

The background of the image is a solid blue color. Overlaid on this blue background is a faint, semi-transparent image of four young girls in Girl Scouts uniforms. They are all looking down at something in their hands, possibly a book or a project. The uniforms are dark blue with the Girl Scouts logo visible. The text 'Mostly Serious' is written in a large, white, cursive font across the middle of the image. Below it, in a smaller, white, sans-serif font, is the text 'A Full-Service Digital Agency'.

# *Mostly Serious*

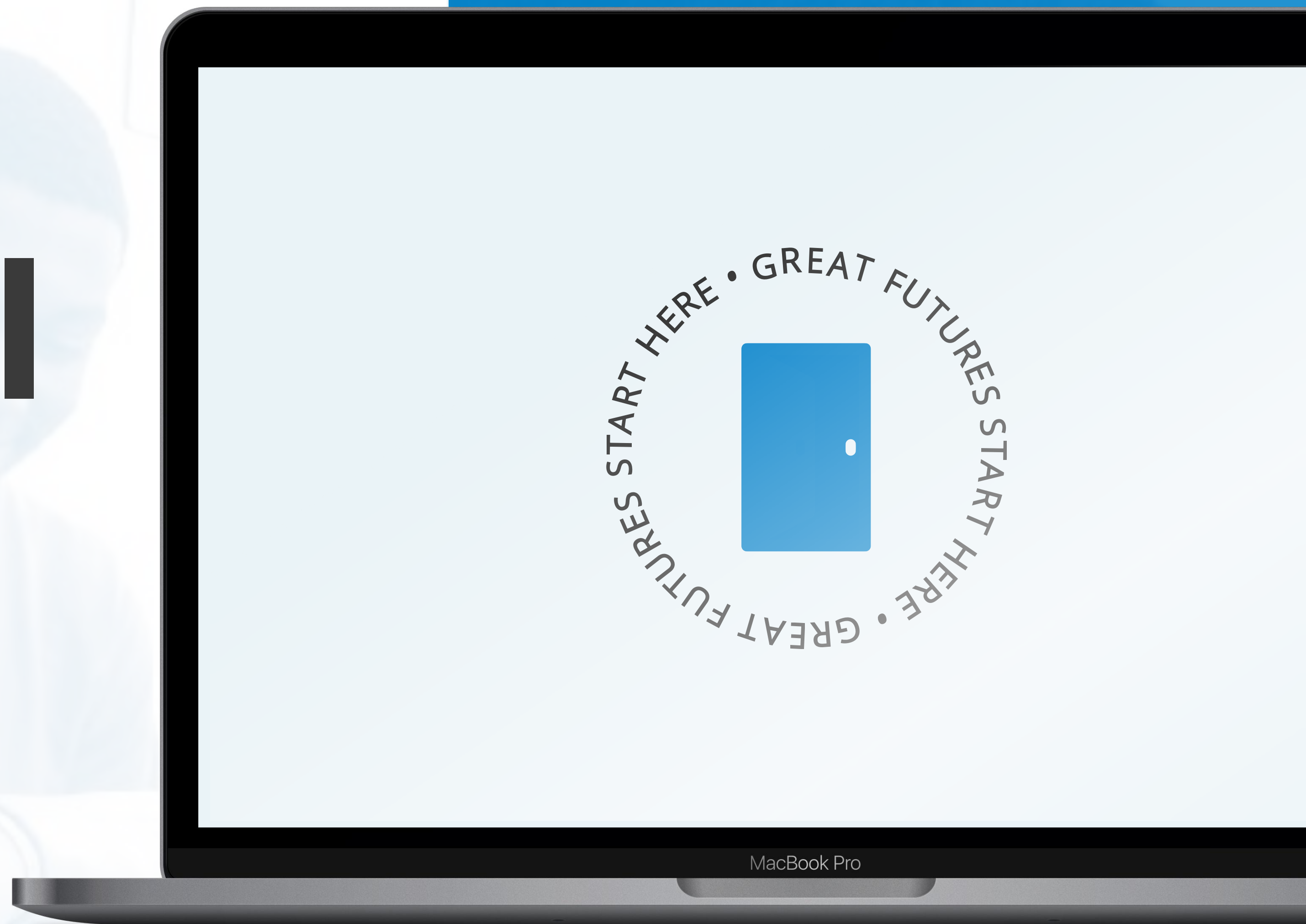
A Full-Service Digital Agency



**BOYS & GIRLS CLUBS  
OF AMERICA**

# The Digital Blue Door

An Innovative Solution Brings the  
Club Experience to Life Online







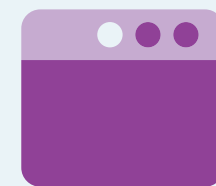
**We were founded in 2010 with a goal to build the  
kind of agency brilliant people want to work for  
and difference-making clients want to hire.**



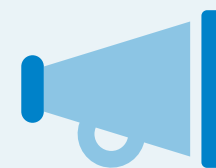
WHO WE ARE

*Mostly Serious*

A full-service digital agency specializing in websites and high fives.



Custom web design and development



Digital marketing



Research and strategy



Websites for community organizations and non-profits

**There's a  
better way  
to website.**



COMMUNITY PARTNERS

Where  
giving back  
is a given.



**BOYS & GIRLS CLUBS**  
OF SPRINGFIELD

**SGF**  
**NAACP**

**SAFE &  
SOBER**



COMMUNITY  
FOUNDATION  
*of the* **OZARKS**

*Connecting passion to purpose.*



## TODAY'S AGENDA

**Today, we'll  
cover...**

**1**

## Designed For You

Built specifically for Boys & Girls Clubs with your unique needs and users in mind.

**2**

## Optimize Your Impact

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

**3**

## Efficiency and Ease

Spend less time troubleshooting and more time on what matters to your mission.



