



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# MARCH MEMBERSHIP REPORT

TR YOW  
YMCA METROPOLITAN MILWAUKEE  
March 2019

# OVERVIEW

## 1. REVENUE / UNIT TRENDS

## 2. KEY MEMBERSHIP DRIVERS

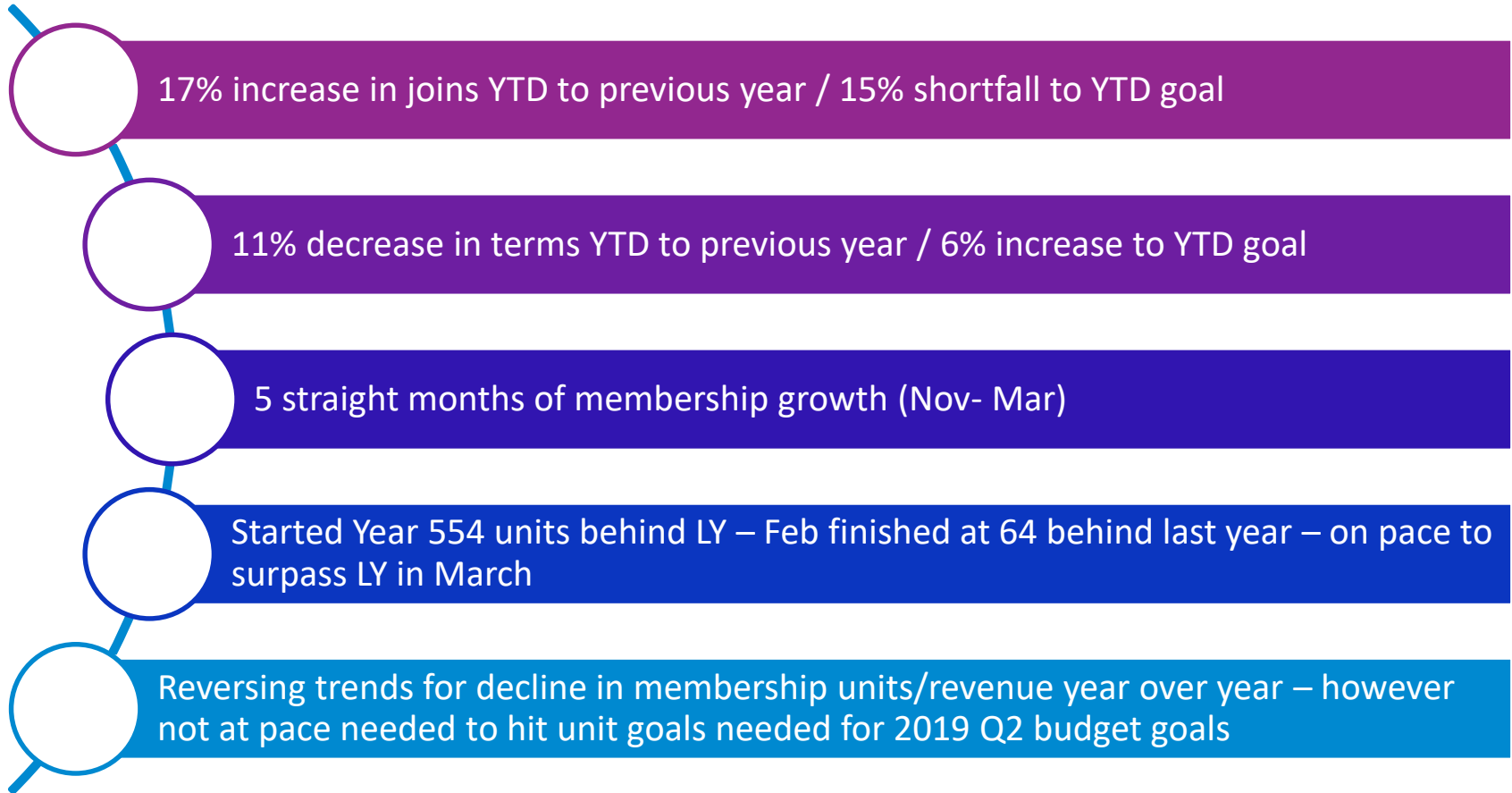
- Better Together
- Financial Assistance
- VA
- Cause Driven Tours
- Lead Generation

