



Active 20-30 Toolkit

Welcome to the Active 20-30 Toolkit

Active 20-30 has a long history of engaging with young adults through building a philanthropic community of giving while being a great resource for building relationships. Nearly 100 years old, Active 20-30 has reached the perfect time in its lifecycle to reassess its efforts, mission, vision, and values.

This marketing toolkit has been developed as a resource to help Active 20-30 US and Canada club promote the benefits of the organization, highlight community impact, and recruit potential members. By using this toolkit, you are providing young adults with an opportunity for personal growth, friendships, and leadership development while improving the quality of life for the special needs of children in our community.



About Active 20-30

Active 20-30 United States & Canada is a membership-based association of 36 local clubs and 815 members ages 20-39 who are located throughout the US and Canada. Founded in 1922 in Sacramento, California, the mission of the association has remained unchanged, even as the membership has evolved. The mission of Active 20-30 is to provide young adults with an opportunity for personal growth, friendships, and leadership development while improving the quality of life for the special needs of children in their community.

Our Code

With the productive years of life before me, with ambitions and ideas to be realized, I accept the following principles necessary in their attainment: To show proper appreciation for my community, and to do everything in my power for its growth and development; To recognize that friendship is reciprocal and that friendly cooperation is the foundation of society; To offer sincere service to Active 20-30 and to fulfill to the best of my ability any task that the organization may assign me.

Our Motto

“Youth, to be served, must serve”

Our Slogan

“One never stands so tall as when kneeling to help a child.”

Why do members choose to “be active” with Active 20-30?

- To help the community: We encourage the highest human, moral, and civic principles.
- To grow personally and professionally: The more active you are, the more personal growth you will gain from the organization.
- To be social: Develop life-long friendships with similar minded and great people.
- To develop as a leader: We help develop leaders through service and learning new skills.



Connect with Active 20-30 Online

Website: <https://www.active20-30.org/>

Be Active Website: <http://be-active.org/>

Social Media

Official Hashtags: #Active2030 #BeActive

Club Hashtags: #<city name>2030 ex. #Denver2030, #Sac2030, #Chico2030

- It is OK to abbreviate club names in hashtags if this is an accepted form of reference for your city. Example: Sacramento is often referred to as “Sac” by locals, so the club can use #Sac2030 instead of #Sacramento2030. Whether you choose to abbreviate or use the full city name remember to keep it consistent.

Be sure to engage with the Active 20-30 on social media, and tag us in all of your Active 20-30 related posts and events. Please use the hashtag **#Active2030** and **#BeActive** whenever you post.

 **Instagram:** [@Active2030us](https://www.instagram.com/Active2030us)

 **Twitter:** [@Active_2030](https://twitter.com/Active_2030)

 **Facebook:** [facebook.com/Active2030uscanada](https://www.facebook.com/Active2030uscanada)



When Promoting Events

Events play an important role for Active 20-30's clubs. They bring members together, celebrate accomplishments, and help to support the communities that clubs serve. The key messages and talking points are intended to be used in marketing materials, emails, website content, brochures, social media, in person, and in any other media used to communicate about Active 20-30.

Remember to:

- Keep it professional
 - Language shouldn't be too casual. Communicate clearly.
 - Photos should be a positive and a professional representation of Active 20-30, if you wouldn't post it on your LinkedIn profile, you shouldn't share it on Active 20-30.
- Focus on Active 20-30's purpose
- Highlight the event beneficiaries and the philanthropic impact.

Don't:

- Use profanity.
- Share photos of alcohol or excessive drinking.

Core Messages for Event Promotion

- All Active 20-30 event proceeds go directly back into the community being served.
- Active 20-30 helps advocate for the special needs of children in their community. All Active 20-30 members are dedicated to helping the children in their community.
- Active 20-30 makes giving back to the community fun and eventful.
- Active 20-30 clubs across the United States and Canada are able to make a larger impact than most donors could do alone.

Recommended Talking Points

- Giving back to the community can be more than just volunteering! Active 20-30's events are a fun and engaging way to fundraise for those in need.
- Last year this event raised xx dollars for xx. With your help, we can make an even greater impact this year. Bring a friend to our next event to get more people involved.
- Join Active 20-30 to be a part of one of the only social clubs in the United States putting on events to improve both professional development and community impact.
- Active 20-30 events are the perfect place to make friends while supporting your community!



New Member Recruitment Key Messaging

The mission of Active 20-30 is to provide young adults with an opportunity for personal growth, friendships, and leadership development while improving the quality of life for the special needs of children in their communities. This depends on members and volunteers to join and donate their time to make the mission of the organization come to life.

When recruiting new members to Active 20-30, use the following key messaging and talking points to promote the benefits of joining this organization. The key messages and talking points are intended to be used in marketing materials on the website, brochures, social media, in person, and in any other media used to communicate about Active 20-30.

Do:

- Highlight professional network.
- Promote club benefits like developing professional skills, networking, and supporting the community.
- Highlight members/past members who sit on boards or support philanthropic organizations outside of Active 20-30.
- Be welcoming of anyone interested in joining or supporting Active 20-30.
- Host recruitment events at locations that welcome adults ages 20-39.

Don't:

- Promote clubs as a place to meet new people for romantic relationships.
- Promote partying or excessive drinking.
- Be unwelcoming.

Key Messages for Recruitment

- Active 20-30 United States & Canada is the premier association for young adults who have a desire to serve the special needs of children in their community.
- Active 20-30 provides leadership and professional development opportunities for adults aged 20-39.
- Active 20-30 is a network of young professionals committed to philanthropic efforts.
- Active 20-30 offers many benefits to members including a growing personal network, social interaction, and community giving.

Recommended Talking points

- Active 20-30 has a long history of professional development successes. [Past member name] who went on to [accomplishment] was a member of Active 20-30.
- There are many traditions in Active 20-30. For example, club “fines” have long been used to raise thousands of dollars for charity and garner quite a few laughs.
- Active 20-30 members belong to a wide variety of industries such as tech, investing, education, and marketing.



Reinforce Active 20-30's Brand

How you and your club presents Active 20-30 activities on social media, email, or in-person has a major impact on how people view Active 20-30 as a whole. That is why having a consistent message and image is so important.

To create brand consistency:

- Follow the style guide. <add link to style guide hosted by Active 20-30>
- If you see a club not using the appropriate logo style, send them an email and call them out, share the trademarked logo.
- Email reminders about the monthly content focus.
- Be consistent in communications.

Do:

- Reinforce professional development opportunities.
- Use club logos alongside the trademarked logo.
- Refer to Active 20-30's brand guideline when developing flyers or graphics for your Active 20-30 club.

Don't:

- Don't use club logos without also using the trademarked logo.



Utilize the Active 20-30 Content Calendar

Our communications team has developed a content calendar for all clubs of Active 20-30. This of course can be customized, but this is an outline with monthly themes to help our clubs speak as one and develop a brand that is cohesive and unique.

What's included in the calendar:

- **Monthly content themes:** to showcase Active 20-30's values. Create some of the suggested content and make sure it supports the monthly theme.
- **Holidays:** Feel free to add in your own that are important to your club.
- **Important Active 20-30 dates:** Plan ahead on how the club is going to engage other clubs during anniversaries, conferences, or mid-term elections.

You can access the calendar here. <Include link to final calendar>