# 1 Designed for You

Generic templates are fine, but they don't necessarily reflect the needs of your users. Our agency-designed and supported solution was built specifically for Boys & Girls Clubs, which means it works for *your stakeholders*.

DESIGNED FOR YOU

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## User Paths

# Designed for Your Users.

Your website needs to effectively share information with different types of users, including:

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

We've designed a curated user experience that uniquely speaks to each of those stakeholders.





**BOYS & GIRLS CLUBS**  
OF SPRINGFIELD

[MEMBERSHIP](#)

[PROGRAMS](#)

[ABOUT US](#)

[GET INVOLVED](#)

[REGISTER](#)

[DONATE](#)



MAKING A DIFFERENCE IN OUR COMMUNITY

# GREAT FUTURES START HERE

Imagine a place where the circumstances that surround you don't determine your access to opportunities. Boys & Girls Clubs are making that vision a reality—in our community and communities around the world.

[BECOME A MEMBER](#)

[MAKE A DONATION](#)





DESIGNED FOR YOU

---


# No Generic Templates

## Made for Your Content.


Your content doesn't always conform to the one-size-fits-all templates used by many non-profit organizations. Our solution features easy-to-use pages and module building blocks that your team can manage, including:


- An “Our Impact” page to tell your story.
- A robust blog that's easy to populate.
- Built-in social sharing options that ensure your links look professional across platforms.
- An intuitive “Events” section to raise awareness of your upcoming resource development opportunities.




 Registration for Spring 2021 is open! [Find out more.](#)

[Locations](#) [News](#) [Events](#) [Members](#)

 **BOYS & GIRLS CLUBS**  
OF SPRINGFIELD

[MEMBERSHIP](#) [PROGRAMS](#) [ABOUT US](#) [GET INVOLVED](#) [REGISTER](#) [DONATE](#) 


