



**BOYS & GIRLS CLUBS
OF AMERICA**



A Partnership for Great Futures: DRAFT

**“Make Great Futures Happen”
for America’s Youth with Staples**

2015 Partnership Toolkit for Boys & Girls Clubs

Engaging local Staples associates to be ambassadors for your Club

Staples has been a national partner with Boys & Girls Clubs of America for more than a decade, enabling Clubs to better serve youth through Staples’ generous sponsorship of Summer Brain Gain READ!, Torch Club, local Club grants, school supply donations and much more.

By continuing to grow the partnership and connections between Clubs and Staples, the Clubs will build a closer relationship with their local Staples location, which can flourish into an impactful experience for the youth served at the Clubs. Staples is a dedicated partner with associates who are passionate about supporting their communities. This toolkit provides tips and ideas for engaging and building a relationship with your local Staples store and associates to be ambassadors for your Club.

Included in this toolkit are the following:

- About Staples and the partnership
- Benefits of engaging with Staples and their associates
- Reaching out to Staples associates
- Instructions for sharing volunteer opportunities
- Building relationships: The “Dating” Model
- Success story collection
- Using the Staples logo appropriately
- Measuring partnership engagement

If you have questions, please reach out to Aarica Smith, asmith@bgca.org.





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About the partnership with Staples

Since 2002, Staples has been a proud partner of Boys & Girls Clubs of America, supporting our national Torch Club program, awarding local Clubs with grants through Staples Foundation and donating school supplies for Club kids most in need during the Back to School season.

During the summer of 2015, Staples is partnering with BGCA to decrease the achievement gap between lower- and higher-income youth due to unequal access to summer learning experiences. Focusing on the growing need to enhance and reinforce literacy skills throughout the summer, Staples will be supporting the **Summer Brain Gain: Read!** program.



Through their partnership, Staples will provide co-branded promotional materials to participating Clubs and encourage local engagement between Clubs and local Staples associates. Staples associates can engage with Clubs through the Summer Brain Gain: Read! program by:

- Helping Club kids prepare their "**Make Good Reads Happen**" contest submission – an exciting contest where kids bring their books to life! (want to highlight the contest engagement first)
- Reading to Club kids
- Assisting with various program activities
- Conducting book drives at local Staples locations

About Staples

Staples is the world's largest office products company and second largest internet retailer. For 27 years, Staples has served the needs of business customers, and its vision is to provide every product that businesses need to succeed. Through its world-class retail, online and delivery capabilities, Staples offers office supplies, technology products and services, facilities and break room supplies, furniture, copy and print services and a wide range of other product categories. With thousands of associates worldwide dedicated to "making it easy" for businesses of all sizes, Staples operates throughout North and South America, Europe, Asia, Australia and New Zealand. The company is headquartered just outside of Boston, Massachusetts. More information about Staples is available at www.staples.com

About Staples Community and Giving

Staples contributes to educational and job-related community efforts with a primary focus on disadvantaged youth, from literacy and mentoring to career skills development, through in-kind and monetary donations and grants from Staples Foundation, the private charitable arm of Staples, Inc. Through its community and giving efforts, Staples and Staples Foundation have helped more than 7,000 organizations in 26 countries. For more information, visit www.staples.com/community.

Staples associates

- Staples has approximately 55,000 associates in the U.S.
- There are more than 1,300 U.S. retail locations, the majority of which are located in or near a Boys & Girls Club community.
- Staples associates also work in a variety of capacities, including corporate offices, call centers, distribution centers, regional sales offices and more.

To identify Staples associates, follow the steps outlined in the section called "Reaching out to Staples Associates."

