and it's not your standard, you may run out of door. One of my facilities had a close not here, but had a what you call a drop ceiling. You know, it wasn't a so it was how'd you hit they got doors and all that but you can hear that that's coming into the facility, I was doing a tour. A husband and wife and two children, they wanted to come and see the facility and I always get them you know, this is how the facility

has automation is a fit for you and your family can come in and they can hear room by room. They wasn't yelling or anything else. They would just do what you know. There's no room. So you're going to hear everybody talking. So parents as important, he says, they stopped in the middle of June, I say, Thank you for noticing. It wasn't a fit for them. So but the program quality that was going on that building was so now those kids grades when you look at the percentile, but the management of these kids and what we do find some grain game in the summertime. You know, students go out on vacation and everything guess what they parents, all that good stuff against teachers have to reteach them that stuff they just got out in May with, but when they come to the club, the ones who attend us and attend that summer brain can count. And we add, we track that because we want to see the comparison. students that attended Boys and Girls Club in the summertime, how much were how much did they retain more than students that did not? And you'll be shocked at the data. Our students are weighing the hand of the one who did not. So that's our competition right? Now you have seven JF teen is not a competitor of ours. They have quite a few kids there, you have smaller at the school, someone turns out after school programs and all that we certified 1819 They still in school, that we have a large team population before pandemic. So we rebuilding that not getting back in the door for as long as far as our competition because I tell you we had to but it didn't hurt as much. We had 200 people on a waitlist because we always taken a third of our population. So that speaks volumes about the program, right? Yes.

Unknown Speaker: Yes, the Boys and Girls Club offer transportation to and from school. And would that be something that would be able to do?

Ron Thornton: okay, in the NASA thing to spin up a monster home district? So currently stars is the only one who does not charges one day. Okay, um, back to school. So they provided no capital, how many students because they are your students. So it's no capital hopping and students that are able to ride the bus. So that's a plus, I want to continue that partnership because the club doesn't have any transportation. One of my partner organizations donated us a van last year. So we have a man and we're using currently in West Point because of the traffic situation there.

So in population and West Point has declined. We just was getting up to about 70 or 85 to 90 students registered. And it went down because of transportation. We was that transportation the first part of starting up, we had to postpone opening because they they contract so that's one of my hinders their staff. I mean, West Coast in Columbus, supersizing for after school, the school district does not charters, field trips, and summertime they do charter. So that's another problem. We just received a \$10,000 Bridgestone grant for transportation, because I brought in because we have this problem with I'm not having a cost of transportation insurance and all that. So anyway, let's say we're commanders, not will will intervene, but that's gonna change.

Unknown Speaker: So you've talked about a lot of different categories of people from a communication marketing standpoint, and who classifies the top two or three target audiences that are communication standpoint, you're trying to pump stuff out?

Ron Thornton: In retrospect, to the fundraising side or the program? I would say, Okay, so from the fundraising side, this year, I want to target all individuals. Okay, that's one of the top. And then we had a meeting, I had a meeting with the partnership is over 800 or something businesses here, and I'm doing the same thing, but I wanted to enter does he have any business zone area, because we already got targeted for lunch and learns, right? So the union directors are in charge of pinpointing which and that's gonna be March each want to have a different date, but then pinpoint those lunch and learns and try to get more information out to potential donors, sponsorships. So um, I know in the churches are my number two. Okay, so the church Association, and we look at nutrition such as church associations themselves. And so someone may have 20 churches, someone may have 800 churches, and this is going to try areas, a lot of them. And so we have after my last, the end of 2020, and I spoke at the golf course, to the Rotary Club. And then several church association members were in there. And we've seen I think my church roster went up on Monday giving about 10 churches now that are given on consistent basis. And I explained to him when you look at a roster, talk probably about 1200 or so maybe a little bit more than that, and they're going to try to everyone churches, and a frat a third of those churches got on bandwagon and among the contribution to the club, that

would have a whole lot. So that's from the fundraising side. Now on the program side, I'm looking for more than the mental health agencies to come out and partner I had a great relationship with mental health agency that were actually housed in the club, where they in the summertime they will be housed in the club to provide services for my team, as well as members. So that's one target. Um, because we have a lot of things going on, we just had a member of the past 14 years old, from COVID. I wanted for Saturday. So um, you need those kind of services for kids and things and families. And so then the second part is on the program as they is the on the left hand side, if I can find people to help feel like I said, the culinary arts the mechanic, as they we have we got donated to buy from the police department here on Mr. Say, campus, that we will use it for projects where the boys and girls will learn how to repair those bikes. And at the end of it, they will get to have, you know, they just look rushed, or whatever the case was when the Buddha was teaching them how to shine this old you and make you something, you know, he's the bad one. But if you get this today, so that kind of stuff. So that's what we're focusing on. Good question.

Unknown Speaker: Yes. So you just mentioned like some possible like COVID issues that the organization can be facing, as well as your students and members. So what would you say are some big COVID-19 issues that you'd like to address from the business side? And also, maybe your students and individuals that come help?

Ron Thornton: Okay, so right now, we partnered with an agency, we actually got to go on a switch, and we got it all together for testing, we were gonna provide the skepticism with the team. So I like I don't make anything we have made it a mandatory thing like that for farmers when it comes down to the team. But when we have our own COVID-19 response, man, and I've had to make several changes every time he sees, like, different modifications to it. So some of the concerns that we're having right now, and we opened back up on the school year because we're using the school as above. So they have kids been asking my parents are not being truthful about all you know, the child is whatever condition so um, that's some of the, you know, the buffer system with the school, we do have protein shake, because they had COVID, or whatever the case is, the school will us know

that that classes, quarantine, or whatever else we got, it helps us from getting the incidence in the club. Thank God that we have not had any info on exposure. But we've hadn't because the schools and like I say have been able to let us know ahead of time. That's why they want parents to call them and say now we do have some parents who don't think it's important to say, well my child has even when they tested the night Oh, but they would add processes and shut down that space, sanitize it all notify everybody and x y&z So in our code response that kind of identifies everything that we currently have to deal with, with COVID. So we'd like to say we're gonna draft every turn, we make a modification as changes occur. And then from a team perspective of COVID, just, you know, shortages, everybody had been experiencing a shortage and employees, and so on, that's been something that we haven't you learn how to combat because it's not easy to even schools had a problem with changing today, you know, not many kids coming in to teach us fine, but let's go to virtual today. So it's kind of hard get them to sit in front of you when you're not there. And so those kinds of things would COVID as well.

Unknown Speaker: Yeah I was gonna, you've mentioned getting donations from churches a couple times, Do Boys and Girls Club have any religious affiliation in its foundation?.

Ron Thornton: No. And what we do with that is because we have what's called assembly right, so we have assemblies as done every day. As for your wards, we do pledge allegiance club code, and I club code has in it, what we do before we do it, we have students that religion, basic calculus paid in and that kind of stuff, we always make a disclaimer to say, if based on your religion, you can't just say this, you can step out don't take part in or whatever the case is. So we don't recommend any kind of legends or any kind of thing like that, and reason why we speak to it. And because each one of our several members have different whatever their religious beliefs are, so we don't really go into detail with it. We don't share our our religious belief with them and say, like that. So let's just kind of have it as an admission that because I say have several families sit in different churches, and the church have piles that we always bring in at church, you know, some churches come in and do Bible study for our kids. And so with that being said, parents on our intake form or application, it talks about

the NSA and talks about the religious base, and all that kind of stuff in there. And so it gives consent for pitchers and everything else for them to participate in the different elections. And so we actually get rid of bring a new group and that will start like a good news group where they do like some music entertainment, but as always, not gospel. Not the good news is when they call it, but about religion. And then we just had a good part. We have groups that come into summertime from out of state what the last week became. Summer was from Chicago, or California. And they came in for a week. And parents sign up for most of our lecture, things like that. We put a sign up sheet out for parents to sign up for those specific specialized events.

Unknown Speaker: I was just wondering, I know you're talking about, obviously, the negatives of COVID and like everything that's going on with that. But do you think there's anything positive that's come out of a situation? And what would you say that'd be for the organization?