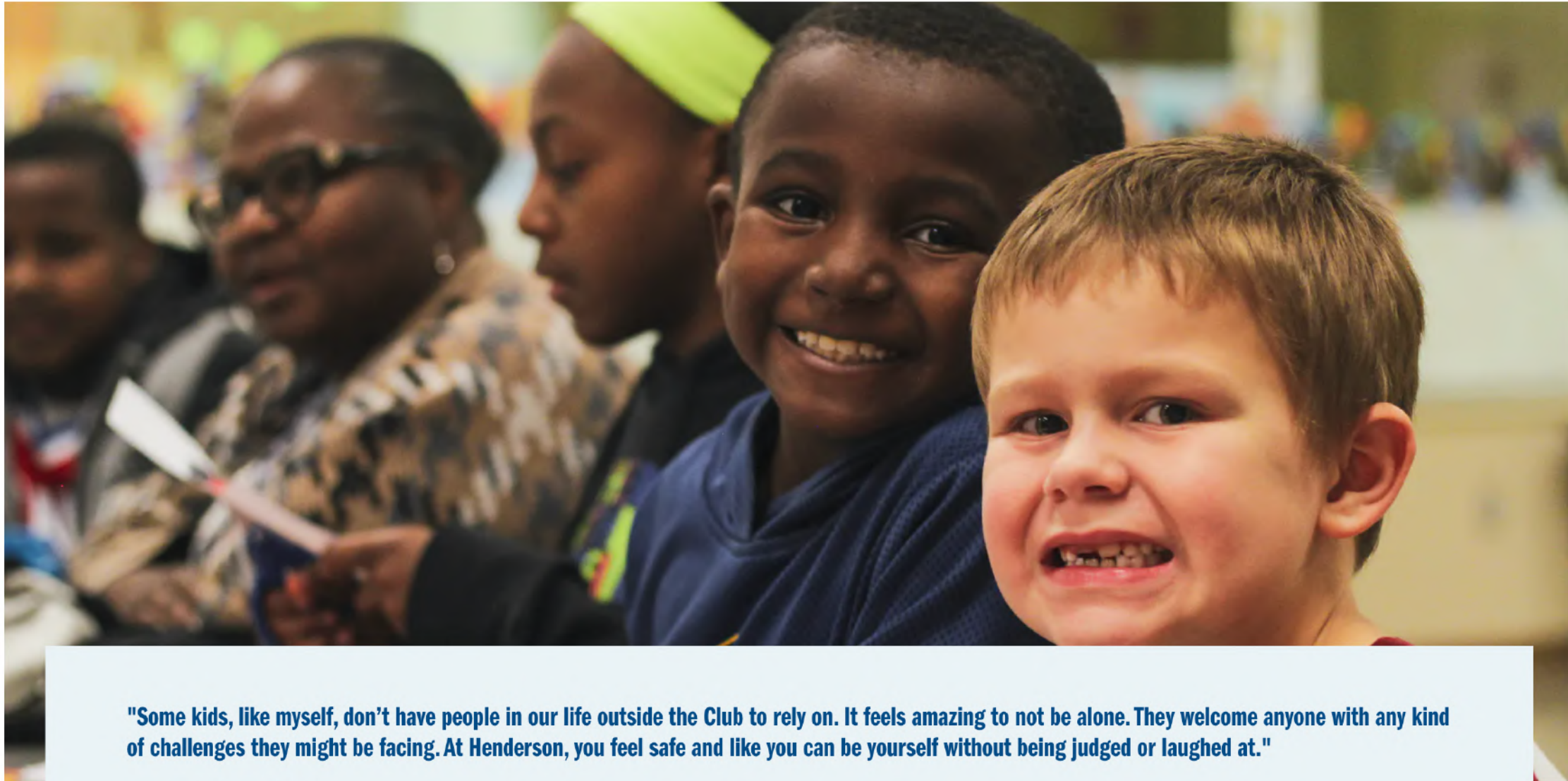


# OUR IMPACT

We work every day to create a safe, fun environment where kids can pursue academic success, good character and citizenship, and a healthy lifestyle.

[DONATE NOW](#)

**We're committed to enabling all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.**

[VIEW 2020 IMPACT REPORT](#)

**"Some kids, like myself, don't have people in our life outside the Club to rely on. It feels amazing to not be alone. They welcome anyone with any kind of challenges they might be facing. At Henderson, you feel safe and like you can be yourself without being judged or laughed at."**

Anonymous Henderson Unit Member

**5,500**

**Area Youth**

Served through our outreach programs every year.

