

PR Case Study: Boys & Girls Clubs of the Suncoast

Challenge: The [Boys & Girls Clubs of the Suncoast](#) is a regional branch of a national non-profit. The organization falls under the umbrella of the Boys & Girls Clubs of America, however, they are responsible for their own fundraising. Their public relations and media coverage was vital in their success in this.

Letting the public at large know of the programs offered by The Boys & Girls Clubs of the Suncoast had always been a challenge for the organization. They had been trying to get media coverage for two years, but despite having interesting stories to tell and a worthwhile subject matter, their press releases never got any pick up. The staff at the Boys & Girls Clubs of the Suncoast were about to give up on media coverage altogether.

How Handled: [JoTo Extreme PR](#) took over the publicity for the BGCS and decided the best way to keep the non-profit in the public eye would be by informational stories to the press on what the organization was up to. This included everything from their summer reading program, to their [annual fundraising gala](#) to a [student-created music video](#) to raise funds for fallen police officers to announcing their new CEO.

Just as the BGCS was starting to gain ground on their public relations image, the [North Greenwood Club in Clearwater was robbed](#) over the 4th of July weekend, 2010. Their computers, televisions, Wii system and children games were stolen; the petty criminal even stopped as low as pilfering the children's snacks.

To combat the unfortunate incident, JoTo launched an aggressive media campaign to be the first to break the story, and forward a [call-to-action for the community](#) to help in replacing the items.

Results: The Boys & Girls Clubs of the Suncoast has been receiving consistent coverage in every major local media outlet since JoTo took over their PR campaign.

In addition, the specific robbery story was picked up by all of the major news channels in the area and the [St. Petersburg Times](#). Because of the media exposure, the charity received thousands of dollars in donations, enough to replace the stolen items *and* put security measures in place to protect the club's premises. Major community players, including the [Tampa Bay Rays](#), the [Sandpearl Hotel](#) and [Best Buy](#), stepped up to the plate and helped the BGCS in their time of need. This was a *direct response* to the media coverage.

"Most people have heard of Boys & Girls Clubs and probably recognize our logo, but most don't really know what we do. With JoTo we have been able to get our story (stories) out in the media increasing our visibility and our fundraising opportunities."

~Carla Mattern, Director of Resource Development, Boys & Girls Clubs of the Suncoast