Ron Thornton: Yes. Positive prefers received anonymous \$100,000. In a positive statue, that was, it was geared towards this virtual classroom, we received another 100. Gift, you know, the government gave out a year's grant that it came in just in time for us to be able to keep Columbus open for days, because at that time, they were the only one doing four days. And we had to take 40 students in, and the Buddha that was tracking his progress, our team had to dive in. And we had meet with professionals to help us get geared up for him to get new internet stuff done, everything came really close to them. And to see the reward of you know, teachers, it was a farming operation has grown so great in Columbus with the school district, because our teachers and our team members had to be just like the sister teachers in space, because they were working with these kids directly. So on our smart boards and things, we were able to collaborate with way to get computer devices for almost 40 kids, and made sure that they had whatever they needed. So they actually got more one on one time than they ever had was the number of kids that we actually had just that program. And then we still was doing our after school program for the regular amount of kids. And then we also got to do grab and go, which made the connection between the clothes and the parents and the conversion a lot stronger, because we all had to pitch in and because of those babies that were serving, even

though a family even for a working class family that has survived meals. Now you used to prevent him, you know, you maybe they might grab a bar or cereal or whatever it was in a month or something like couldn't live forever. But normally you working class family, and your kids go to school, you may go to the cook, but most had to get him something and they go home, but we have prepared them. That's even consider myself now my flexibility into the job. And I'm talking about COVID experience is that my baby girl, when COVID first came out, we had just had my she's too bad, and so on, we had just had her a couple months, and whatnot, it was but she's in one of the journals, her face has not shown again of that one of the medical journals for what you don't see. Because of when COVID came out, she had one of them, they never sold all the apparatus that occurred with that. So a lot of learning went on during this time about different aspects and his families. So we had to come in connection with our family and provide resources that allows me to not have and just deepen the relationship. So that's on the positive side of COVID. With all Luma support community gave me and a whole lot more to support the cause he adores even despite us in this really fight about it. I tell people all the time, whatever religion you believe in, that's only, but in retrospect, God is always on time. So I doors could have been closed a couple of times. But they will sustain. And so that's the power of community and on Power Support. So it speaks volumes about what we're doing. We didn't know where it's coming from. But I'll tell you one thing it was it was always on. So yeah, that's the positives of closing.

Professor Gordon: I want to ask the Board of Directors, many of these suits, they're just not really familiar how the nonprofit works and the roles of the board. So could you speak to that for the employees the roles of the moon yeah, but your role on the board is overseeing the club,

Unknown Speaker: What we actually do is we work hand in hand with the CEO. And he whatever he does in the organization, he we meet together as a board, we approve or make adjustments or whatever it takes for the organization for the three clubs to operate efficiently and effectively. So yeah, we have our different committees. We have four development committees, which are in charge of they're in charge of getting new members and we have our board development. We have

our resource development there informative, getting all our fundraising events together and making sure that flow, and we have resource board. We have the safety committee to make sure that all of the units, everything I needed.

Unknown Speaker: Yeah, I'm just wondering, what would you say is like the culture of your organization?

Ron Thornton: This is a term you will forever hear bleeding, blue, light, forgot your blood, please read. But we bleed blue. And that means that you have voted into your mission of the club. And when employees, kids and families buy into 3d, and doesn't, like I'm gonna see if I can just paint on the floor, the market, whatever else is going on, guess what's gonna happen? I'm gonna do it. Now, that's the part about boys and girls club culture. That's like none other because it doesn't matter if we're not big on tires, or tires, just want to just tie your actions will always speak louder than your words. And we don't have bosses, I never want to be in about a fault. If I can't lead you and build you up, then I'm failing. And I tell my team all the time, that if they may not agree with me, they always agree with everything I say that something is wrong. But we disagree. Respectfully, and so that's that's the culture, the culture is you want to be there. And I'm trying to you want to go whether you're sick or not. You build bonds with people in return. And I've got I've used the rating scale to rating scales. For the culture, if I go into a unit, and they never know, if I come into a unit, and in this assembly time, I'm gonna have all the team members, Elana, I'm gonna go down the road. And what I want the kids do because kids are gonna tell you the truth, right? So I will feel bad. If I say on, it was Wes has done a great job today made some noise. And nobody says anything we live, Midwest, go back and reevaluate this impact on somebody's life. And another, another PC is and I always tell the team for training or whatever else. But it's the Baroque thought, if you came to work today, and when you got to get rid of leaving your car, you crank up and you look in your rearview mirror. And you ask yourself the question, Did I make a difference in the life of a child today? And if your answer is no, you just stole the damn thing. Okay, because you know, if you get kids make you frustrated, or whatever the case is, take a breather. Because that child, you don't know that child is going through?

Why did Johnny hang out a lot of sagging out today? Did you take time you may have had, you're probably meant to do. So that kind of culture right here. But everybody has a place of everybody we use of acronym plus a sense of belonging, you won't care. So make sure to have a sense of belonging. And to find that out to people volunteer, you can volunteer for the job as you do. But you can volunteer for something else, you know, even employees. And so I try to lead by example. And that's what coach we try to thrive on is because if you see a sheet of paper, when I picked it up, in the morning, they may see me into this paper or juice carton in front of the door. I'm thinking about booking the room when I sleep for modeling ocaniane I smoked a lot more than whatever else because I can't stand to see it, you know, pick it up good. You can teach a child something new if you're gonna do it. So that's the culture. Any other questions?.

Unknown Speaker: Is there aspects of the Boys and Girls Clubs that you wish more people were?

Ron Thornton: Okay, let me ask this back to you. Oh, that's a good question. From the discussion that we've had today, what would you take back that you think people should know?

Unknown Speaker: A lot of great services that people don't know about, there are a lot of great life skills that children need to know and that are available, that

Unknown Speaker: If we can change the perception of it being a low income program, then we change them.

Ron Thornton: Because how do you break them? Ultimately, the answer your question, ultimately, how do you break the cycle of low income? What's the aspiration to achieve? So COVID can make millions of dollars a steal, if you don't imagine what are you going to do? So people say low income, but those are some low income people do better than those who buy perception because of the perspective that perception will be, Oh, they got a good job and make it a real good but actually could be suffering and a low income person can actually be doing better With the money they have, because they have to learn how to manage as opposed to somebody don't have management skills. So we have money matters, that teaches our kids how to manage their money. Because even when I'm in college, it's the greatest thing I tell you all the time is when I have a college student.

And you know, I have to go see an astronaut. But my, some of my students don't have some loans. They got PhDs don't have student loan debt, because they took the resources I didn't get from somebody that they report to me and tell me how to go through here and you know, do XYZ, but they get those resources from us. And they are able to say what I'm studying, he was an he's an artist. So if you have not seen his work, make sure that you look up his work on your campus, tab. And neighbors Titanic. He has some beautiful architectural drawings and stuff around here. But he's what he did not like to draw curves. He was one of my students. And he, I can draw, as I used to tell him to come in so you can draw, he's I don't really like to draw said stop doing it, you can learn how to draw. So he will start coming every day as a teenager. And as a kid that path I want you to start drawing XYZ, why not to do that? Because you'd like to do so you take this doodling and do it into something. And when you see his word I just looked up. His work is phenomenal. But he stopped me he told me that I want to trick I want to take my stone, I appreciate you pouring into me that because if not it not been for you doing that. I will be doing it. But the good part about the finance part. He got a when he graduated, his mom bought him a home a new Mustang. And he stopped me I saw him somewhere. And he said on this story. You know what? Because of my nose, I used to hate going through that course all the time. He said, But now I know how to balance my checkbook. He said My mama pays a note. I paid insurance to restaurant. But that right there lets you see that you guys soon as a PhD programs that took your time to write those scholarships took the time because they knew on the student if it cost me \$25,000 ago for a year, I need to write \$50,000 Going on those college tours. So the impact that the club has, you know, I'm going on about that. But those are the things that we want to make sure. What are your different perspectives on it can put it in a nutshell as well and package into where our prospective donors or volunteers or whatever that we need for the organization will pick it up.

Unknown Speaker: There might not be a short answer to this, but what do you think your reputation and visibility in the air is?

