

The Digital Blue Door

Mostly Serious

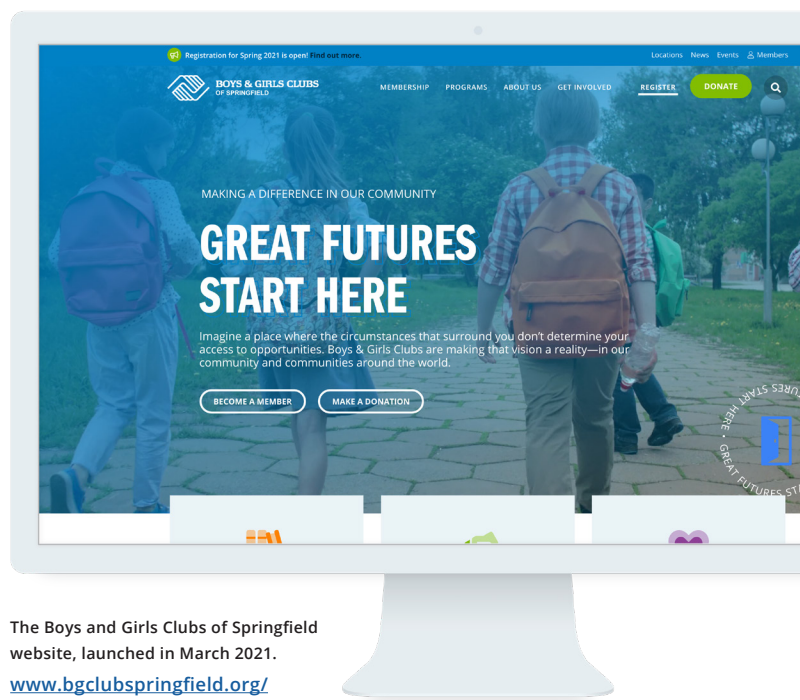


BOYS & GIRLS CLUBS
OF AMERICA

CUSTOM WEBSITES MADE FOR BOYS & GIRLS CLUBS.

An online presence is essential for communicating with members, partnering with donors and sponsors, and reaching the community at large. But a website that's beautifully designed, while easy to interact with and easy to maintain, can be hard to find.

With the **Digital Blue Door**, you can spend less time troubleshooting and more time on what matters to your mission.



The Boys and Girls Clubs of Springfield website, launched in March 2021.
www.bgclubspringfield.org/



**DESIGNED FOR BOYS
& GIRLS CLUBS WITH
YOUR MISSION IN MIND.**



**EASY FOR YOUR TEAM
TO UPDATE AND YOUR
USERS TO NAVIGATE.**



**PROVIDES CLEAR PATHS
TO SPONSOR, DONATE,
JOIN, AND VOLUNTEER.**

READY TO LEARN MORE?

Let's talk about how the Digital Blue Door can meet your Club's unique needs.

info@mostlyserious.io | 417.501.6552 | mostlyserious.io/boys-girls-clubs

DESIGNED FOR YOU

Our agency-designed and supported solution was built specifically for Boys & Girls Clubs, which means it works for your stakeholders.

BUILT TO HELP YOU COMMUNICATE WITH:

- Members and member families
- Prospective members
- Donors and volunteers
- Community members and partners
- Prospective employees

MADE FOR YOUR CONTENT.

Our solution features easy-to-use pages and module building blocks that your team can manage.



Virtual content and resources that make the Club available 24/7.



Easy-to-use sections built for programs and events.



Location-specific pages to share key info and give updates.

EFFICIENCY & EASE

Working with an agency partner means you don't have to worry about security or technical issues that can slow you down.