## 3. MARKETING

## 4. CLOSING

# REVENUE/ UNIT TRENDS

## 2018-2019 Fiscal Year Trends (Core Units)



# KEY MEMBERSHIP DRIVERS – WINTER CAMPAIGN

## December 26<sup>th</sup>-March 15<sup>th</sup> 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

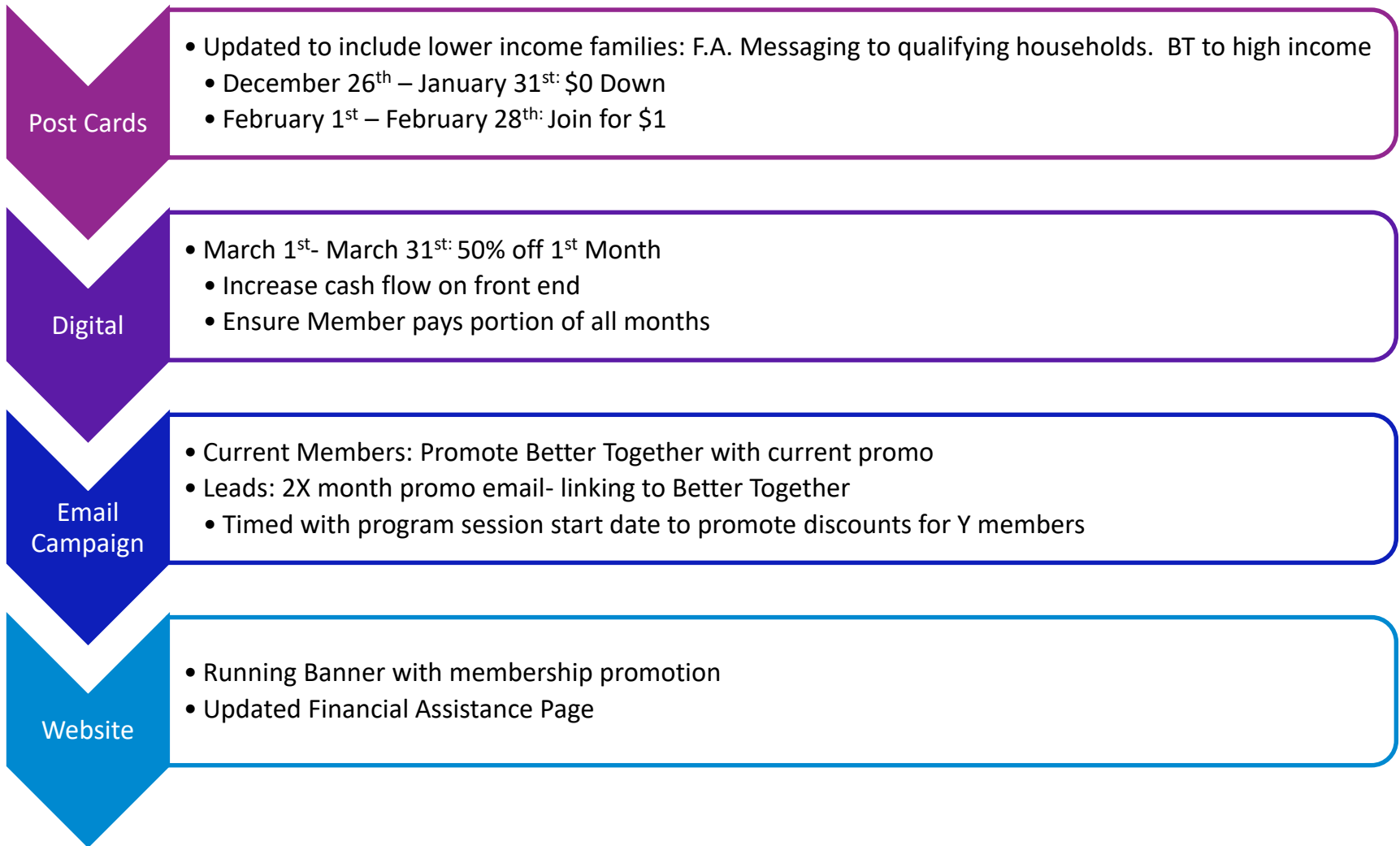


- Added to Website 2018
- 160 Leads Generated
- 7% of Joins are completed online (March)

Lead  
Generation



# MEMBERSHIP MARKETING – WINTER CAMPAIGN



# MEMBERSHIP DRIVERS

## How Did You Hear About The Y?

Response	NS	RH	DT	Total
Word of Mouth	<b>37.1%</b>	<b>24.5%</b>	<b>52.9%</b>	<b>35.3%</b>
Former Member	6.0%	<b>20.4%</b>	<b>23.9%</b>	<b>18.0%</b>
Other	<b>37.9%</b>	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](mailto:tyow@ymcamke.org)**