Ron Thornton: Now when you see that ad that comes out that I told you better earlier, because people would not give you that amount of money if they didn't believe in what you're doing. And the worst was related to that. And my poor chair here. She didn't believe that it was asked when I showed the data, the wire transfer and the company. I said when people called me and told me this was like, knowing you're doing a good deed, you know, you're doing something new. And I was in there later and I used to be going home and my email Dino and I kind of say confidential, I wasn't gonna open it up. And some say go ahead open it up in an alias schedule to call me at six o'clock, but I'm not looking at the email timezone. And now timezone difference. So if he doesn't call me at four o'clock, and I stayed to six, something that sort of phone rings, and it's the donor. And I'm like, she says, well, over the last two years we have been consulted with people in the area, about nonprofits and the work they're doing. And we were very varied. The donor is very, very pleased with the work as the boys and girls that you in the Boys and Girls Club of the Golden Triangle is going into an area to combat the need and the impact of child ahead. So that's very vital. And once you told me the map, I said, Ma'am, you got to call now and want to get me off the floor. You know, but it's been I told you that all the time. It's about what we do day in and day out when nobody's there without the inside of your facility or not your facility or run just as smoothly as it would if I was in. Well, I thank you all for taking on this challenge. Look forward to what y'all come up with with different perspectives on that. And thank you again.

Interview 2

Maeve Rushe: I'm really excited to be doing this with y'all. Um we have a couple questions. First of all, I was wondering, we were thinking about, like videography. I was wondering if we all knew anything about how that might work. Before we get into specific questions like forms or anything?

Ron Thornton: Well, what we normally do is have a most entities they would have I know state has one. They come out of there somewhere for us in Jackson several times where they would sent out to architectures, students, they would just send over a form and we just had the kids sign. But far as pictures and things that I've added to it, it's fine. Just they always said, Oh, we just signed, but they signed on with us when they get enrolled.

Professor Gordon: So again, all this stuff is coming back to y'all. So it's not gonna be public.

Maeve Rushe: All right. Thank you. How much money do you think clubs need to make annually from fundraising? And would it be in your budget to do more fundraising events?

Ron Thornton: Okay, first, um our budget right now is about \$850 to \$890,000. And so um, so um, what was your second part?

Maeve Rushe: If we could do more like event type of fundraising?

Ron Thornton: So our annual fundraising goal this year is \$70,000, but if annually, I would like to see that at \$350,000. Our Neighbor club, Tupelo. That's what the star fundraiser brings in more than all 4 of ours together. And so we got to fix that. Right.

Unknown Speaker: And we do have four events that are coming up. So we have a sports talk, we have a golf tournament, we have a blues and brews event. And then we have our annual campaign, which is 36 reasons um to donate. And just keep in mind too, like, sometimes it takes a lot of money to put on an event. And so the return might not be as much so even though it's fun and glamorous, it might not necessarily be the best fundraising practice. And something also, especially within this area is maybe there's larger major gift donors. So like the president of the university or something like that, which just one gift could make up for what you do. Yes, you know, small gifts.

Professor Gordon: What is the 36 reasons? is that a virtual event?

Unknown Speaker: That is our annual campaign, which like everyone in our club donates, so we have 100% participation.. And so that's also like outside solicitation as well.

Unknown Speaker: That is our annual campaign, which like everyone in our club donates, so we have 100% participation.. And so that's also like outside solicitation as well.

Ron Thornton: It starts from November. The end of November to end of December

Professor Gordon: Is that direct mail or?

Ron Thornton: All forms

Unknown Speaker: we have a pledge form.

Ron Thornton: So we have the last two years, we have not done anything with it yet.

Professor Gordon: So you didn't mention that one from the interview earlier.

Ron Thornton: Yeah, but we gotta start back up this year. Our Potential New Deal. We gotta get those dollars in.

Maeve Rushe: So we were looking into like different groups and organizations like just in the area for partnerships and we're wondering if there's any groups that you have worked with already that you want to continue working with? Or if there's any new groups that you specifically would want to partner with?

Unknown Speaker: We used to have Day One, so I would really would like to get to them back.

Unknown Speaker: West Point is like the baby, so we haven't had anybody from state.

Maeve Rushe: Kind of going along with that, would you be interested in collaborating with more like Greek life or collegiate athlete groups? And also would you be interested in having a separate like on campus organization that's specifically for the Boys and Girls Club?

Ron Thornton: Most definitely.

Leevie Jordan: I do have a question. Since in Columbus, Have y'all had a lot of outreach from students at the W at all?

Unknown Speaker: Um It's mostly during the summer

Maeve Rushe: what specific programs or aspects do want us to really like highlight in this campaign? like from maybe like recreational stuff, or more tutoring wise? Is there anything like you really want highlighted?

Unknown Speaker: We're actually also looking for tutors, too. So that's an opportunity for students to get involved in actually making money. Um so, but I think I mean, all of our programs, especially like the different programs that happen within each club, I think are really important and need to be showcased. And is really a good testament to what we're doing every single day that people aren't getting to see because they're not in the club.

Professor Gordon: Right! So, yeah, is there anything like Starkville is doing well, or West Point is doing well, or Columbus is doing well? That you want to say this is, this is our like, you know, showcase program in those cities or anything.

Unknown Speaker: I think the different programs,, I speak for all of them especially our club. That the way we run it is very creative, maybe there's one way we can highlight the way we deliver towards each child.

Professor Gordon: individual delivery.

Unknown Speaker: We also provide mentorship to the different kids within the organization. We used to actually have a partnership with MSMS in Columbus, and they would come and do some mentoring twice a week with our kids. So we do offer mentoring services as well.

Maeve Rushe: Okay. I might have had something about interns. Would y'all be interested in like unpaid interns? For communication, like for social media?

Ron Thornton: Yes. when you talk about the volunteer scope is specialized volunteers. Yeah, just about as the field but you're actually hands on being able to do something.

Unknown Speaker: like a photographer, or videographer? That'd be great.

Aerial Busby: There's a lot of communication students that would like just like the experience.

Unknown Speaker: yeah, you can create your own portfolio just with our three different units alone. And we'll definitely write your next recommendation.

Maeve Rushe: How do you feel about the current standing with the relationships with the schools like administration and teachers? Do you think there's clear communication there, like, in Is there anything of that connection, you want to like? Is it a priority to improve?

Unknown Speaker: Yes, I think there's always room for improvement. Like for Starkville, I'm trying to get back on the basis of making sure I got a one on one talk with each principal with everything. But so far things are clear. But I believe they're like, I learned when it's been in two things to apply to the school, I think there is always room for improvement.

Professor Gordon: There's about to be a new superintendent too.

Unknown Speaker: I would love if we could actually get in the door, and actually have, you know, go in on maybe one of their weekly or monthly meetings, and just have five minutes of their time to just tell us, like, tell them what we're doing in the clubs, and why they should be promoting it to their students. And like, putting things in their mailbox as I walked by. Because really, they're probably our best bodies, you know, they're with the kids every single day. And they can see the direct need that a child.

Maeve Rushe: That's what we were noticing in our research to like when we're looking through all the schools were like, teachers are such a big part of that. So we just want to make sure that we are highlighting that.

Aerial Busby: I know Mr. Ron mentioned that parents, kind of community like with the schools. And so we were kind of like thinking of like implementing more like, like direct communication. Because a lot of parents, you know, they don't really like they don't talk to the teachers, like more of like a direct communication.

Ron Thornton: That's how most, in my opinion, out of 20, some years of doing this, that is our most missed audience is our parents. When it comes down to fundraiser to everything else is our parents and we have to do a better job. And you have to hear me say the same thing about how we're going to reach our parents. But we have to do a better job. Mother's Day is coming up. And I talked to Mr. Chris about when he lays it in.

But I'm planning on doing some things the outreach part with the with the parents and Saturday for Father's Day. But it's just those little things reached the audience and parents. But you can ask the parents but the parents have dollars too. So you can you can. We don't use we don't have a good report with parents on that level where we need to, and the parent committees, I'll just take the bid from the pageant girls in the pageant just so we can. And I saw all of the schools that were there. And I'm like, all these parents are here, but you didn't know that's fine. I was the head and old parents from different schools. So you know, thinking about it, the PTA handled it. No work on your own schools. And you know, school may have played a role in it, but I'm just saying when you look at a good strong parent committee, and what they can pull out, support that school. We need that. We need that support. We have hundreds of kids.

