



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

WINTER CAMPAIGN 2019 MEMBERSHIP GROWTH

TR YOW
YMCA METROPOLITAN MILWAUKEE

March 2019

OVERVIEW

1. REVENUE / UNIT TRENDS

2. KEY MEMBERSHIP DRIVERS

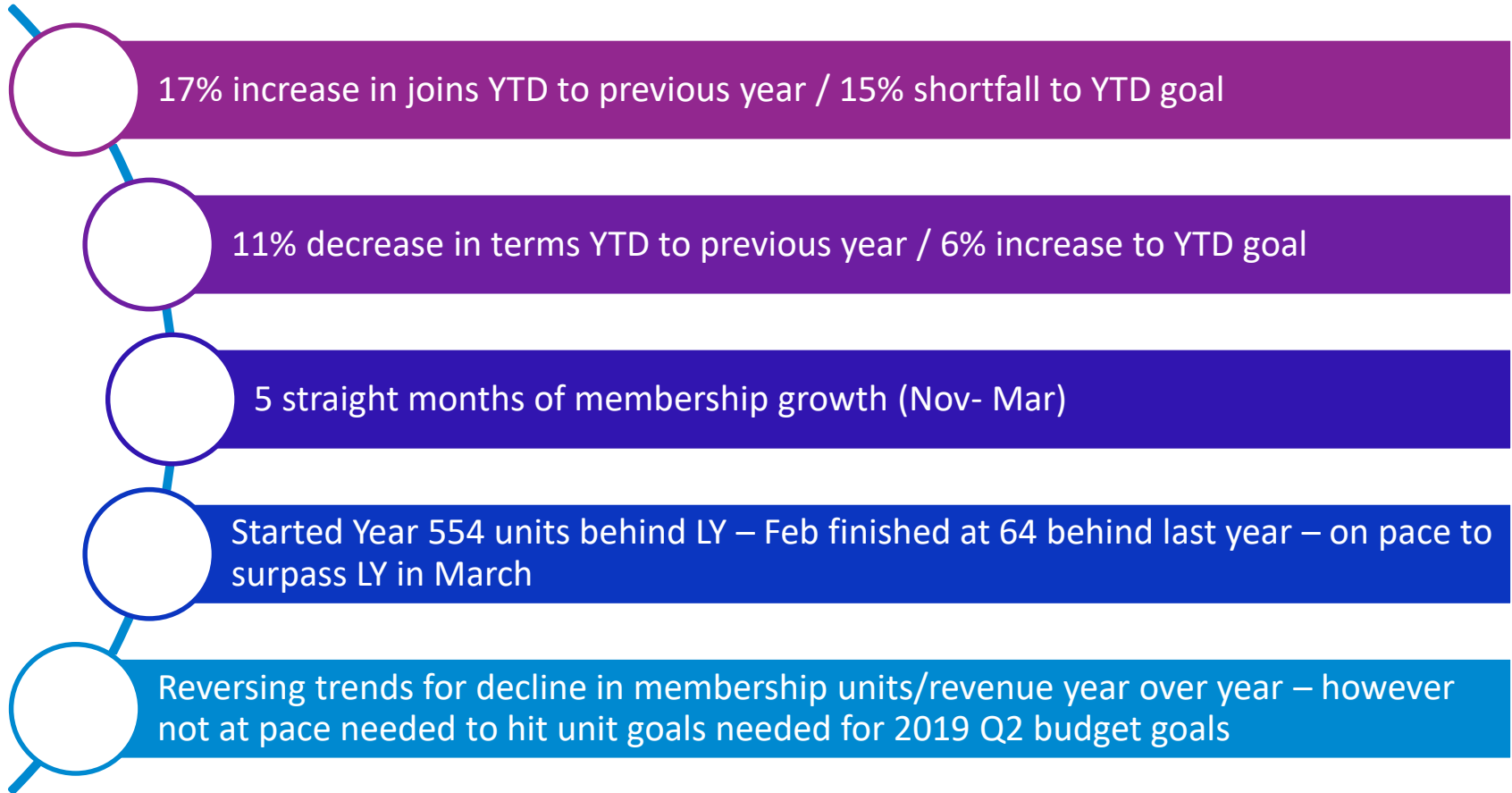
- Better Together
- Financial Assistance
- VA
- Cause Driven Tours
- Lead Generation

3. MARKETING

4. CLOSING

REVENUE/ UNIT TRENDS

2018-2019 Fiscal Year Trends (Core Units)



KEY MEMBERSHIP DRIVERS – WINTER CAMPAIGN

December 26th-March 15th Drivers:

- 11% Of Joins (127)
- 168 Leads Generated
- 7.6 % Members (456)

Better Together



- 3 Association Trainers
- Visual Cues at all Branches
- Increased Closing rate by 8% (RH)

Cause Driven
Tours



- 31% Of Joins (420)
- 295% increase in joins from previous year
- 15.6 % Members (913)

Financial
Assistance



- 4.3 % Of Joins (58%)
- 6 On-site visits
- 2.4 % Members (141)

