

What's a common element of effective, powerful after school marketing campaigns? A clear mission and goal. It's important for parents to understand what their child will gain from your program. Here are some examples of powerful after school campaigns that focus on their organizations' missions and goals to improve the lives of children.

Boys & Girls Club

The Boys & Girls Club's homepage banner shares how joining clubs can positively impact children. Highlighting these compelling stats and long term benefits is an effective way to show parents the value of their programs. Their campaign also does a great job of highlighting the activities children will participate in, such as homework help, music, and art, while also showing the impact of after school programs and how they impact children's futures.



Mathnasium

Mathnasium features information about how their program will help students broaden their math knowledge and have fun while doing it! Referring to their program as Math Enrichment versus Math Tutoring also provides parents with a sense that their child will experience more than the average after school tutoring program. Using words like

‘passion’ and ‘enrichment’ are great ways to portray the impact of your program! Spend some time picking descriptive words for your campaign because they can really change the way your message is received!

Math Enrichment



"With understanding comes passion, and with passion comes growth—a treasure is unlocked."

At Mathnasium we love math—using it, talking about it, and especially teaching it. We think math is exciting, fun, and interesting!

Every day, students who excel at math and are eager for greater challenges attend Mathnasium for math enrichment to broaden their math knowledge and learn from our experienced math tutors.

Soccer Shots

Soccer Shots has a tab on their homepage dedicated to highlighting their program's impact! This page features a list of skills and characteristics that children will learn while participating in their programs, including parent testimonials that share how their child's experience at Soccer Shots have impacted them. Sharing powerful parent testimonials is a great way to communicate your program's mission statement and share all the awesome work you do as an organization!



Challenge Island

Challenge Island's website is jam-packed with bright colors, fun graphics, and powerful keywords like 'adventure,' 'imagination,' and 'creativity'. These elements tell parents more than just what their child would be doing each day! They focus heavily on how experiences and skills learned at their programs will benefit children across multiple facets of their life—in school, building friendships, and into their futures! By practicing these awesome strategies, Challenge Island has turned their STEAM program into so much more.



These are just a few examples of powerful after school campaigns, and the possibilities are endless! Focusing on highlighting your goals and mission of your program is the best place to start when developing messaging for your program. The best part about it is that the experiences children have at your program are unique, because no other after school program is exactly like yours! Highlight your strengths and share your impact and you'll be well on your way toward creating an amazing after school campaign!