Aerial Busby: so what would say is your goal for like, maybe like a five year goal? like what you want the Boys and Girls Club to look like? like PR wise, where's like the most improvement you are looking to meet in a 5 year plan?

Ron Thornton: I'm gonna speak this is our strategic plan for the next like We've got a three year plan you know. So our three year strategic plan right now, up to the five year mark is, as you stated, what we're looking for is to have state of the art facilities for our youth. When you research a new federal content come up to anyone in the communities that if they have small children or teen children. If they are looking for place to go after school, summer, whatever the case may be, that you want them to know the Boys and Girls Club exists. When you travel from community to, we want you to see some visuals of Boys and Girls Club. We want flyers we are we got several things into work right now to where when you go get your food, I saw something that went to speak out of the gate or at West Point, the coupons from Domino's and different one had organization on the back of that, you know, just any kind of partnership that we can deepen, to get our information out is what we're looking to do. Because any entity, and that deals with youth development, we want to be the first choice. We want people to understand what we what we do and what we have to offer. We offer the child model.

Mrs. Courtney spoke earlier about the partnership, new partnership in development with East Mississippi College. You know, the classes are free for the parents. And so my parents need those extra skill sets to better life and the quality of life or their kids. And so we try to make sure we are a one stop shop for anything dealing with youth and their parents. So that's what we're looking forward to doing quality program. I tell people all the time, when we're training, I rather take quality, quality over quantity any day, if the program is of quality, people gonna support that, and they're gonna send their kids there, but if the program was not as a quality enough for my own children to come to. Then we are not doing what we need to be doing. So we evaluate that, by what we see happening. People are contributing to this organization because of the things that we had and these these leaders right here, and they're contributing because of the work that you do day in and day out. So to answer your question, all those things, there is what we see in the next three to five years as how we are able to and I told the team that I'm looking to get us most of our positions in \$3 million, or whatever, but I'm looking at my first goal is a million dollars because of me and our organization and the team to continue to press on about reaching more kids. I have a goal of 2000 enrolled in the next five years. Members so that's what we're looking at.

Unknown Speaker: One of my like specific goals is to over the course of time to see our you know, PR marketing wise, have you know, a strategic brand video that is like really high quality. Have our testimonials be more high quality, you know, professional? Yeah, look within our organization, because you see that from like, the mothership of Boys and Girls Club of America, but we want that on a local level. And something that I haven't brought up, but I'll bring it to y'all is I would like to see partnerships with local restaurants as well. And maybe like that, like \$1 of proceeds could go to like the Boys and Girls club that night or whatever, I will be there and just ask I have no problem going to these events and asking people for money in the present. You know, obviously Chick fil A is a very philanthropic organization. We're not tapped into them, you know, so there are a ton of opportunities

Maeve Rushe: That's so funny. We literally just said that word for word before we came in here.

Professor Gordon: Okay, y'all have about a minute left.

Aerial Busby: We do that like social media, like sharing and probably like we do like nutrition tea benefit day and pretty much every

Professor Gordon: They did have traditional media in their plan too and we haven't really spoken about this today, but what's y'all's relationship with WCBI, since it is the only TV station in the area.

Ron Thornton: Audrena is on the board.

Professor Gordon: That's right. That's right. I knew she was on the board. Okay, perfect. Okay. All right. Anything else in closing?

Leevie Jordan: Thank you so much! I am excited to see what we do with all of this. I hope in the end, it's beneficial to all of you and you get to where you want to be.

Primary Research- Surveys

Boys and Girls Clubs General Knowledge

Survey purpose:

This survey for Boys & Girls Clubs of the Golden Triangle is being conducted by students in the Public Relations and Organizations course (CO 4813) in the Department of Communication at Mississippi State University.

The research results will be used to develop a comprehensive public relations strategic campaign for a client and will not be used for publications or presentations. Therefore, this study does not fit the criteria requiring IRB approval.

Participation is voluntary, and answers are confidential. For any questions pertaining to this survey, contact Meaghan Gordon at mgordon@comm.msstate.edu or 662-325-9161. Thank you.

Before continuing, do you consent to participating in this survey? Please select “Yes” or “No.”

☐ Yes (1)

☐ No (2)

What gender do you identify as?

☐ Male (1)

☐ Female (2)

☐ Non-binary / third gender (3)

☐ Prefer not to say (4)

Which of the following best describes you?

☐ Asian or Pacific Islander (1)

☐ Black or African American (2)

☐ Hispanic or Latino (3)

☐ Native American or Alaskan Native (4)

- o White or Caucasian (5)
- o Multiracial or Biracial (6)
- o A race/ethnicity not listed here (7)

What age range do you belong to?

- o 18-24 (1)
- o 25-34 (2)
- o 35-44 (3)
- o 45-54 (4)
- o 55-64 (5)
- o 65 or older (6)

What is your highest level of education?

- o Some high school (1)
- o High school diploma or equivalent (2)
- o Some college credits (3)
- o Undergraduate degree (4)
- o Some graduate credits (5)
- o Graduate degree (6)
- o Other (7)
- o Prefer not to say (8)

What social media do you use the most? Check all that apply.

- Facebook (1)
- Instagram (2)
- Twitter (3)
- I do not use social media (4)

Have you ever heard of Boys & Girls Clubs of the Golden Triangle?

- ☐ Definitely not (1)
- ☐ Probably not (2)
- ☐ Might or might not (3)
- ☐ Probably yes (4)
- ☐ Definitely yes (5)

Have you heard of any of the other following local child care programs? (select all that apply)

The Brickfire Project (2)

A Bright Start Learning Center (3)

First Baptist Child Care (4)

Open Arms Christian Learning Center (7)

Skate Odyssey (1)

Start Smart Child Care Center (6)

Other: (5) _____

Have you seen any advertisements for Boys & Girls Clubs of the Golden Triangle on social media platforms in the past year?

- ☐ Definitely no (5)
- ☐ Probably no (1)
- ☐ Might or might not (2)
- ☐ Probably yes (3)
- ☐ Definitely yes (4)

Which of the following best describes how you have become aware of Boys & Girls Clubs of the Golden Triangle in the past?

- ☐ Social media (1)
- ☐ Print advertisements (2)
- ☐ Word of mouth (3)
- ☐ None of the above (6)
- ☐ Other.. (5) _____

How aware have you been made of the following by Boys & Girls Clubs of the Golden Triangle?

Extremely unaware (1) Unaware (2) Neither aware nor unaware (3) Aware (4) Extremely aware (5)

Volunteer opportunities (1)

Tutoring provided to youth (2)

Mentorship provided to youth (3)

Food programs (4)

Local events in the Golden Triangle area (5)

Have you ever volunteered at the Boys & Girls Clubs of the Golden Triangle?

- ☐ Yes (1)
- ☐ No (2)

Have you ever tried to volunteer on its website?

- ☐ Yes (1)
- ☐ No (2)

If so, do you agree it was easy to navigate through the website?

- ☐ Strongly agree (1)
- ☐ Agree (2)
- ☐ Disagree (3)
- ☐ Strongly disagree (4)

How interested would you be in volunteering at Boys & Girls Clubs of the Golden Triangle?

- ☐ Very Interested (1)
- ☐ Interested (2)
- ☐ Neither interested nor uninterested (5)
- ☐ Uninterested (3)
- ☐ Very uninterested (4)

Would you be more likely to volunteer at Boys & Girls Clubs of the Golden Triangle compared to other after-school programs?

- ☐ Very likely (1)
- ☐ Likely (2)
- ☐ Neither likely nor unlikely (5)
- ☐ Unlikely (3)
- ☐ Very unlikely (4)

Are you aware of the health, academic, and character development programs that Boys & Girls Clubs of the Golden Triangle offers?

- ☐ Extremely unaware (1)
- ☐ Unaware (2)
- ☐ Neither unaware or aware (3)
- ☐ Aware (4)
- ☐ Extremely aware (5)

Would you be interested in donating to the Boys & Girls Clubs of the Golden Triangle?

- ☐ Not at all interested (1)
- ☐ Somewhat interested (2)
- ☐ Indifferent (3)
- ☐ Interested (4)
- ☐ Very Interested (5)

Are you aware of how to donate to the Boys & Girls Clubs of the Golden Triangle?

