



A new way for youth, parents, and communities to experience the Club!

The Virtual Club (virtualbgc.org) provides youth in communities across America the opportunity to engage with Boys & Girls Clubs in a new way: **online, anytime.**

Packed with **300+ professional video tutorials, 60+ printable activities, and 40+ educational blog posts**, the Virtual Club creates a wide variety of opportunities for youth, parents, grandparents, teachers, Club staff, and more to experience the Boys & Girls Club - whether they're familiar with the Club or not. All content is custom-made, mission-focused, Club-branded, and **free to access with no login barrier.** Programs focus on: Education, Character & Leadership, Health & Wellness, Workforce Development, The Arts, STEM, and much more.

The Virtual Club does not replace the magic of in-person programming, but the Virtual Club creates a more **widely accessible entry point** for kids, teens, families, and communities to engage with the Club, effectively expanding our national reach, our impact, and helping us fulfill our collective mission like never before. **Start using the Virtual Club at your organization to expand your reach today!**
***Contact josh.peterson@greatclubs.org** to learn how to effectively utilize the Virtual Club at your organization.

Scan to



visit
virtualbgc.org

The screenshot shows the Virtual Club website interface. At the top, there is a search bar with the text "Search for an activity" and a magnifying glass icon. Below the search bar is a featured blog post titled "UNLOCK THE POWER OF READING WITH YOUR KIDS" with a sub-headline "A Q&A SESSION WITH A CHILDREN'S READING EXPERT" and a "Read the Blog Post" button. Below the blog post is a newsletter sign-up form with the text "Get activities delivered to your inbox!" and "Sign up for the Virtual Club Newsletter to receive our latest printable activities, educational blog posts, video tutorials, and more. All content is FREE!". The form includes an "email address" input field and a "SIGN UP" button. To the right of the sign-up form is the Boys & Girls Clubs of Benton and Franklin Counties logo. Below the sign-up form is a section titled "Downloadable Activities" with a dropdown arrow. Under this section are three activity cards: "What's Your Superpower? Super Hero Colorina Page", "Escape the Knuckles! Great Futures Maze", and "Be Active, Healthy, and Have Fun! Boys & Girls Club Fortune Teller".

Reaching more youth, more often

Due to location, transportation, lack of understanding, interest, and other barriers, most youth in America will not attend a physical Boys & Girls Club. In general, Clubs across the country serve around 4% of all youth in America. **What about the other 96%?**

In 2024 alone, the Virtual Club reached more than **7 million people around the world** and served hundreds of thousands of youth and families across the country.

The Virtual Club can help Club organizations across the country provide innovative programming to current Club youth, and it can provide accessible resources to non-Club families.

How? **Virtual Club content is designed for anyone, not just Club youth.** The Virtual Club creates, designs, and shares content in a way that is accessible to all youth and families across America, whether they're familiar with the Club or not.

Clubs can use the Virtual Club's printables as free handouts at recruitment events or community nights; Clubs can use the Virtual Club's blog posts as educational resources for families and teens; Clubs can

use the Virtual Club's videos for in-person programming or by sharing them with community members who are searching for engaging, youth-friendly content online; and so much more. **All Clubs are free to use Virtual Club content for their own Clubs and in their own communities to reach new families.**



The Virtual Club allows us to tap into an audience traditional Clubs cannot reach, which is **most youth in America.**

Strengthening the Club brand

Creating free and open access to the Virtual Club has helped us see its tremendous **marketing value**. By creating high-quality online resources available to all youth and families, we strengthen our collective position as **the leading Youth Development Organization in America**, and we create a larger entry point for new families to experience the Club. Most youth in America do not have access to a Boys & Girls Club. Most families in America are not familiar with the true depth of Boys & Girls Club programming. However, more youth and families than ever before have access to the internet. By carving out an approachable and accessible space for the Club online, we can strengthen our brand and visibility across the country.

Leveraged appropriately, this increased visibility can turn into:

 <p>High-quality direct Club programming for youth and families</p>	 <p>Innovative program resources for Clubs</p>	 <p>New individual and corporate donor engagement opportunities</p>	 <p>Increased marketing, awareness, and an elevated energy around the Club brand</p>
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The Virtual Club presents a unique and timely opportunity for all Clubs. Youth and families are struggling with significant challenges, and we can't rely on their ability to visit a Club site as the only way we can serve them. We can do more. We can create bold solutions to meet the demands of our changing world. Virtual Club is not the only solution, but understanding its full value on a national scale can create significant change, helping us to **empower more youth than ever before.**

To learn more about the Virtual Club and how your organization can incorporate this content into your programs and outreach efforts, contact josh.peterson@greatclubs.org