Benefits of engaging with Staples and associates

- **Grant opportunities:** 2 Million & Change is a program that allows Staples associates to direct \$2 million of Staples Foundation funding to nonprofit organizations focused on education and job-skills.
 - o Throughout the year, Staples associates can nominate their favorite local nonprofit for a Staples Foundation grant. The more engaged the associate, the higher the donation amount -- up to \$25,000.
 - o In 2014, Staples granted \$156,000 to 58 local Clubs, which were all nominated by Staples’ associates through 2 Million & Change.
 - o Multiple nominations are accepted, and encouraged, and Clubs can engage multiple Staples stores and associates in their local area. The more engaged Staples is with a Club, the more support they may give. A Club can potentially earn up to \$25,000.
 - o Staples associates can submit nominations throughout the year. The 2015 nomination period will end on or around **December 11, 2015**.

- **Staples discount buyer program:** Staples is committed to supporting Clubs by providing a discount on office supplies.
 - o Staples offers an average discount of 58 percent off the Staples Advantage Full Line Catalog. You can also receive online ordering, free delivery and a dedicated account manager to help with orders.
 - o For new customers, you can receive an additional 10 percent off every order for the first 90 days on www.order.staplesadvantage.com.

- **Other opportunities:** There are a variety of other benefit opportunities that can arise from developing a strong relationship with local Staples associates. These may include: in-kind donations, identifying dynamic and enthusiastic board members and volunteers, as well as defining career exploration opportunities for Club youth. Reach out to your local Staples associate today and get the relationship started!



Reaching out to Staples associates

Below are some tips and sample talking points to help with reaching out to Staples associates to begin or continue building a relationship.

- **Identifying Staples Associates:** You can identify the Staples associates nearest you in a few different ways:
 - o Store associates: Locate a store nearest you by visiting <http://stores.staples-locator.com/staples/> When you call the store, ask for the general manager and follow the talking points below.
 - o Other Staples associates: To locate associates at a business center, please refer to the list in the appendix of this toolkit. There are a variety of associates who may engage with you at these kinds of locations, such as Staples Soul Committee members and representatives, the HR manager or the office manager.

- **Introduction and Relationship-building:** Follow these guidelines when reaching out to Staples associates:
 - o Introduce yourself, your Club and your role at the Club. Acknowledge the national partnership with Staples and your interest in engaging Staples with your Club on the local level.
 - o You may want to reference the 2 Million & Change program and learn how your Club can be nominated for a Staples Foundation grant.
 - o Request a meeting with the appropriate local Staples leaders to further discuss your Club and opportunities for partnership – volunteer activities, etc.
 - o Refer to the “Dating” Model below to build a great relationship with Staples associates.

- **2 Million & Change Nomination:** Many local Boys & Girls Club organizations have strong relationships with Staples associates across the country.
 - o Keep this program in mind as you are engaging with Staples associates and remind them of the opportunity to nominate your organization for a local grant.
 - o The nomination process is simple, but if the Staples associate is unsure about the next steps, you can direct them to the Staples internal portal called the HUB or have them reach out to foundationinfo@staples.com.

Posting volunteer opportunities for Staples associates

Clubs are encouraged to post local volunteer opportunities for Staples associates to engage with the Club. If you would like to post a local volunteer opportunity on the Staples Community & Giving website, please email the following to **Neshanta Banks** at nbanks@bgca.org with the subject line “**Post to Staples Volunteers**”:

1. Organization Name
2. Site Name (if applicable)
3. Your name
4. Your email address

Once received, your Club will receive an email from Staples Community & Giving inviting you to post volunteer opportunities for associates on their internal Community & Giving website. Associates will be able to sign up for activities and connect directly with you from the website. Watch this tutorial video on the posting process: <https://vimeo.com/62194787>.



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Building relationships: The "Dating" Model

When first beginning to build a relationship with your local Staples associates, consider an approach similar to "dating" – that is you get to know each other slowly with key touch points to build the relationship. See the steps below to help guide the meetings and chart your success.

