



Boys and Girls Clubs of Metro Atlanta Proposed Marketing plan

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Current Membership of the Clubs

- There are currently over 3,000 Boys and Girls clubs in the United States.
- There are 23 Atlanta Metro clubs in 23 counties.
- The Boys and Girls clubs serves an estimated 30,000 children each year.
- No one is turned away for membership due to a lack of funds to pay the \$25 membership fee.
- New clubs are based on the projected membership capacity of the community and whether a true need exists in the community for the club to exist. The clubs try to make sure their services are not duplicated elsewhere before moving into a new community.

Mission of the Clubs

- According to the Clubs it's mission is *"To provide a quality developmental program which empowers metro Atlanta youth, especially those from disadvantaged circumstances, to become productive adults"*.
- The boys and girls provides after school programs in structured environments for kids of all ages.
- The club is a place where kids can feel safe and participate in sports and other activates at little to no cost to the member.
- ([Boys and Girls club website](#))



BOYS & GIRLS CLUB