



A Proven Plan for Year-Round Fundraising

How the Madison Square Boys & Girls Club is growing online support with Convio Go!



Presenters

- Jennifer Darrouzet, Convio
- Wyndy Sloan, Madison Square Boys & Girls Club
- Alanna Koos, Convio

1. **Metro Atlanta's graduation**
2. Madison Square's progress report
3. Join in January for exclusive Boys & Girls Club pricing

AGENDA

BGCMA Graduates, with Honors!

- Revenue **\$68,283**
- **64%** growth in email list size
 - Includes new registrants + imports
 - Net email list size **4,458**
- Staff ready to **repeat success** and **expand programs** in 2010

BGCMA Graduates, with Honors!



Make a Gift Today

Dear Friend,

[Make a promise to 17,000 children!](#)

Every day, families are battling the demanding commitments. This holiday season will be served by Boys & Girls Clubs of metro Atlanta.

[Make a gift today](#) and help us spread joy to Atlanta.

During these tough economic times, the children face greater struggles than most parents not only worry about gifts for the children they can put food on the table. Working a 9-5 ends meet shouldn't be the reality for any with less when times are good, think of it!

Can they count on you for a miracle this

At Boys & Girls Clubs, we never turn a child the joy of learning, the support of care they can find the love of friends. The child miracle. They need the promise that no one rely on us. All children deserve that promise.

Your support is even more important this holiday season. Children will turn to their Club for hope. We are overjoyed because I know the children will We will fulfill our promise to them through support of friends like you.

[Make your gift](#) today to help us provide the children depend on all year long.

To the children, your gift makes a difference. Boys & Girls Clubs of Metro Atlanta, and this season.

Sincerely,

Jerry Tipton
President
Boys & Girls Clubs of Metro Atlanta

PS: Share the miracle. Tell others by [forwarding](#)



Happy Holiday

[Donate Now](#)

[Forward to a Friend](#)

Do Your Part & Make a Difference!

Hey guys! I have recently relocated to Atlanta and have finally settled in. Part of my "settling in" process was connecting with a community organization that provides services to the local youth. As many of you know, making a positive impact in my community is something that I truly value, so I chose to affiliate myself with the Boys & Girls Club of Metro Atlanta (BGCMA).

Why did I choose BGCMA? This organization enables young people to reach their full potential as productive, caring, responsible citizens. They do this by providing:

- A safe place to learn and grow
- Ongoing relationships with caring, adult professionals
- Life-enhancing programs and character development experiences
- Hope and opportunity

These programs and services help to ensure that kids don't end up in jail or on the streets. They are also less likely to abuse drugs or become pregnant as teenagers. As adults they are more likely to go to college, begin a successful career, and give back to the community in the future.

Since the demands of my job do not allow for me to regularly volunteer my time with the BGCMA, I was excited to learn of this web based fundraising opportunity. So here is my pitch.... My personal goal is to raise \$3000.00. With your help I think this goal is achievable.

I know that times are tough, and the kids of the Boys & Girls Club are feeling it too. The kids depend on their Club for support, guidance, respite, and care. Please help me achieve this goal with any donation - \$5 or \$500. As they say, every penny counts!

Guest Book

If you would like, you can add your name and a short message to our Guest Book. Thank you.

[Sign the Guest Book](#)



Goal:
\$3,000.00

Achieved:
\$810.00



Fundraising Goal: \$3,000.00

Total Number of Gifts: 12

Total Value of Gifts: \$810.00

[Make a Donation](#)



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AGENDA

MSBGC Welcome Series



MADISON SQUARE BOYS & GIRLS CLUB
The Positive Place For Kids Since 1884



[Forward to a Friend](#) | [Donate](#) | [Our Website](#)

Dear Alanna,

Thank you for joining our online community here at [Madison Square Boys & Girls Club](#). We also welcome you to join us on [Facebook](#) and our own [YouTube channel](#).

This year we are proud to be celebrating our **125th Anniversary of saving and enhancing the lives of New York City kids that are most in need of our help.**

We currently serve over 5,000 kids at our seven clubhouses with proven programs in our key program areas: education, character and leadership, health and life skills, sports and fitness, recreation and the arts, and youth employment and career exploration. We make a difference in thousands of kids' lives and look forward to continuing our efforts for 125 more years!

Whether you're new to Madison, or a longtime friend or supporter, we're glad to have your partnership and support.

We look forward to sharing valuable news and information with you, and helping you to identify meaningful ways to get involved with Madison. Thank you again for your interest in helping kids. We appreciate you!

Sincerely,

Joseph Patuleia
Executive Director

From the desk of



Joseph Patuleia,
Executive Director

[Donate Now](#)

[Tell A Friend](#)

**Make a Difference In a
Child's Life**

The mission of the Madison Square Boys & Girls Club is to save and enhance the lives of New York City boys and girls who by means of economic and/or social factors are most in need of its services.





[Unsubscribe](#) | [Forward to a Friend](#) | [Visit our web site](#)


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MSBGC End-Of-Year Campaign

save a child's life this year!





click to watch me come to life

Happy Holidays from Madison Square Boys & Girls Club

Make a Gift

Tell A Friend

It has been said over and over again, "The Club saved my life." In the middle of some odd where young children are everyday just by walking

This holiday season, please safe haven for over 5,000 of 6 to 18 who call Madison home.

Please consider it

Your gift goes a long

\$500 Provides 20 kids help for one month

\$250 Provides 15 kids including field trips to presentations

\$100 Provides 39 kids

\$50 Provides 5 kids for one month

To show our appreciation a signed copy of *Madison Harris*, a delightful 240 about the generations of deductible and greatly ap

Thank you and Happy Ho



Sincerely,



Myles D. Gillespie
President

P.S. Tell a friend about this campaign and help us save and enhance the lives of NYC kids.