- ☐ Extremely unaware (1)
- ☐ Unaware (2)
- ☐ Neither unaware or aware (3)
- ☐ Aware (4)
- ☐ Extremely aware (5)

Would you be interested in attending a Boys & Girls Clubs of the Golden Triangle fundraising event?

- ☐ Not at all interested (1)
- ☐ Somewhat interested (2)
- ☐ Indifferent (3)
- ☐ Interested (4)
- ☐ Very interested (5)

Boys and Girls Clubs General Knowledge Survey- Responses

Gender - What gender do you identify as?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What gender do you identify as?	1.00	2.00	1.77	0.42	0.18	138

#	Answer	%	Count
1	Male	23.19%	32
2	Female	76.81%	106
3	Non-binary / third gender	0.00%	0
4	Prefer not to say	0.00%	0
	Total	100%	138

Race - Which of the following best describes you?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which of the following best describes you? - Selected Choice	1.00	7.00	4.83	0.80	0.64	138

#	Answer	%	Count
1	Asian or Pacific Islander	1.45%	2
2	Black or African American	4.35%	6
3	Hispanic or Latino	0.00%	0
4	Native American or Alaskan Native	0.72%	1
5	White or Caucasian	92.03%	127
6	Multiracial or Biracial	0.72%	1
7	A race/ethnicity not listed here	0.72%	1
	Total	100%	138

Age - What age range do you belong to?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What age range do you belong to?	1.00	6.00	1.19	0.76	0.57	138

#	Answer	%	Count
1	18-24	92.75%	128
2	25-34	2.17%	3
3	35-44	0.72%	1
4	45-54	2.90%	4
5	55-64	0.72%	1
6	65 or older	0.72%	1
	Total	100%	138

Education - What is your highest level of education?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your highest level of education?	2.00	6.00	3.26	0.76	0.58	138

#	Answer	%	Count
1	Some high school	0.00%	0
2	High school diploma or equivalent	8.70%	12
3	Some college credits	64.49%	89
4	Undergraduate degree	21.74%	30
5	Some graduate credits	2.17%	3
6	Graduate degree	2.90%	4
7	Other	0.00%	0
8	Prefer not to say	0.00%	0
	Total	100%	138

Social Media - What social media do you use the most? Check all that apply.

#	Answer	%	Count
1	Facebook	20.23%	35
2	Instagram	68.21%	118
3	Twitter	9.25%	16
4	I do not use social media	2.31%	4
	Total	100%	173

Heard of - Have you ever heard of Boys & Girls Clubs of the Golden Triangle?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever heard of Boys & Girls Clubs of the Golden Triangle?	1.00	5.00	3.05	1.49	2.23	109

#	Answer	%	Count
1	Definitely not	23.85%	26
2	Probably not	15.60%	17
3	Might or might not	14.68%	16
4	Probably yes	23.85%	26
5	Definitely yes	22.02%	24
	Total	100%	109

Local - Have you heard of any of the other following local child care programs? (select all that apply)

#	Answer	%	Count
1	Skate Odyssey	29.80%	59
2	The Brickfire Project	41.92%	83
3	A Bright Start Learning Center	6.57%	13
4	First Baptist Child Care	14.14%	28
5	Other:	1.01%	2
6	Start Smart Child Care Center	2.53%	5
7	Open Arms Christian Learning Center	4.04%	8
	Total	100%	198

Ads - Have you seen any advertisements for Boys & Girls Clubs of the Golden Triangle on social media platforms in the past year?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you seen any advertisements for Boys & Girls Clubs of the Golden Triangle on social media platforms in the past year?	1.00	5.00	3.13	1.82	3.33	110

#	Answer	%	Count
1	Probably no	35.45%	39
2	Might or might not	10.00%	11
3	Probably yes	5.45%	6
4	Definitely yes	4.55%	5
5	Definitely no	44.55%	49
	Total	100%	110

Awareness - Which of the following best describes how you have become aware of Boys & Girls Clubs of the Golden Triangle in the past?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which of the following best describes how you have become aware of Boys & Girls Clubs of the Golden Triangle in the past? - Selected Choice	1.00	6.00	4.17	1.87	3.51	110

#	Answer	%	Count
1	Social media	13.64%	15
2	Print advertisements	3.64%	4
3	Word of mouth	30.91%	34
5	Other..	7.27%	8
6	None of the above	44.55%	49
	Total	100%	110

Programs - How aware have you been made of the following by Boys & Girls Clubs of the Golden Triangle?

#	Question	Extremely unaware		Unaware		Neither aware nor unaware		Aware		Extremely aware		Total
1	Volunteer opportunities	31.53%	35	40.54%	45	14.41%	16	12.61%	14	0.90%	1	111
2	Tutoring provided to youth	34.04%	32	31.91%	30	9.57%	9	23.40%	22	1.06%	1	94
3	Mentorship provided to youth	32.63%	31	28.42%	27	11.58%	11	25.26%	24	2.11%	2	95
4	Food programs	35.42%	34	40.63%	39	10.42%	10	11.46%	11	2.08%	2	96
5	Local events in the Golden Triangle area	33.33%	29	43.68%	38	9.20%	8	13.79%	12	0.00%	0	87

Have Volunteered - Have you ever volunteered at the Boys & Girls Clubs of the Golden Triangle?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever volunteered at the Boys & Girls Clubs of the Golden Triangle?	1.00	2.00	1.98	0.13	0.02	109

#	Answer	%	Count
1	Yes	1.83%	2
2	No	98.17%	107
	Total	100%	109

tried_website - Have you ever tried to volunteer on its website?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever tried to volunteer on its website?	2.00	2.00	2.00	0.00	0.00	109

#	Answer	%	Count
1	Yes	0.00%	0
2	No	100.00%	109
	Total	100%	109

Navigation - If so, do you agree it was easy to navigate through the website?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	If so, do you agree it was easy to navigate through the website?	1.00	4.00	2.56	0.78	0.60	39

#	Answer	%	Count
1	Strongly agree	2.56%	1
2	Agree	53.85%	21
3	Disagree	28.21%	11
4	Strongly disagree	15.38%	6
	Total	100%	39

Interest_vol - How interested would you be in volunteering at Boys & Girls Clubs of the Golden Triangle?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How interested would you be in volunteering at Boys & Girls Clubs of the Golden Triangle?	1.00	5.00	3.40	1.51	2.28	109

#	Answer	%	Count
1	Very Interested	5.50%	6
2	Interested	40.37%	44
3	Uninterested	7.34%	8
4	Very uninterested	1.83%	2
5	Neither interested nor uninterested	44.95%	49
	Total	100%	109

More Likely - Would you be more likely to volunteer at Boys & Girls Clubs of the Golden Triangle compared to other after-school programs?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Would you be more likely to volunteer at Boys & Girls Clubs of the Golden Triangle compared to other after-school programs?	1.00	5.00	3.76	1.46	2.14	109

#	Answer	%	Count
1	Very likely	3.67%	4
2	Likely	31.19%	34
3	Unlikely	6.42%	7
4	Very unlikely	2.75%	3
5	Neither likely nor unlikely	55.96%	61
	Total	100%	109

Aware Programs - Are you aware of the health, academic, and character development programs that Boys & Girls Clubs of the Golden Triangle offers?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you aware of the health, academic, and character development programs that Boys & Girls Clubs of the Golden Triangle offers?	1.00	5.00	2.32	0.87	0.76	107

#	Answer	%	Count
1	Extremely unaware	14.02%	15
2	Unaware	52.34%	56
3	Neither unaware or aware	22.43%	24
4	Aware	10.28%	11
5	Extremely aware	0.93%	1
	Total	100%	107

Interest Donate - Would you be interested in donating to the Boys & Girls Clubs of the Golden Triangle?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Would you be interested in donating to the Boys & Girls Clubs of the Golden Triangle?	1.00	5.00	2.78	0.88	0.78	109

#	Answer	%	Count
1	Not at all interested	8.26%	9
2	Somewhat interested	26.61%	29
3	Indifferent	44.95%	49
4	Interested	19.27%	21
5	Very Interested	0.92%	1
	Total	100%	109

How to Donate - Are you aware of how to donate to the Boys & Girls Clubs of the Golden Triangle?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you aware of how to donate to the Boys & Girls Clubs of the Golden Triangle?	1.00	5.00	2.08	0.81	0.66	109

#	Answer	%	Count
1	Extremely unaware	20.18%	22
2	Unaware	59.63%	65
3	Neither unaware or aware	12.84%	14
4	Aware	6.42%	7
5	Extremely aware	0.92%	1
	Total	100%	109

Event - Would you be interested in attending a Boys & Girls Clubs of the Golden Triangle fundraising event?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Would you be interested in attending a Boys & Girls Clubs of the Golden Triangle fundraising event?	1.00	5.00	2.71	0.99	0.98	109

#	Answer	%	Count
1	Not at all interested	11.01%	12
2	Somewhat interested	32.11%	35
3	Indifferent	34.86%	38
4	Interested	19.27%	21
5	Very interested	2.75%	3
	Total	100%	109

Boys & Girls Clubs of Golden Triangle- Parents

Survey purpose:

This survey for Boys & Girls Clubs of the Golden Triangle is being conducted by students in the Public Relations and Organizations course (CO 4813) in the Department of Communication at Mississippi State University.

