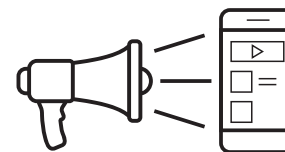


6 Marketing and Promotion

If your Club or Youth Center is using Reality Store as a Stand-Alone Event marketing and promoting Reality Store is essential for the success the experience. It can increase the interests of teens in learning about financial decision-making, their interest in participating in the Money Matters program as well as motivate them to improve their financial habits. Additionally Clubs and Youth Centers using Reality Store as an event can drive more community support and interest in their Clubhouse and Youth Center. Basic suggestions for promotion:



1. **Use existing social media networks:** Leverage your organization’s social media to announce Reality Store and encourage teens to recruit their friends via social media to participate in the upcoming Reality Store.
2. **Foster community connections:** Build or leverage connections and contact with local schools, community centers, sports groups, park districts, neighborhood associations and other organizations such as local Scout troops by inviting them to participate in or volunteer at your Reality Store. You can also ask them to promote your Reality Store event.
3. **Promote in the community:** Use your community connections to market Reality Store in the local community. Consider hosting a presentation at schools or community organizations to help you promote your event.
4. **Ask for word-of-mouth recommendations:** Because peer-to-peer teen referrals work better than any other marketing approach, use the “bring-a-friend” tactic, asking each teen to bring someone to the event.
5. **Conduct a simple public-relations campaign:** If relevant for your Club or Youth center conduct a simple public-relations campaign by sending out a press release announcing the event. A sample press release is on the following page). Depending on your needs you can use this to announce the event, or even to help recruit teens and/or volunteers. Contact local media representatives and speak with them directly or submit public-service announcements (PSAs) to local radio stations and newspapers.

Press Release

For Immediate Release

Contact: [contact name]

Phone: [contact phone]

E-mail: [contact e-mail address]

[LOCAL CLUB OR YOUTH CENTER NAME] HELPS TEENS WITH ADULTING

[City], [state], [date] – [Local Club or Youth Center name] is hosting an event that will give teens first-hand practice in the realities of adult life. Designed to help teens develop the financial literacy they need as working adults, Reality Store is an interactive experience in which teens draw a salary based on a specific career and manage basic living expenses for themselves and a family. Our Reality Store event will be held on [day of week, date, and time] at the [location].

As they participate in Reality Store, teens envision the lifestyle they would like to have in their late 20s, explore a career that interests them, receive a checking account “deposit” equal to one month’s salary, and spend their salary in Reality Store on necessities and extras. They also handle some of life’s unexpected events and discover whether their occupation provides the financial resources needed in order to live the lifestyle they want and plan for the future. Through Reality Store, teens learn to understand careers and salaries, manage income and expenses and plan savings and investments.

Reality Store is part of the Boys & Girls Clubs of America (BGCA) Money Matters: Make It CountSM Program which is designed to build financial responsibility among Club and Youth Center teens ages 13 to 18. Developed in collaboration with the Charles Schwab Foundation, Money Matters: Make it CountSM has helped teens learn how to set goals, create a budget, save and invest their earnings, use credit wisely, pay for postsecondary education costs and connect their financial behaviors to positive outcomes. This interactive experience makes learning about finances more interesting, fun, and relevant for teens. Through the continued generosity of the Charles Schwab Foundation, Clubs have an invaluable resource for giving teens first-hand experience in the realities of adult life.

[Add contact information to recruit teens and/or volunteers]

Preparation Checklist and Timeline

Three to Four Months Prior to the Event

- Set up a planning committee
- Select the date and time for the event
- Identify and reserve a location
- Estimate number of teens
- Identify Club and Youth Center Professionals to assist with the event
- Determine how many volunteers are needed
- Schedule a time to train volunteers
- Identify teens to assist with the event
- Schedule teens preparation activities

Two to Three Months Prior to the Event

- Recruit volunteers
- Put marketing plan in place
- Confirm date and time for teens preparation activities
- Print all materials

Two Weeks to One Month Prior to the Event

- Confirm volunteers who will be participating
- Email volunteer information and materials
- Confirm location and equipment needs
- Conduct volunteer training

Week of the Event

- Conduct the Teen Preparation Session (Reality Store Planning) for Reality Store (Standard Version)
- Communicate with teens the date, time and location for Reality Store

Day Before the Event

- Gather all printed materials
- Gather all supplies
- Post signs outside and around building
- Arrange tables and chairs
- Post station signs at appropriate stations