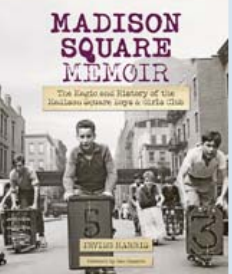
History of the Madison Square Boys & Girls Club when you donate \$100 or more.

save a child's life this year!

Corey Pandohie, Age 9

Donate Today!



Today is your last chance to give a gift to Madison Square Boys & Girls Club to receive a tax-deduction for 2009. Additionally, today is the last day to receive your free copy of *Madison Square Memoir, The Magic and History of the Madison Square Boys & Girls Club* with your gift of \$100 or more.

With the generous support of our donors this year, we have been able to:


- Improve English, math and homework grades of 50% of our members aged 6-12 who attended the Clubhouse three or more times a week.
- Offer outstanding programming in education, character and leadership, health and life skills, social recreation and the arts, and youth employment and career exploration.
- Graduate 100% of our teens who participated in Project Graduate

Your gift before the end of 2009 will help us prepare for all the challenging and exciting work we face in the New Year.


Won't you please **give one last gift this year** and help us to continue to serve the over 5,000 kids that call Madison Square Boys & Girls Club a second home?

As always, thank you for your continued partnership in saving and enhancing the lives of NYC kids who need you most!



Wishing you a safe, healthy, and happy New Year.



Myles D. Gillespie
President



Joseph Patuleia
Executive Director

SPECIAL OFFER! Receive a copy of *Madison Square Memoir, The Magic and History of the Madison Square Boys & Girls Club* when you donate \$100 or more.



Q&A WITH WYNDY

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AGENDA

Barriers to Online Success

Limited Staff Resources

No Online Strategy

Limited Fundraising Experience

Can't Agree on the First Steps

We Have a Small Budget

NO TIME!

Can't Implement a Plan

Very Few Email Addresses

No Online Marketing Plan

Our Board of Directors is Risk Averse

We Need to Show a Return on Investment



BOYS & GIRLS CLUBS
OF AMERICA



More than just software...

Convio online fundraising software



A proven action plan

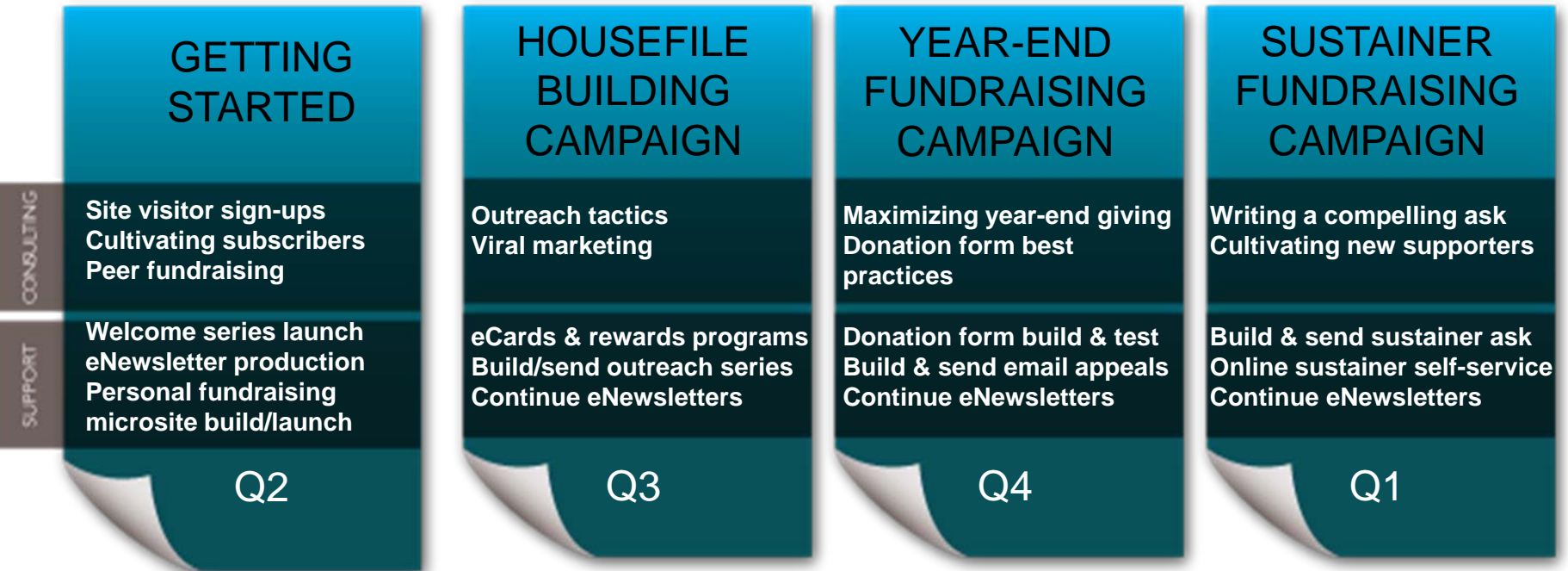


**A team of your peers and
Convio coaches to guide you**



**Tangible results today
Knowledge to build upon tomorrow**

HOW IT WORKS



START NOW = NEW DONORS IN Q4

BGC Affiliate Offer

- 36 Month Agreement
- Convio Go! Program & Personal Fundraising
- \$990 per month plus 5% of online transactions
- Offer expires January 29th, 2010

Next Steps

Contact:

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BGC Account Executive

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