The research results will be used to develop a comprehensive public relations strategic campaign for a client and will not be used for publications or presentations. Therefore, this study does not fit the criteria requiring IRB approval.

Participation is voluntary, and answers are confidential. For any questions pertaining to this survey, contact Meaghan Gordon at mgordon@comm.msstate.edu or 662-325-9161. Thank you.

Before continuing, do you consent to participating in this survey? Please select "Yes" or "No."

- ☐ Yes (1)
- ☐ No (2)

What gender do you identify as?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Non-binary / third gender (3)
- ☐ Prefer not to say (4)

Which of the following best describes you?

- ☐ Asian or Pacific Islander (1)
- ☐ Black or African American (2)
- ☐ Native American or Alaskan Native (3)
- ☐ White or Caucasian (4)

- o Multiracial or Biracial (5)
- o A race/ethnicity not listed here (6)

What age range do you belong to?

- o 18-24 (1)
- o 25-34 (2)
- o 35-44 (3)
- o 45-54 (4)
- o 55-64 (5)
- o 65 or older (6)

What is your highest level of education?

- o Some high school (1)
- o High school diploma or equivalent (2)
- o Some college credits (3)
- o Undergraduate degree (4)
- o Some graduate credits (5)
- o Graduate degree (6)
- o Other (7)
- o Prefer not to say (8)

What is your marital status?

- o Married (1)
- o Widowed (2)
- o Divorced (3)
- o Separated (4)
- o Never married (5)
- o Prefer not to say (6)

What is your current employment status?

- ☐ Full-time employment (1)
- ☐ Part-time employment (2)
- ☐ Unemployed (3)
- ☐ Self-employed (4)
- ☐ Home-maker (5)
- ☐ Student (6)
- ☐ Retired (7)

Which town of the Golden Triangle do you reside in?

- ☐ Columbus (1)
- ☐ Starkville (2)
- ☐ West Point (3)
- ☐ Other: (4) _____

Is your child currently enrolled in an after school program?

- ☐ Yes, full time (1)
- ☐ Yes, 3-4 days a week (2)
- ☐ Yes, 1-2 days a week (3)
- ☐ No, not currently enrolled in an after school program (4)

How did you find out about your current childcare provider?

- ☐ Online advertisement (1)
- ☐ Social media promotion from individuals (Instagram posts, Facebook Groups, etc.) (2)
- ☐ Through school systems/teachers (3)
- ☐ From fellow parents (4)
- ☐ I do not currently have a childcare provider (5)
- ☐ Other: (6) _____

I need childcare provided...(please select all that apply)

Throughout the entire day on school days (1)

After the school day ends until 6:00 p.m. or earlier (2)

After the school day ends until after 6:00 p.m. (3)

On the weekends (4)

Throughout the summer (5)

On holiday breaks (6)

Other: (7) _____

What age is the child/children you are looking to provide childcare for? (select all that apply)

4 or younger (1)

5-8 (2)

9-12 (3)

13-16 (4)

17 or older (5)

When selecting a childcare provider, how important are each of the following factors in your decision?

Not at all important (1) Slightly unimportant (2) Neutral (3) Slightly important (4) Extremely important (5)

Diversity of the youth in the program (1)

Educational programs in core subjects (math, English, science, etc.) (2)

Educational programs in vocational skills (culinary arts, mechanics, etc.) (3)

Programs promoting physical activity (4)

Programs promoting character development (5)

Mentorship programs between older/younger youth (6)

Excursions to local recreational activities (7)

Location (8)

Providing of transportation from school (9)

Providing of food services (10)

Providing of a nurse or first aid certified staff (11)

Transparency in communication with parents (12)

Physical attractiveness of the building (13)

Maintenance of COVID-19 guidelines (14)

How familiar are you with Boys & Girls Clubs of the Golden Triangle?

☐ Very familiar (1)

☐ Familiar (2)

☐ Unfamiliar (3)

☐ Very unfamiliar (4)

How likely would you be to send your child to Boys & Girls Clubs of the Golden Triangle?

☐ Very unlikely (1)

☐ Somewhat unlikely (2)

☐ Neither likely nor unlikely (3)

☐ Somewhat likely (4)

☐ Very likely (5)

Please rank each characteristic based on your perception of Boys & Girls Clubs of the Golden Triangle.

1 (1) 2 (2) 3 (3) 4 (4) 5 (5)

Affordable

Expensive

Exclusive

Inclusive

Empowering

Hindering

Under privileged

Privileged

Safe

Unsafe

Reliable

Unreliable

What forms of advertisements for Boys & Girls Clubs of the Golden Triangle have you seen? (please select all that apply)

Social media (1)

Printed flyers and brochures (2)

Television commercials/radio (3)

Newspaper/magazine (4)

I have not seen any advertisements for Boys & Girls Clubs of the Golden Triangle (5)

Boys & Girls Clubs of Golden Triangle- Parents- Results

Gender - What gender do you identify as?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What gender do you identify as?	1.00	2.00	1.87	0.34	0.12	67

#	Answer	%	Count
1	Male	13.43%	9
2	Female	86.57%	58
3	Non-binary / third gender	0.00%	0
4	Prefer not to say	0.00%	0
	Total	100%	67

Race - Which of the following best describes you?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which of the following best describes you?	2.00	6.00	3.82	0.67	0.45	66

#	Answer	%	Count
1	Asian or Pacific Islander	0.00%	0
2	Black or African American	10.61%	7
3	Native American or Alaskan Native	0.00%	0
4	White or Caucasian	87.88%	58
5	Multiracial or Biracial	0.00%	0
6	A race/ethnicity not listed here	1.52%	1
	Total	100%	66

Age - What age range do you belong to?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What age range do you belong to?	1.00	6.00	2.83	1.15	1.32	66

#	Answer	%	Count
1	18-24	12.12%	8
2	25-34	27.27%	18
3	35-44	34.85%	23
4	45-54	19.70%	13
5	55-64	3.03%	2
6	65 or older	3.03%	2
	Total	100%	66

Education - What is your highest level of education?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your highest level of education?	1.00	8.00	4.41	1.58	2.48	66

#	Answer	%	Count
1	Some high school	3.03%	2
2	High school diploma or equivalent	10.61%	7
3	Some college credits	13.64%	9
4	Undergraduate degree	30.30%	20
5	Some graduate credits	4.55%	3
6	Graduate degree	34.85%	23
7	Other	1.52%	1
8	Prefer not to say	1.52%	1
	Total	100%	66

Marital - What is your marital status?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your marital status?	1.00	6.00	2.12	1.74	3.02	66

#	Answer	%	Count
1	Married	68.18%	45
2	Widowed	0.00%	0
3	Divorced	9.09%	6
4	Separated	0.00%	0
5	Never married	19.70%	13
6	Prefer not to say	3.03%	2
	Total	100%	66

Employment - What is your current employment status?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your current employment status?	1.00	7.00	2.18	1.83	3.36	66

#	Answer	%	Count
1	Full-time employment	62.12%	41
2	Part-time employment	10.61%	7
3	Unemployed	3.03%	2
4	Self-employed	7.58%	5
5	Home-maker	9.09%	6
6	Student	3.03%	2
7	Retired	4.55%	3
	Total	100%	66

