



## Case Study: The Boys and Girls Clubs of Canada

# The Boys and Girls Clubs of Canada

Non-profit uses easy, web-based software to reduce time spent on administrative tasks for its national conferences

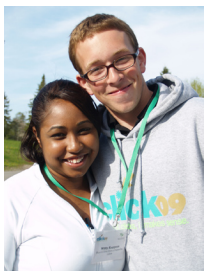
### Background

Founded in 1900, the Boys and Girls Clubs of Canada (BGCC) is one of the oldest and most respected non-profits in the country. As an association of over 100 clubs in 700 community service locations across Canada, the clubs currently work with over 200,000 young people and their families each year. With the help of BGCC, young people develop new skills, positive relationships, and work through life barriers using activities that stimulate their minds and build self-confidence. Many clubs also offer meals, emergency shelter, and programs during times when youth are most vulnerable to developing poor behaviors.

“The mission of all Boys and Girls Clubs in Canada is to provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life.”

### Challenge

Every two years, BGCC holds a national conference for staff and volunteers from all clubs. Approximately 350 people are onsite to share information and resources, attend seminars, and get to know others across the movement. From the conference organizers’ perspectives, it was difficult to manually process hundreds of registrations and payments. “The system we were using was pretty basic,” mentions Peter Walker, Executive Assistant for BGCC National. “There was a lot of upfront time that needed to be invested to process the registrations and payments. It was too time consuming.” BGCC was looking for a system that would offer more comprehensive functionality, automating the day-to-day tasks that involved registration and payments. It was also important to begin organizing data so it was easily accessible in one location, instead of trying to track down information in files. Overall, the goal was to invest in a new technology that would not only help make the National Conference more efficient, but also the biennial National Youth Conference and the multitude of smaller events that are held year round.



### Solution

In the summer of 2009, BGCC selected RegOnline, the online registration and event management solution from ActiveEvents. The technology was debuted for the National Conference in May 2010, with registration opening in December 2009.

### Customer at a Glance

**Customer:**  
The Boys and Girls  
Clubs of Canada



**Solution:** RegOnline

Boys & Girls Clubs  
Clubs Garçons et Filles

**URL:** [www.bgccan.com](http://www.bgccan.com)

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—Peter Walker,  
Executive Assistant,  
BGCC National

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Peter and the national staff found it easy to learn and navigate. "I didn't have the time to build something from scratch, but we still wanted a system that would fit our needs," notes Peter. "The software was a great balance between what was customizable and what was hard wired." RegOnline's comprehensive functionality offered some key benefits to BGCC, including:

- ▶ Eliminating paper and manual processes with easy online registration that auto-processes attendee data and payments.
- ▶ Increasing efficiency with quick and easy set up of online registration forms, for any size or type of event.
- ▶ Lightening luggage with the ability to print badges and reports onsite, from any computer.
- ▶ Tracking all transactions and financials, with summary reports that are easily accessed by the accounting department.
- ▶ Increasing attendee satisfaction with convenient, 24/7 online registration that allows them to sign up when and where they want.
- ▶ Centralizing all data so it's in one place and can be accessed at any time.

"I was really happy with the 2010 event," says Peter. "It was a very smooth process overall."

### Results

For the inaugural year using online registration, approximately 70% of the National Conference attendees registered online! The high percentage was proof to BGCC that people preferred the instantaneous, convenient nature of online registration. Not only was registration and payment automatic, but attendees also appreciated that they could log in to update or change information, which further decreased Peter's workload. "Essentially, once you set up your event, you will be stress free."

BGCC plans to use RegOnline for its 2011 National Youth Conference, as well as rolling out the event management technology to its clubs around the country for smaller events.

