

# CAREER LAUNCH TOOLKIT

## FOR BGCA

Gap Inc.



# WELCOME

Congratulations! As a teen serving Club, there are many great opportunities for you to partner with Gap Inc branded stores (Gap, Old Navy, Banana Republic, and Factory stores) in your local community and build a relationship with Gap Inc. to serve more teens.

The Gap Foundation and Boys & Girls Clubs of America would like to recognize your Club unit and your partner Gap Inc branded store. Your partnership is a true reflection of commitment to create comprehensive activities that complement and enhance the current *CareerLaunch*® curriculum.

As part of this select group of stores and Clubs, your Club will have access to development tools such as training conference calls, this toolkit, webinars, and access to new online tools to help enhance the *CareerLaunch*® partnership.

We know you already serve teens, but did you know that *CareerLaunch*® and Camp Old Navy (summer job shadowing experience) are great enhancements to your teen program?

*CareerLaunch*® provides teens with practical training and information about getting that first job and developing the skills needed to keep the job. *CareerLaunch*® also inspires youth to think about future career ambitions, and map out a plan to help them get there.

Gap Inc. store employees know a lot about helping teenagers prepare for and succeed on their jobs. Store team members can volunteer to review resumes, host job shadow experiences, serve as mentors, conduct mock interviews, or even facilitate program sessions and workshops. **When store employees volunteer 25 hours with your Club, your Club can earn a matching grant of \$250.**

We hope this toolkit will assist you to deliver a superior *CareerLaunch*® program, build a solid relationship with a Gap Inc Store, help teens make sound educational decisions, and find success in the world of work.

Thank you again for your ongoing commitment to serve teens and your partnerships with Gap Inc. branded stores.

Sincerely,

**Beth Fenger**

Director, Volunteer Engagement  
Boys & Girls Clubs of America

**Curtis Pinkerton**

Banana Republic SE Regional Community Leader  
Gap Inc.

Gap Inc.



# GETTING STARTED

**The following are some best practices that we've found support a successful partnership with your local Gap Inc. branded store:**

Hold a team-building session with your local partner store to learn more about them and their goals - it can create camaraderie and “kick-off” the partnership!

In-store job shadow experiences greatly enhance and enliven the partnership. The experience can be used as a training ground for future employees as well as to allow Club members to practice skills they develop in Career Launch.

Work with your local partner store in facilitation of Career Launch sessions – there may need to be extra conversations so that each person understands the program.

Working together to plan engagement is key—the store and Club must take equal parts accountability and responsibility to ensure all grant elements are met.

The three main activities that help build a successful partnership are: 1) Store visit, 2) Club visit, and 3) job shadow.

Participation in conference calls leads to better understanding of grant requirements and final report guidelines.

Getting to know multiple people on staff at your local partner store will help the relationship continue to grow and flourish even if one person is transferred to another location or leaves the company. Having an alternate contact list may help as well. We highly encourage the Club staff to engage with the entire leadership staff at your partner location.

Ask the kids what they'd like to get out of the partnership – you may be surprised at what you hear!

If you're unsure of something, ask! Ask your partner, ask your Gap Inc contact, and ask your BGCA contact.

Discuss other opportunities to get involved with your local partner store besides Career Launch and job shadow.

Have fun. This is a tremendous opportunity to develop a new skill and could lead to a long lasting relationship in which you impact the community and inspire others to do the same.

# THE "DATING" PROCESS

## 1. Introductions

- ☐ Call your local store partner and ask for the store manager or community leader
- ☐ Introduce yourself and your team
- ☐ Initial phone call should conclude with request to set up a Club tour for your local partner store team

Club introduction call made on: (mm/dd/year)

## 2. Club Tour

☐ Club tour scheduled for local store partner team / community leader to meet Club staff and see the Club in action

Club tour scheduled for: (mm/dd/year)

## 3. Planning Meeting for Volunteer Calendar Development

- ☐ Planning meeting can occur at the Club or at the Gap Inc branded store (your partner store)
- ☐ Meeting should be between community leader, store leadership team, Club Career Launch program coordinator or teen director, and Club volunteer coordinator
- ☐ Planning calendar should be utilized to schedule project types, dates, and times for the next 3 months, 6 months, or year
- ☐ Sample meeting agenda template can be used to maintain communication and develop topics of conversation

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

Planning meeting agenda developed: Y / N

Directions to the Club and contact phone number printed: Y / N

## 4. First Date (Review Volunteer Engagement Tiers for ideas)

- ☐ 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.