Live - Which town of the Golden Triangle do you reside in?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which town of the Golden Triangle do you reside in? - Selected Choice	1.00	4.00	2.08	0.93	0.86	66

#	Answer	%	Count
1	Columbus	24.24%	16
2	Starkville	59.09%	39
3	West Point	1.52%	1
4	Other:	15.15%	10
	Total	100%	66

Current Enrollment - Is your child currently enrolled in an after school program?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Is your child currently enrolled in an after school program?	1.00	4.00	3.17	1.29	1.65	66

#	Answer	%	Count
1	Yes, full time	24.24%	16
2	Yes, 3-4 days a week	3.03%	2
3	Yes, 1-2 days a week	4.55%	3
4	No, not currently enrolled in an after school program	68.18%	45
	Total	100%	66

When - I need childcare provided...(please select all that apply)

#	Answer	%	Count
1	Throughout the entire day on school days	17.92%	19
2	After the school day ends until 6:00 p.m. or earlier	18.87%	20
3	After the school day ends until after 6:00 p.m.	4.72%	5
4	On the weekends	6.60%	7
5	Throughout the summer	23.58%	25
6	On holiday breaks	17.92%	19
7	Other:	10.38%	11
	Total	100%	106

Find Out - How did you find out about your current childcare provider?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How did you find out about your current childcare provider? - Selected Choice	1.00	6.00	4.33	1.16	1.34	66

#	Answer	%	Count
1	Online advertisement	4.55%	3
2	Social media promotion from individuals (Instagram posts, Facebook Groups, etc.)	1.52%	1
3	Through school systems/teachers	13.64%	9
4	From fellow parents	27.27%	18
5	I do not currently have a childcare provider	42.42%	28
6	Other:	10.61%	7
	Total	100%	66

Child Age - What age is the child/children you are looking to provide childcare for? (select all that apply)

#	Answer	%	Count
1	4 or younger	34.29%	24
2	5-8	28.57%	20
3	9-12	22.86%	16
4	13-16	10.00%	7
5	17 or older	4.29%	3
	Total	100%	70

Factors - When selecting a childcare provider, how important are each of the following factors in your decision?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Diversity of the youth in the program	1.00	5.00	3.31	1.16	1.34	64
2	Educational programs in core subjects (math, English, science, etc.)	1.00	5.00	4.22	0.90	0.81	63
3	Educational programs in vocational skills (culinary arts, mechanics, etc.)	1.00	5.00	4.08	1.02	1.04	62
4	Programs promoting physical activity	1.00	5.00	4.44	0.85	0.72	63
5	Programs promoting character development	1.00	5.00	4.48	0.94	0.88	63
6	Mentorship programs between older/younger youth	1.00	5.00	3.77	1.01	1.01	62
7	Excursions to local recreational activities	1.00	5.00	3.83	1.00	1.00	63
8	Location	1.00	5.00	4.29	0.97	0.95	62
9	Providing of transportation from school	1.00	5.00	3.61	1.46	2.14	62
10	Providing of food services	1.00	5.00	3.90	1.12	1.26	63

11	Providing of a nurse or first aid certified staff	1.00	5.00	4.19	1.08	1.17	63
12	Transparency in communication with parents	1.00	5.00	4.82	0.75	0.57	62
13	Physical attractiveness of the building	1.00	5.00	3.52	1.05	1.11	63
14	Maintenance of COVID-19 guidelines	1.00	5.00	3.33	1.50	2.25	61

#	Question	Not at all important		Slightly unimportant		Neutral		Slightly important		Extremely important		Total
1	Diversity of the youth in the program	9.38%	6	12.50%	8	31.25%	20	31.25%	20	15.63%	10	64
2	Educational programs in core subjects (math, English, science, etc.)	3.17%	2	0.00%	0	12.70%	8	39.68%	25	44.44%	28	63
3	Educational programs in vocational skills (culinary arts, mechanics, etc.)	6.45%	4	0.00%	0	9.68%	6	46.77%	29	37.10%	23	62
4	Programs promoting	3.17%	2	0.00%	0	4.76%	3	33.33%	21	58.73%	37	63

	physical activity											
5	Programs promoting character development	4.76%	3	0.00%	0	3.17%	2	26.98%	17	65.08%	41	63
6	Mentorship programs between older/younger youth	4.84%	3	1.61%	1	30.65%	19	37.10%	23	25.81%	16	62
7	Excursions to local recreational activities	4.76%	3	3.17%	2	22.22%	14	44.44%	28	25.40%	16	63
8	Location	4.84%	3	0.00%	0	8.06%	5	35.48%	22	51.61%	32	62
9	Providing of transportation from school	17.74%	11	3.23%	2	17.74%	11	22.58%	14	38.71%	24	62
10	Providing of food services	7.94%	5	0.00%	0	20.63%	13	36.51%	23	34.92%	22	63
11	Providing of a nurse or first aid certified staff	6.35%	4	1.59%	1	7.94%	5	34.92%	22	49.21%	31	63
12	Transparency in communication with parents	3.23%	2	0.00%	0	1.61%	1	1.61%	1	93.55%	58	62

1 3	Physical attractiveness of the building	7.94%	5	4.76%	3	28.57%	1 8	44.44%	2 8	14.29%	9	63
1 4	Maintenance of COVID-19 guidelines	19.67%	1 2	9.84%	6	21.31%	1 3	16.39%	1 0	32.79%	2 0	61

Familiar - How familiar are you with Boys & Girls Clubs of the Golden Triangle?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How familiar are you <u>with Boys &</u> Girls Clubs of the Golden Triangle?	1.00	4.00	2.81	0.88	0.78	64

#	Answer	%	Count
1	Very familiar	7.81%	5
2	Familiar	26.56%	17
3	Unfamiliar	42.19%	27
4	Very unfamiliar	23.44%	15
	Total	100%	64

Likelihood - How likely would you be to send your child to Boys & Girls Clubs of the Golden Triangle?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely would you be to send your child to Boys & Girls Clubs of the Golden Triangle?	1.00	5.00	2.66	1.06	1.12	65

#	Answer	%	Count
1	Very unlikely	18.46%	12
2	Somewhat unlikely	20.00%	13
3	Neither likely nor unlikely	41.54%	27
4	Somewhat likely	16.92%	11
5	Very likely	3.08%	2
	Total	100%	65

Q17 - Please rank each characteristic based on your perception of Boys & Girls Clubs of the Golden Triangle.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Affordable:Expensive	1.00	5.00	2.07	1.23	1.52	59
2	Exclusive:Inclusive	1.00	5.00	3.21	1.41	1.99	56
3	Empowering:Hinderin g	1.00	5.00	2.62	1.20	1.44	55
4	Under privileged:Priveliged	1.00	5.00	2.23	1.03	1.06	52
5	Safe:Unsafe	1.00	5.00	2.67	1.28	1.63	54
6	Reliable:Unreliable	1.00	5.00	2.36	1.18	1.40	55

#	Question	1		2		3		4		5		Total
1	Affordable:Expensiv e	49.15 %	2 9	11.86 %	7	28.81 %	1 7	3.39% %	2	6.78 %	4	59
2	Exclusive:Inclusive	17.86 %	1 0	8.93 %	5	35.71 %	2 0	8.93 %	5	28.57 %	1 6	56
3	Empowering:Hinder ing	25.45 %	1 4	14.55 %	8	40.0 0%	2 2	12.73 %	7	7.27 %	4	55
4	Under privileged:Privilege d	32.69 %	1 7	19.23 %	1 0	44.23 %	2 3	0.00 %	0	3.85% %	2	52
5	Safe:Unsafe	25.93 %	1 4	12.96 %	7	42.59 %	2 3	5.56% %	3	12.96 %	7	54
6	Reliable:Unreliable	32.73 %	1 8	16.36 %	9	40.0 0%	2 2	3.64 %	2	7.27 %	4	55

Ads - What forms of advertisements for Boys & Girls Clubs of the Golden Triangle have you seen? (please select all that apply)

Data source misconfigured for this visualization

#	Answer	%	Count
1	Social media	18.75%	15
2	Printed flyers and brochures	12.50%	10
3	Television commercials/radio	12.50%	10
4	Newspaper/magazine	8.75%	7
5	I have not seen any advertisements for Boys & Girls Clubs of the Golden Triangle	47.50%	38
	Total	100%	80

General Survey

The general Boys & Girls Clubs of the Golden Triangle survey has 147 responses. Of these responses, 106 respondents are female, and 36 respondents are male. The majority of the respondents, 92.03%, are White or Caucasian, 4.35% are Black or African American, 1.45% are Asian or Pacific Islander, 0.72% are Native American or Alaskan Native, 0.72% are Multiracial or Biracial, and 0.72% are a race or ethnicity not listed. 92.75% of respondents are between the ages of 18 and 24, 2.9% are 45 to 54, 2.17% are 35 to 34, 1.44% are over 55, and 0.72% are 35 to 44. Most of the respondents have some college credits (64.49%), 21.74% have an undergraduate degree, 8.7% have a high school diploma or equivalent, 2.9% have a graduate degree, and 2.17% have some graduate credits. The most used social media among respondents is Instagram at 68.21% , followed by Facebook with 20.21%, then Twitter with 9.25%, and 2.31% of respondents stated that they do not use social media.