**500+**

**Children Served**

During our 2020 holiday season of cheer.

**44K+**

**Meals Served**

In 2020 in response to COVID-19.

**96**

**Staff Members**

Retained jobs and shifted their essential duties during our Covid-19 response.





# 2 Optimize Your Impact

More than simply a source for information, your website should be a resource development tool, helping your team tell your impact story to reach prospective donors, partners, and members.



OPTIMIZE YOUR IMPACT

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# Seamless Donor Experience

## Efficiently Convert Donors

Virtual engagement with donors is crucial to your success. Our solution was built in partnership with a Boys & Girls Clubs Resource Development professional to ensure that donors have the information and tools they need to contribute to your mission.

- Conversion-focused main navigation.
- Integrates with your donation platform(s).
- Feature content in your donation area to increase awareness and share your impact.
- Built in, customizable calls-to-action throughout the site.



YOUR IMPACT

Give today and impact great futures—gifts of all sizes make a big difference.

\$5

Donation From You

Covers the cost of a member card and lanyard

DONATE \$5

\$35

Donation From You

Helps a member join a Club basketball team

DONATE \$35

\$75

Donation From You

Covers the cost of Club field trips for one member

DONATE \$75

\$100

Donation From You

Covers one member for the entire school year

DONATE \$100



BOYS & GIRLS CLUBS  
OF SPRINGFIELD

MEMBERSHIP

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DONATE



COMMUNITY PARTNERS

Partnership Highlight: Tutthill Corporation

Support Our  
Clubs



BOYS & GIRLS CLUBS  
OF SPRINGFIELD

Make a donation today and  
support the Boys & Girls Club

For as little as \$10 a month, you can empower and inspire youth to build a better future for themselves in a safe space with caring and expert staff.

DONATE \$10

DONATE \$20

The Tutthill Corporation  
and treated the youth with snacks.

If your organization is interested in supporting Boys & Girls Clubs of Springfield, we would love to hear from you. Learn more about how your business could partner with us in sponsorship and volunteer opportunities.

SPONSOR

VOLUNTEER



HELP US ENSURE  
GREAT FUTURES

DONATE NOW





# Promote & Inform

## Maximize Your Events

Whether they're in-person or virtual, events are likely an important part of your resource development ecosystem. Our solution will help you maximize your events with:

- Event-specific pages for providing key information for attendees.
- Ability to feature upcoming events along with annual or recurring events.
- Beautifully designed opportunities to feature sponsors.



MEMBERSHIP PROGRAMS ABOUT US GET INVOLVED

Locations News Events Members

REGISTER

DONATE



# 2020 BIKE FOR KIDS

Join us AUGUST 29 for the 6TH ANNUAL BIKE FOR KIDS EVENT! Mark your calendars and check out the details below.

RSVP

## ABOUT THE EVENT

All proceeds will benefit the Boys & Girls Clubs of Springfield Sertoma Unit. After this Covid-19 crisis passes, kids, teens, and their families will need us more than ever.

- When: Saturday, August 29
- The Barley House at Moon Town Crossing
- 3060 N Kentwood Ave,
- Springfield, MO 65803
- Time: To be determined
- Presented by: O'Reilly Hospitality Management

## SPONSORS

We are thankful for our sponsors!





# Search Engine Optimization

## Built-in SEO Functionality

Using our research-first approach and Google Analytics Certified™ Team, we've learned about the critical search terms that prospective members, donors, and volunteers are using to find your organization, and we've baked that information into our solution.

- SEO capabilities included with each page ensure your site will display accurate information within search results.
- Relevant search terms included in content help prospective audiences find you.
- Popular searches such as “after school program” “summer camps” and “volunteer opportunities” are woven into relevant pages.



## About Us

Current

Preview

View

Save as a draft

Save

Content

CTA

SEO

### SEO

General

Twitter

Facebook

#### SEO Preview:

Google

About Us | Boys & Girls Club of Springfield

boys-and-girls-club-production.mostlyserious.io/about-us

Since 1938, Boys & Girls Clubs of Springfield has served as a safe place for kids before and after the school day. Learn more about who we are.