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

# THE "DATING" PROCESS

## 5. Second Date

○ Second date projects should be a little more involved than a first date. They should keep store 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.

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

## 7. Third Date

○ Third date projects should be even more involved than second dates. They should keep store 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, mock job interviews, check-in meeting, Career Launch sessions

Our team's third date ideas:

- 1.
- 2.
- 3.

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

## 8. Going Steady

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

○ Going steady date ideas: building reading lofts, college tours, Career Launch co-facilitated sessions – ask additional Clubs or stores to participate, Club member and staff recognition parties

Our team's going steady ideas:

- 1.
- 2.
- 3.

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

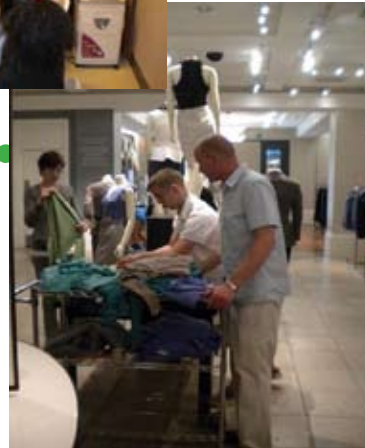
# THE "DATING" PROCESS

## 9. Future Plans

- Now that your Club has built the foundation for a long term relationship with your local store partner, 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:

# JOB SHADOW GUIDE



## BGCA/GAP INC Job Shadow Guide

The job shadow experience is a main component of developing a strong partnership with your local Gap Inc branded store. Job shadowing is a way for teens to gain a better understanding of the world of work and what an actual work place environment is all about. Below you will find some suggestions for what to do prior to the job shadow experience at your local Gap Inc. branded store.

# JOB SHADOW GUIDE

## PLANNING FOR SUCCESS

### At least one month before event:

Have a planning session with your store contact. Make sure to discuss:

- Objectives of the Job Shadow
- Logistics such as timing, activities, transportation, number of teens
- Expectations for teen behavior

Start talking to the teens about the job shadow experience:

- What a job shadow experience is all about
- What they can expect from their time in the store
- Expectations about their behavior
- Get them excited about the experience
- Get their commitment to participate

Have at least one Career Launch session facilitated by store partner personnel so that the teens will be able to get to know the store staff.

### Two weeks before event:

Have a phone conversation with your store contact to confirm your Clubs' participation in the job shadow event.

Remind the store contact about:

- Arrival time
- Number of teens and chaperones that will attend
- That your Club is excited to attend

Ask the store contact:

- Address and directions to the store location
- Store staff phone number in case of emergency

Ask the teens to confirm their participation.

- Hand out permission slips so they can get parental permission
- Ask for the forms to be returned in one week

Make sure to confirm that transportation is available for the teens.



# JOB SHADOW GUIDE

## One week before event:

- Print out the agenda for the event and share with the teens
- Review expectations with teens
- Double check directions to the store location and time to arrive

## Day of event:

Call the store contact to confirm participation and time of arrival

- Make sure to arrive 10 minutes early

- Have a great time!

- Have the teens say “thank you” to store staff before leaving for the day

- Have a conversation with the teens to find out what they learned from the experience

## After event follow up (within one week):

- Have the teens write thank you notes to the store staff and send them

- Call the store contact to say thank you

- Have the teens complete an activity that will reinforce the learnings of the day



# NOTES AND IDEAS