When asked if they have heard of the organization, 45.87% said they have heard of it, while 39.45% have not heard of it. In the past year, 80% of the participants had not seen an advertisement for the Boys & Girls Clubs of the Golden Triangle. This provides us with the information that most people in the area are exposed to many advertisements for the organization, if any at all. With this information, we can form our goals around ensuring higher exposure to these forms of advertisement. Out of the 147 respondents, 98% of them had never volunteered with the organization. When asked about their likelihood to volunteer, 40.37% said they are interested in volunteering and 44.95% are neither interested nor uninterested. 100% of the respondents stated that they have never tried to volunteer through the website, giving us insight to the work that may need to be done to make the access to volunteering more accessible. When asked to choose between Boys & Girls Clubs of the Golden Triangle and another after-school program, 31.19% said they would be more likely to volunteer at the clubs over another after-school program.

The organization offers many programs to its members, but when asked in the survey if the public was aware of these programs, 52.34% responded that they were not. With a majority of

respondents being unaware of the services offered by the organization, the campaign ran should highlight the benefits and actual programming of Boys & Girls Clubs of the Golden Triangle. The majority of the respondents said they have been aware of the organization by word of mouth rather than social media or other advertisements. Of those asked, 79.81% are unaware of how to donate. Respondents were asked to rank their likelihood to donate to the organization and 44.95% of them were indifferent about donating, 34.87% were either not at all interested or somewhat interested, and 20.19% were either interested or very interested. 43.12% of respondents were not interested in attending a fundraising event for the organization. Knowing that many respondents wouldn't attend an event like this will be helpful in planning tactics and may sway the decision to include special events of this nature. Boys & Girls Clubs of the Golden Triangle has several competitors in the local areas. When asked if the respondents have heard of the other child care programs, 41.92% said they have heard of Brickfire, and 29.80% said they have heard of Skate Odyssey. Analyzing the work of the competitors will allow the campaign to both compete on a high level with organizations in the area and create the same level of exposure to the general public.

Parent's Survey

The parent's survey for Boys & Girls Clubs of the Golden Triangle has 70 total respondents with 67 complete survey responses consisting of 58 females and nine males. 87.88% of respondents are White or Caucasian, 10.61% are Black or African American, and 1.52% are a race or ethnicity not listed. The largest age group is between the ages of 35 and 44 at 34.58%, 27.27% are 25 to 34, 19.7% are 45 to 54, 12.12% are 18 to 24, and 6.06% are 55 and older. 34.85% of respondents have a graduate degree, 30.30% have an undergraduate degree, 27.28% have less than a college degree (some high school, high school diploma or equivalent, or some college credits), and 3.04% responded with other or preferred not to say. The majority of respondents are married (68.18%), 19.7% have never been married, 9.09% are divorced, and 3.03% prefer not to say. 62.12% are employed full-time followed by 10.61% part-time employed, 9.09% homemakers, 7.58% self-employed, 4.55% retired, 3.03%

students, and 3.03% unemployed. Starkville parents make up a majority of respondents with 59.09%, Columbus parents make up 24.24%, West Point parents are 1.52%, and the remaining are categorized as residing elsewhere.

When asked about their child's current enrollment in an after-school program, 68.18% of parents responded that their child is not currently enrolled in a care program. Of the children who were, most are enrolled full time (76.19%) while 14.29% and 9.52% are enrolled 1 to 2 days a week and 3 and 4 days a week, respectively. Parents were then asked how they discovered their current childcare provider. However, 42.42% responded that they did not currently have a provider, a majority of those who did discover their program from fellow parents. Despite the responses of this survey showing that many parents do not have their child currently enrolled in a care program, those who are registered are likely to have found their service through peers and tend to enroll in a full-time program. When asked about when the need for childcare is, parents responded with 23.58% throughout the summer, 18.87% after the school day ends until 6:00 p.m. or earlier, 17.92% for both throughout the entire day. On holiday breaks, 6.6% on the weekends, and 4.72% after the school day ends until after 6:00 p.m. This provides the information that a large number of parents are looking for a summer care program which the Boys & Girls Clubs of the Golden Triangle already provides but may need to highlight. It also shows that the need for childcare after club hours should not be an obstacle as most parents are not looking for childcare past 6:00 p.m. or on the weekends. The age of children that need care declines as age increases which is not a surprise. 34.39% of parents need childcare for children four and younger (34.29%), children five to eight are 28.57%, 22.86% are between nine and 12, 10% are between 13 and 16, and only 4.29% are 17 and older. Though most responses were for an age group that the club does not service, the age range that the club does provide for is 65.71% of the responses.

Parents were given a matrix question of different factors of a childcare provider and asked to respond with the importance of each factor from not at all important to extremely important on a five-point scale. Of all the factors, transparency in communication with parents ranked the highest,

with 95.16% of responses being slightly important or extremely important. This is followed by both programs promoting physical activity and programs promoting character development which both had responses of 92.06% between slightly important and extremely important. Location of clubs is also important to parents, with 87.09% ranking it within the top two importance categories. The presence of a nurse or certified first-aid staff and focus on educational programs in core subjects (math, English, science, etc.) both came back with 84.13% of responses in these two important categories. The factor that ranked the lowest and wasn't of as much importance to parents was the diversity of the youth in the program, with less than half (46.88%) of respondents placing it as slightly important or extremely important. With this information, it is clear that the Boys & Girls Clubs of the Golden Triangle need to highlight its ability to communicate with parents, and all activities that involve physical activity and character development should be used as a selling point.

When asked about their familiarity with the Boys & Girls Clubs of the Golden Triangle, 65.63% of respondents selected that they were either unfamiliar or very unfamiliar with the organization. 41.54% said they are neither likely nor unlikely to send their child to Boys & Girls Clubs of the Golden Triangle; however, 38.46% were either very unlikely or somewhat unlikely, and only 20% were either somewhat likely or very likely. This provides us insight into the work that needs to be done on the reputation of the clubs before parents decide to enroll their children in the organization's services, as well as the way many parents need to be made aware of the organization as a whole. Parents were also given a list of opposing characteristics and asked to rank between each based on their perception of the organization on a five-point scale. The pairs of characteristics were as follows: affordable or expensive, exclusive or inclusive, empowering or hindering, underprivileged or privileged, safe or unsafe, and reliable or unreliable. A majority of respondents selected options for affordable, inclusive, and reliable. However, empowering or hindering and safe or unsafe were both a majority in the middle and didn't provide a majority to either response. This shows that though many respondents are aware of the organization's reliability, affordability, and inclusivity, there is a lack of knowledge of the empowering programs and a safe environment. The misconception of

the organization being underprivileged is valid. Lastly, respondents were asked if they had seen any form of advertisements for the Boys & Girls Clubs of the Golden Triangle they have seen. 47.5% responded that they had not seen any advertisements, 18.75% responded with social media, 12.5% responded with printed flyers and brochures, 12.5% responded with television commercials or radio, and 8.75% responded with newspapers or magazines.



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friends and events

the gym

games

my teacher

playing

the people

sports

coloring

learning new things

playing softball

having fun on fridays

recess

I am so grateful
that I am apart
of the Bcs

everything

events

afterschool snack

running and playing games

hanging out

family

going to the gym

drawing

my best friends

it is cool

we have fun