#### SEO Title Source

Make sure your title tag is explicit and contains your most important keywords. Be sure that each page has a unique title tag.

Custom Text

70

#### SEO Description Source

SEO descriptions allow you to influence how your web pages are described and displayed in search results. Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords.

Custom Text

Since 1938, Boys & Girls Clubs of Springfield has served as a safe place for kids before and after the school day. Learn more about who we are.

12

#### SEO Image Source

This is the image that will be used for display as the global website brand, as well as on Twitter Cards and Facebook OpenGraph that link to the website, if they are not specified.

Custom Image

+ Select SEO Image

Slug

about-us

Parent

+ Choose

Author

+ Choose

Post Date

11/20/2020

3:19 PM

Expiry Date

Enabled

Status

Live

Created at

11/20/2020, 3:19 PM

Updated at

2/25/2021, 6:04 PM

Notes about your changes

#### SEO Preview:

Google

About Us | Boys & Girls Club of Springfield

boys-and-girls-club-production.mostlyserious.io/about-us

Since 1938, Boys & Girls Clubs of Springfield has served as a safe place for kids before and after the school day. Learn more about who we are.

Twitter

Facebook



BOYS-AND-GIRLS-CLUB-PRODUCTION.MOSTLYSERIOUS.IO  
**About Us**  
Since 1938, Boys & Girls Clubs of Springfield has served as a safe place ....

### SEO Preview:

Google

About Us | Boys & Girls Club of Springfield

boys-and-girls-club-production.mostlyserious.io/about-us

Since 1938, Boys & Girls Clubs of Springfield has served as a safe place for kids before and after the school day. Learn more about who we are.

Twitter

Facebook



BOYS-AND-GIRLS-CLUB-PRODUCTION.MOSTLYSERIOUS.IO

**About Us**

Since 1938, Boys & Girls Clubs of Springfield has served as a safe place ....





# 3 Efficiency and Ease

Your website should enhance your productivity and operations, not hinder them. Our easy-to-use solution was built with your team in mind, ensuring it supports the critical needs of your organization.



EFFICIENCY AND EASE

# Information-Sharing

## Always Stay Connected

A virtual presence is now absolutely crucial for maintaining member connections and preventing learning loss. We've built a site that helps you connect with members through:



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



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



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



## Which blue door will you walk through?



### Fremont Unit

(417) 865-1073

2814 N. Fremont  
Springfield, MO 65803  
Fremont Elementary School

→ [Get Directions](#)

→ [View Unit](#)



### Henderson Unit

(417) 869-4111

835 W. Calhoun  
Springfield, MO 65802  
Grant Beach Park

→ [Get Directions](#)

→ [View Unit](#)



### Musgrave Unit

(417) 869-8211

720 S. Park  
Springfield, MO 65802  
Zagonyi Park

→ [Get Directions](#)

→ [View Unit](#)



### Sertoma Unit

(417) 523-3880

2524 S. Golden  
Springfield, MO 65807  
Sherwood Elementary School  
Sherwood Elementary

→ [Get Directions](#)

→ [View Unit](#)



### Stalaker Unit

(417) 865-2821

1410 N. Fremont  
Springfield, MO 65802  
Smith Park

→ [Get Directions](#)

→ [View Unit](#)



### O'Reilly Unit

(417) 862-9249

2205 W. Kearney, St.  
Springfield, MO 65803  
Williams Elementary School  
Tom Watkins

→ [Get Directions](#)

→ [View Unit](#)

## LOCATIONS

• **FREMONT UNIT**  
2814 N. Fremont  
Springfield, MO 65803  
Fremont Elementary  
School  
**(417) 865-1073**

• **HENDERSON UNIT**  
835 W. Calhoun  
Springfield, MO 65802  
**(417) 869-4111**

• **MUSGRAVE UNIT**  
720 S. Park  
Springfield, MO 65802  
**(417) 869-8211**

• **SERTOMA UNIT**  
2524 S. Golden  
Springfield, MO 65807  
Sherwood Elementary  
School  
**(417) 523-3880**