1. Introductions

Introduction call made on: (mm/dd/year)

- Call the Staples location and ask for the general manager or another appropriate individual
- Introduce yourself and your team
- Initial phone call should conclude with request to set up a Club tour or in-person meeting with the Staples associate leader

2. Club Tour/In-person meeting

Club tour/in-person meeting scheduled for: (mm/dd/year)

- Club tour/in-person meeting scheduled for Staples partner liaison and team to meet Club staff and see the Club in action/learn more about the Club experience

3. Planning Meeting for Volunteer Calendar Development

Planning meeting scheduled for: (mm/dd/year)

Planning meeting agenda developed: Y / N

Sharing directions to the Club and contact phone number: Y / N

- Planning meeting can occur at the Club or at the Staples office
- Meeting should be between Staples partner liaison and their staff, Club Program Contact and Club Volunteer Coordinator
- Planning calendar should be used to schedule project types, dates, and times for the next quarter, 6 months or year

BACKGROUND CHECKS DONE HERE

4. First Date –

First date project scheduled for: (mm/dd/year):

- First date project should be one that is easy to execute, introduces team members to the Club and kids, and does not require any special planning or tools/materials
- First date ideas: homework help, read to kids after school, participate in a family literacy night

Our team's first date ideas:

- 1.
- 2.
- 3.

5. Second Date

Second date project scheduled for: (mm/dd/year):

___ Second date projects should be a little more involved than a first date. They should keep team members engaged with the kids and require a bit more planning to execute.

___ Second date ideas: Power Hour tutoring, school supply drive and drop off party, holiday party, adopt-a-family, book drive

Our team's second date ideas:

- 1.
- 2.
- 3.

7. Third Date

Third date project scheduled for: (mm/dd/year):

___ Third date projects should be even more involved than second dates. They should keep team members engaged with the kids and require more detailed planning to execute and may include an off-site location.

___ Third date ideas: Job shadowing event, college fair, mock college interviews, check-in meeting

Our team's third date ideas:

- 1.
- 2.
- 3.

8. Going Steady

Going steady project scheduled for: (mm/dd/year):

___ Going steady projects can be any combination of first, second, and third date projects. They can even be ones Staples team thinks of and plans themselves with input from your Club staff.

___ Going steady date ideas: building reading lofts, college tours, Club member and staff recognition parties

Our team's going steady ideas:

- 1.
- 2.
- 3.

9. Future Plans

___ Now that your team has built the foundation for a long term relationship with your local Staples associates, it's time to think about going steady and what future projects will look like

___ Future project ideas: mentoring, Club special events, skills based projects

Our team's future ideas:

- 1.
- 2.
- 3.

Success story collection

It’s important to share the positive impact your Club is having on the lives of youth and how Staples is making a difference. Identifying and capturing success stories helps to do the following:

- Raise visibility of how your Club, with support from Staples, is truly making a difference in the lives of young people served
- Capture individual stories of youth success as a result of the partnership
- Tell the story about the impact Staples associates are making through the partnership

Ideas for success story promotion

There are many ways to share your success stories with both your internal Club audience (staff, youth, parents, board members, etc.) and external Club audience (supporters, donors, community, etc.). Consider sharing your success stories through

- Club newsletter (internal and external)
- Email updates
- Social media channels (Facebook, Twitter, blog)
- Spotlight on Club website
- Speaking at board meetings, family nights or Club open house
- Sharing with BGCA and Staples to highlight on one of their digital channels

Getting started: Individual stories

- Think about how youth, families or Club professionals are being impacted by the partnership with Staples. Are there any stories that really stand out?
- After you’ve identified individuals to highlight, start formulating customized questions to help tell their stories. Tailor questions to the specific situation.
- Interview your success story candidates. Keep it conversational, but focused on the issues you want to discuss. It’s okay to veer off your list of questions if you think it is relevant to the story.
- Be careful of any personal sensitivity the individual may have. Background information sometimes makes for a great part of the story, but make sure the individual is comfortable sharing information beyond your Club.
- After you conduct your interview, type up your notes and start drafting a story. There is no set limit on how long a story should be, but shoot for 500-1,000 words. Make sure you give a detailed picture of how the individual has been positively impacted as a result of the partnership with Staples.
- Include photos with your story. If possible, use photos of the individual demonstrating how the support from Staples is being put into action.
- Another option is to include video with your story. Again, think about creating a visual picture.
- **Send stories and photos to BGCA, and we will highlight with Staples. Stories can be sent to: Aarica Smith, asmith@bgca.org.**