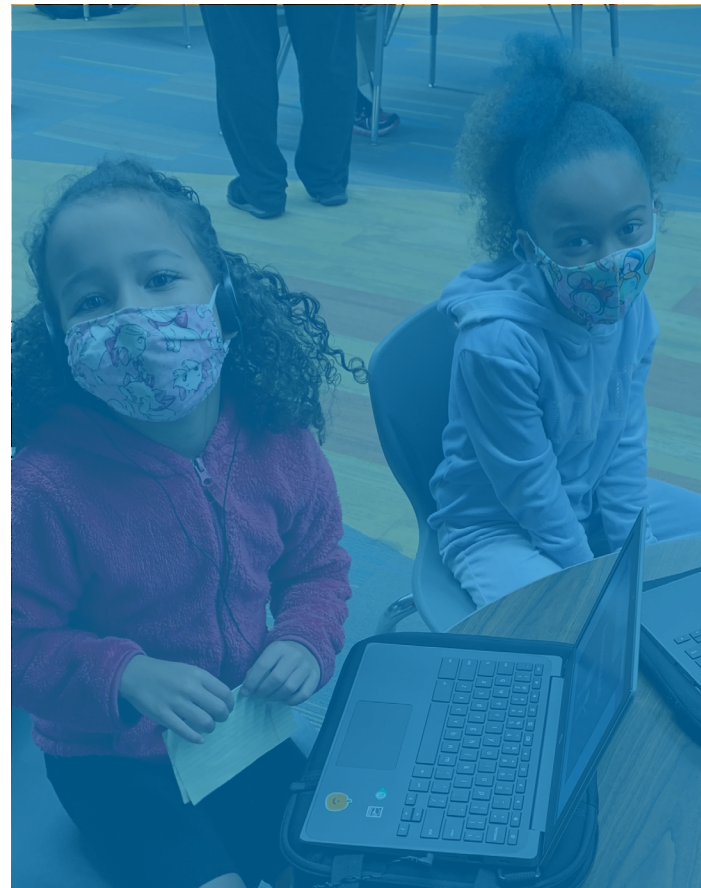
YOU SHOULDN'T NEED A DEVELOPER ON STAFF TO UPDATE YOUR CONTENT.

Our content management system ensures that your team can easily and effectively:

Manage your assets, including photos and videos.

Integrate with other software, including fundraising platforms and email services.

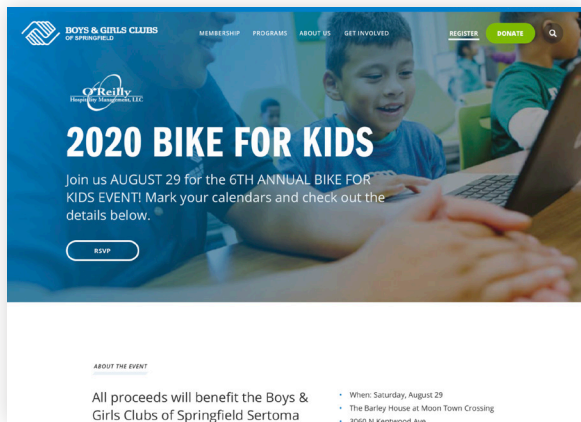
Seamlessly make site-wide or specific page updates.



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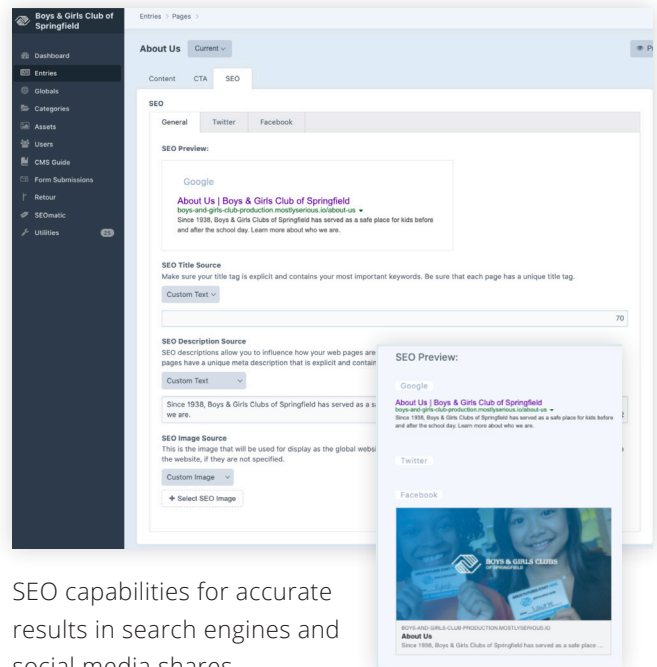
Event-specific pages provide key information for attendees.



Built in, customizable calls-to-action throughout the site.

GROW YOUR IMPACT

Share your story and provide clear paths to sponsor, donate, join, and volunteer.



SEO capabilities for accurate results in search engines and social media shares.



"Working with Mostly Serious has been a remarkable experience. Not only did they immerse themselves in our world to truly understand our mission and needs, but they helped us identify tangible opportunities for improvement that we are already starting to see the pay off. We anticipate a better, more streamlined experience for our Club members, families, staff, partners, and donors."

BRANDY HARRIS
Chief Executive Officer
Boys & Girls Clubs of Springfield

ABOUT MOSTLY SERIOUS

We're a full-service digital agency specializing in custom web design, digital marketing, advertising, SEO, and content. **The Digital Blue Door** started as a website project for our hometown Boys & Girls Clubs of Springfield, Missouri, and has grown into a campaign to partner with Clubs nationwide.

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