• **STALNAKER UNIT**  
1410 N. Fremont  
Springfield, MO 65802  
**(417) 865-2821**

• **O'REILLY UNIT**  
2205 W. Kearney, St.  
Springfield, MO 65803  
Williams Elementary  
School  
**(417) 862-9249**

• **MCGREGOR IN THE MORNING**  
1221 W. Madison St.  
Springfield, MO 65806  
McGregor Elementary  
School  
**(417) 869-8211**

## HOURS

**STALNAKER UNIT, HENDERSON UNIT, & MUSGRAVE UNIT**  
M, T, R, F — 3 - 7:30 PM  
Wed. — 7:30 AM - 5:30 PM  
Closed Weekends

Wed. — 7:30 AM - 5:30 PM  
Closed Weekends

**SERTOMA UNIT**  
M, T, R, F — 6:30 - 8:30 AM & 3-7:00 PM  
Wed. — 7:30 AM - 5:30 PM  
Closed Weekends

**O'REILLY UNIT**  
Scheduled to open- August 2021



Membership includes access to a wide range of activities supporting academic success, good character & citizenship, and healthy lifestyles.



Academic Success

Boys & Girls Clubs are committed to ensuring that all Club members graduate high from school on time, ready for a post-secondary education, reinforcing school-time learning through fun, high-yield activities.

→ [Learn More](#)



Good Character & Citizenship

Members become responsible, caring citizens, build leadership skills, and become more civically minded through character & leadership programs at the Club.

→ [Learn More](#)



Healthy Lifestyles

These programs develop young people's ability to participate in positive behaviors, emphasizing good nutrition, regular physical activity, prevention/education, self-esteem and over-all well being.

→ [Learn More](#)



LEARN MORE ABOUT OUR PROGRAMS

PROGRAMS



School Year Membership

Registration is open for Spring 2021

School year membership provides members a safe and fun space before and after school, filling that time with engaging and rewarding activities with their peers and caring mentors.

GET STARTED





EFFICIENCY AND EASE

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## Internal Users

# Built for Your Team.

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.
- Tag your content to easily search for and find specific items.
- Integrate with other software, including fundraising platforms and email services.
- Seamlessly make site-wide or specific page updates.



# Prospective Employees

## A Robust Careers Section


Finding great team members can be a challenge, but your website should make it easy for interested prospects to learn more about your organization and find open positions in your Club(s).

- Provide a central destination for online job postings via social media or other job sites.
- Easily display job opportunities sorted by unit location or role type.
- Same-day, in-house updates mean you can add, edit, and remove listings with ease.



Registration for Spring 2021 is open! Find out more.

