



<https://bgcdorchester.org>



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PATRICIA LAMB, DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS



Patty is a dedicated leader whose marketing and communications efforts have dramatically increased awareness of BGCD and its mission within the Dorchester community and amongst key stakeholders.

KEY ACHIEVEMENTS

Fundraising and Events: Patty introduced key upgrades to the Club's major fundraising events, increasing attendance and transforming them into critical revenue-generators. The Club's events revenue budget has doubled under Patty's strategic leadership.

Strategic Partnerships: Patty facilitated a strategic relationship between BGCD and Planet Fitness, enabling a \$75k sponsorship of the Club's Boston Marathon team. She manages the Boston Marathon Partnership with the BAA and has managed the Rodman Ride for Kids, which has raised over \$2.5M.

Organizational Development: Patty helped develop communications and marketing infrastructure for the Club from the ground up. She helped build a twelve-person marketing committee and worked closely with members to create a comprehensive in-house marketing program. Patty vetted and hired a creative ad agency to name BGCD's Capital Campaign building project.

Marketing and Communications: Patty spearheads the Club's marketing initiatives. She works with her team to create internal collateral, build a robust social media presence, and develop the Club's brand. She also implemented a new mission statement, created a strategic marketing plan, helped produce a Club-wide style guide, launched a new website, and oversees all marketing for special events and new Club initiatives.

Business Management and Entrepreneurship: Prior to joining BGCD, Patty managed The Milton Hoosic Club and executed over 100 events annually before expanding her role to become the Club's first female General Manager of operations. Earlier in her career, Patty owned a 100 seat restaurant and a seasonal ice cream shop. At only 24 years old, she built, grew, and managed both front ends for seven years.

Hobbies: Patty loves to spend time with family and friends at the beach, travel, play golf and help volunteer for BGCD Club activities.

Academics: Patty attended UMass Boston with a concentration in Sociology and was a member of NECMA (New England Club Managers Association of New England).

The driving passion behind what I do is
HELPING KIDS SUCCEED.

ABOUT BOYS & GIRLS CLUBS OF DORCHESTER:

BGCD is dedicated to making a positive impact on youth and families in the Dorchester community. Its three clubhouses allow Dorchester's young people to learn, explore talents, play and make friends. Today, members have access to 200+ activities for just \$5 a year. Boys & Girls Clubs of Dorchester annually serves over 4,000 children between the ages of two months and 18 years. During the school year, the Club serves approximately 250 meals every weekday.