Getting started: Club stories

- Think about what you've been able to accomplish as a result of the partnership with Staples. What was the situation before? What is the situation after? What have you learned? What has been particularly successful?
- Develop an outline with key points to cover during your Club success story. Be sure to include any information that you think may set your Club apart.
- When you draft the story, be sure to include any individual success elements that enhance your success story.
- Include photos with your story that capture the impact of the partnership.
- Another option is to include video with your story. Again, think about creating a visual picture.
- **Send stories and photos to BGCA and we will highlight with Staples. Stories can be sent to: Aarica Smith, asmith@bgca.org.**

Photos

A great way to demonstrate the impact of the partnership is through photographs. Here are a few things to consider to ensure you capture great photos.

- Before & after photos: If the partnership is helping you to improve a space, take a photo of the space before and then after you've made improvements.
- Photos of youth participating in programming: If the partnership has positively impacted youth programming, capture photos of the youth participating in the activities. Be sure to keep an eye out for strong Boys & Girls Clubs and Staples branding (e.g., signage, t-shirts, etc.) in the photos to ensure they represent the partnership well.
- Photos of Club professionals participating in activities: If the partnership has positively impacted training or other activities for your staff, capture photos to represent those activities.
- Photos from Staples associate visits: When Staples associates visit your Club, be sure to capture photos of them interacting with your Club members, professionals and within your Club.
- **Send photos to BGCA and we will highlight with Staples. Photos can be sent to: Aarica Smith, asmith@bgca.org.**

Also, be sure to encourage Staples associates to share their own success stories by submitting them to foundationinfo@staples.com.



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Using the Staples Logo appropriately

Incorporate the Staples logo to help promote the partnership with Staples, but be sure to use the logo in accordance with Staples' logo guidelines (listed below) in all communications. If you have questions, please reach out to Aarica Smith, asmith@bgca.org.

- DO NOT crop any portion of the logo.
- DO NOT crop the registered trademark on the tagline.
- DO NOT change the angle of the logo from the standard 6 degrees.
- DO NOT crop, distort or skew the logo in any way.
- DO NOT alter the color of the logo or the type within.
- DO NOT use the logo in a sentence.
- DO NOT put type in a red shape that mimics our logo (6° tilt), this diminishes our logo's importance.
- DO NOT change the typeface within the logo or the tagline.
- DO NOT place objects or other graphic elements on the logo.
- DO NOT reverse the logo.
- DO NOT remove the Staples name from the rectangle to create a different Staples logo. Use only the standard form.





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Measuring partnership engagement

It's important to promote the great work you are doing with your local Staples associates and how your Club members benefit from it (e.g., grants, school supplies, Staples products and gift cards). Be sure to promote via your website, newsletters, social media, etc. And please capture and measure all the ways you are promoting your Club's involvement with Staples to your Club and your supporters. Please complete the following sheet and return to Aarica Smith, asmith@bgca.org.

Website

Include screen shot of article
Link to article/post _____
Average Monthly visitors _____
Number of Comments (if applicable) _____
Other _____

Newsletter

Include screen shot of article
Link to article/post _____
Number of subscribers _____
Number of Comments (if applicable) _____
Other _____

Success Stories

Number of success stories developed _____
Number of quotes from Club kids _____
Include photo(s) of Club impact

Volunteerism

Number of volunteer opportunities posted to Staples website _____
Number of volunteer opportunities attended by Staples associates _____
Number of Staples associates who volunteered at Club _____
Include photo(s) of engagement opportunities with Club kids and Staples associates

Board meeting

How did you promote the partnership with your board _____

Number of board members _____
Other _____

Thank You Letters

Be sure to thank Staples for their support or volunteerism with your Club with thank you letters! Thanks can be communicated in many forms. Your staff can type up an email or letter, your Club members can write cards and notes, you can create a thank you banner from your arts and crafts room, etc. Your imagination is the only limit!