LocationsNewsEventsMembers



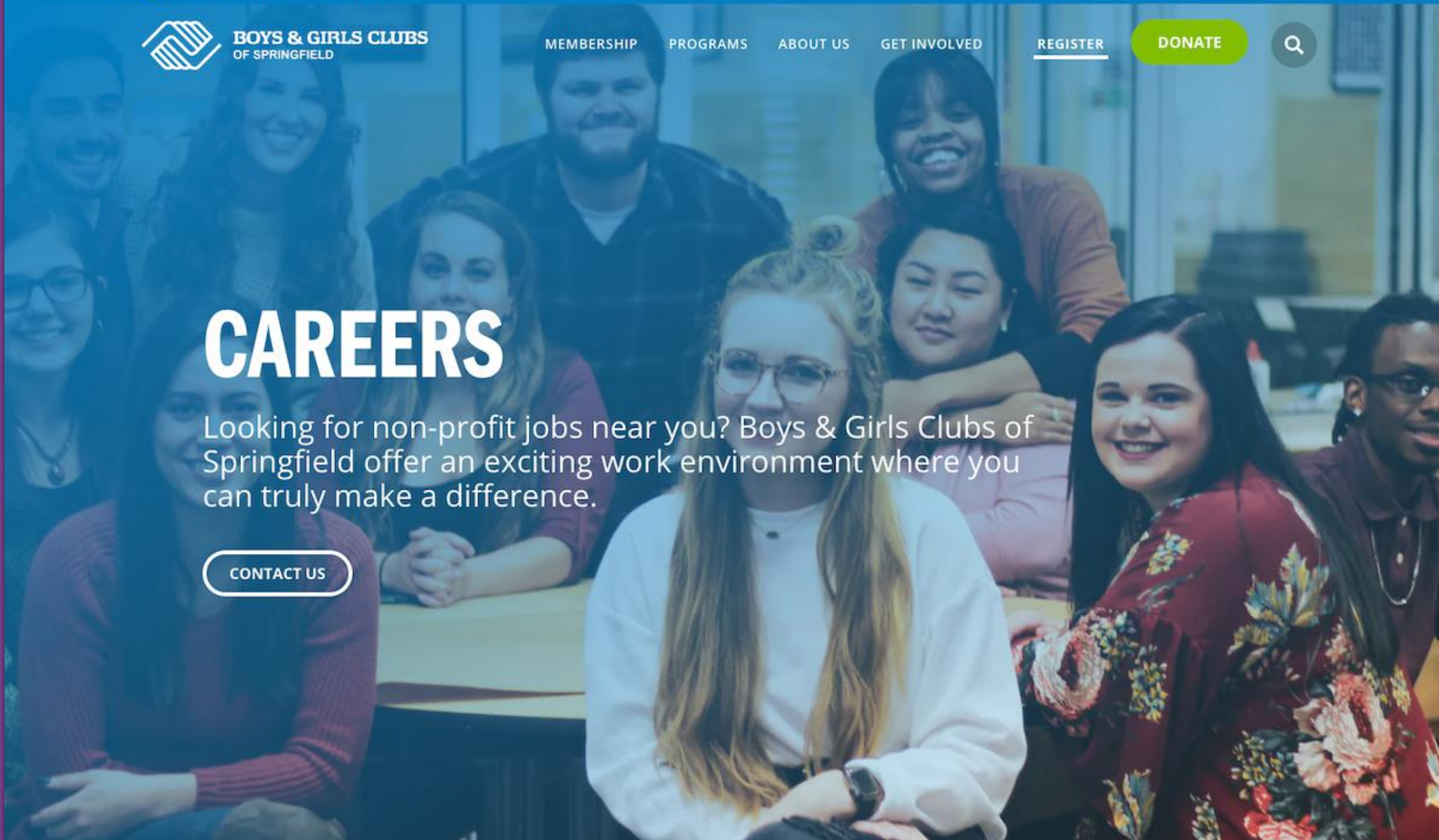
BOYS & GIRLS CLUBS  
OF SPRINGFIELD

MEMBERSHIPPROGRAMSABOUT USGET INVOLVEDREGISTERDONATE

CAREERS

Looking for non-profit jobs near you? Boys & Girls Clubs of Springfield offer an exciting work environment where you can truly make a difference.

CONTACT US



WE'RE LOOKING FOR...

**talented, passionate, flexible, energetic &  
engaging individuals, passionate about  
building great futures for local youth.**



RESOURCES

## Current Career Opportunities

Admin Office



Stalnaker Unit



Fremont Unit



Henderson Unit



Musgrave Unit



Sertoma Unit



[Apply Today](#)





EFFICIENCY AND EASE

## Agency Support

# We'll Handle the Headaches.

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



Built on a secure platform managed by developers.



Dedicated, easy to access support team.



Ongoing hosting and maintenance.





# Next Steps

If you would like to partner with us, we'd love to chat. Feel free to reach out us directly or learn more about our solution on our website.



## NEXT STEPS

**What comes  
next...**

**1**

## **Contact Us**

Email Jarad at [jarad@mostlyserious.io](mailto:jarad@mostlyserious.io)

**2**

## **Learn More**

Explore our solution at  
[www.mostlyserious.io/boys-girls-clubs](http://www.mostlyserious.io/boys-girls-clubs)





**Thank you!**