Day of the Event

- Conduct the Teen Preparation Session (Reality Store Planning) (Stand-Alone Event)
- Make sure teens have their Personal Profile and Budget Tracking Form
- Place appropriate materials at each station
- Have copies of Station Manager Evaluation Form (to distribute at end)
- Greet volunteers and show them their stations
- Assign Club and Youth Center Professionals to their roles
- Greet teens and briefly review guidelines for the event
- Run Reality Store!
- Conduct Teen Reflection Session (Reality Store Revisited) after the event is over (Stand-Alone Version)

Following the Event

- Conduct the Teen Reflection Session (Reality Store Revisited) during your regular Money Matters time (Standard Version)
- Review evaluation forms and make note of any suggested changes
- Email or mail thank you cards to all volunteers



3

Staffing Your Event

Staffing Needs

Your staffing needs will vary depending if you do the Standard Version or a Stand-Alone event. It is also a good idea to plan for a couple of extra volunteers in case a volunteer has a last-minute emergency.

Standard Version

Staffing Guidelines

- You will need approximately 20 volunteers
- One Station Manager is needed for each station, two per station is ideal
- Number of teens 20 (the same teens in your Money Matters: Make it CountSM group)
- Length of event 1.5 hours

Mini Version Staffing Guidelines

- You will need approximately 5-10 volunteers
- One Station Manager manages 1-3 stations
- Number of teens 20 (the same teens in your Money Matters: Make it CountSM group)
- Length of event 1 hour

Stand-Alone Event

Staffing Guidelines

- You will need approximately 20-36 volunteers
- One Station Manager is needed for each station, two per station is ideal
- Number of teens 50
- Length of event 2.5 hours (includes teen planning and reflection sessions)

Mini Version Staffing Guidelines

- You will need approximately 10-20 volunteers
- One Station Manager manages 1-2 stations
- Number of teens 20-25
- Length of event 2 hours (includes teen planning and reflection sessions)

Staffing Recommendations

1. The Careers and Salaries, Banking and Investing, Housing, Financial Counseling and Utilities stations are high traffic. Prioritize these stations with more than one Station Manager, especially for larger groups of teens.
2. A Club and Youth Center Professional should manage, train, and assign volunteers as needed to make sure all participants can be accommodated. This person should be designated as the point of contact for volunteers in planning Reality Store.

3. It's helpful to have a few additional Club and Youth Center Professionals or volunteers available to assist with traffic control during the event. They can roam throughout the stations to monitor teen activity, answer any questions, offer guidance, and direct teens to another booth if a line is too long.

Recruiting Reality Store Volunteers

Your Club and Youth Center's development officer, outreach worker, or fundraiser may connect you to companies who reward or provide incentives for their employees to volunteer. Additionally, Charles Schwab may have volunteers available if there is an office near your Club or Youth Center. Here are some other basic ideas for recruiting volunteers for Reality Store. Always remember to follow your Club and Youth Center's safety protocols for screening potential volunteers before they interact with youth.

1. If you already have established community partnerships to support other BGCA programs, those organizations will be an excellent resource for volunteer help. If your Club has a Volunteer Coordinator, work with that individual to tap into already existing sources of volunteers—and incorporate Reality Store event into the organization's volunteer engagement efforts.
2. Since Reality Store is supported by Charles Schwab Foundation, there could be opportunities for your Club and Youth Center to use Schwab volunteers if there is a nearby office. Click on the Money Matters link available at <https://www.bgca.net/Programs/Pages/Money-Matters.aspx> to see how to submit a request for a Schwab volunteers. You need to request Schwab volunteers four to eight weeks in advance, so plan accordingly.
3. Remember that volunteers can be parents/caregivers, local business representatives, retired Club and Youth Center professionals, or any other interested community members who meet your Club's safety protocols for screening volunteers.
4. Although not a requirement, it is a good idea to invite local vendors, professionals, and business leaders to be involved in the event. For example you may use a local realtor for the Housing Station or a grocer for the Groceries Station. Inviting local vendors to participate not only helps you staff the event but also increases your visibility in the community. Whenever possible, assign volunteers to areas of personal or professional interest. Follow your safety protocols for screening potential volunteers before they interact with your youth.
5. Use previous volunteers as much as possible, and ask them to spread the word about your Club and Youth Center experiences to friends and colleagues.
6. Recruit parent/caregiver volunteers by email, social media, phone or personal visit. Talk about their teen's involvement at your Club and Youth Center and ask if they are interested in helping with the event.
7. Think of recruiting volunteers as an ongoing process that happens