

2007 Marketing Plan

Organizational Overview

Give an Overview of what your organization/Club does.

SAMPLE

Boys & Girls Clubs of _____ serves approximately _____ youth in the _____ areas and surrounding communities of _____. The Club operates _____ before and after school care facilities, two licensed preschools and a performing arts center, offering a wide array of programs for children ranging in age from 6 weeks to 18 years old. The Club's programs target the working poor of our community, ensuring that all children, including those from disadvantaged circumstances, have access to the resources they need to succeed in school and in life.

Mission

Put your Club's mission here, making sure to keep it in the forefront of all your marketing efforts.

SAMPLE

To inspire and enable the healthy development of all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible and caring citizens

S.W.O.T. Analysis

The S.W.O.T. analysis lets you determine your Club's strengths, areas for improvement, areas for growth or advantage and things that threaten the perception of your Club.

SAMPLE

Strengths

- High Quality Programs. _____ offers programs that have been recognized for their quality at the local, state and national levels, including _____ awards. The Club maintains the high caliber of its programs by staying attuned to the needs and interests of its members, providing continuing education and professional development for staff, and evaluating its programs and adapting them based on results of evaluations.
- Pricing. Rates for Club programs are at or below market rate for similar programs and scholarships will be offered to low- and moderate-income families, ensuring that no child is turned away for inability to pay.