VA

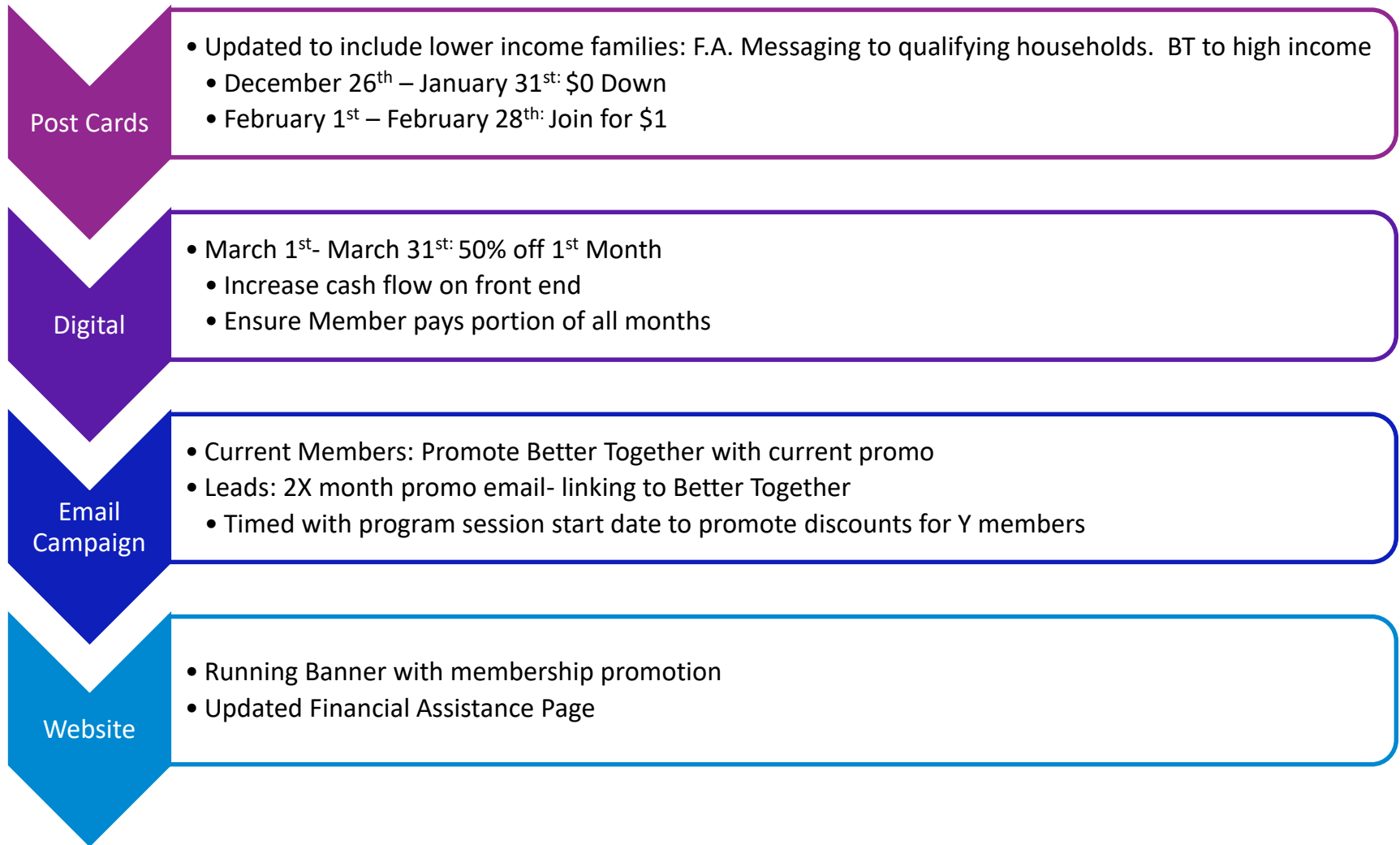


- Added to Website 2018
- 160 Leads Generated
- 7% of Joins are completed online (March)

Lead
Generation



MEMBERSHIP MARKETING – WINTER CAMPAIGN



MEMBERSHIP DRIVERS

How Did You Hear About The Y?

Response	NS	RH	DT	Total
Word of Mouth	37.1%	24.5%	52.9%	35.3%
Former Member	6.0%	20.4%	23.9%	18.0%
Other	37.9%	5.7%	8.7%	14.0%
Online/Internet	2.6%	15.9%	6.5%	10.2%
Employer	4.3%	12.2%	5.8%	8.6%
Postcard	6.9%	9.8%	0.0%	6.4%
Y Program	0.0%	5.7%	0.7%	3.0%
Billboard	1.7%	1.6%	0.0%	1.2%
TV	1.7%	1.6%	0.0%	1.2%
Insurance	0.0%	1.6%	0.7%	1.0%
Newspaper	0.9%	0.8%	0.0%	0.6%
Radio	0.9%	0.0%	0.7%	0.4%

QUESTIONS?



THANK YOU

TR Yow

YMCA of Metropolitan Milwaukee

414 274 0808

tyow@ymcamke.org