



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2018 - 2019 MEMBERSHIP GROWTH

TR YOW
YMCA METROPOLITAN MILWAUKEE

June 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 –2018-2019

Drivers:

- 11% Of Joins (382)
- 766 Leads Generated
- 8.9 % Members (528)

Better Together



- 3 Association Trainers
- Visual Cues at all Branches
- Increased Closing rate by 9% (RH)

Cause Driven
Tours



- 28% of Joins (957)
- 274% increase in joins from previous year
- 19% Members (1,115)

Financial
Assistance



- 3.0 % Of Joins (74)
- 6 On-site visits (no visits after Q2 2019)
- 2.9 % Members (172)

VA

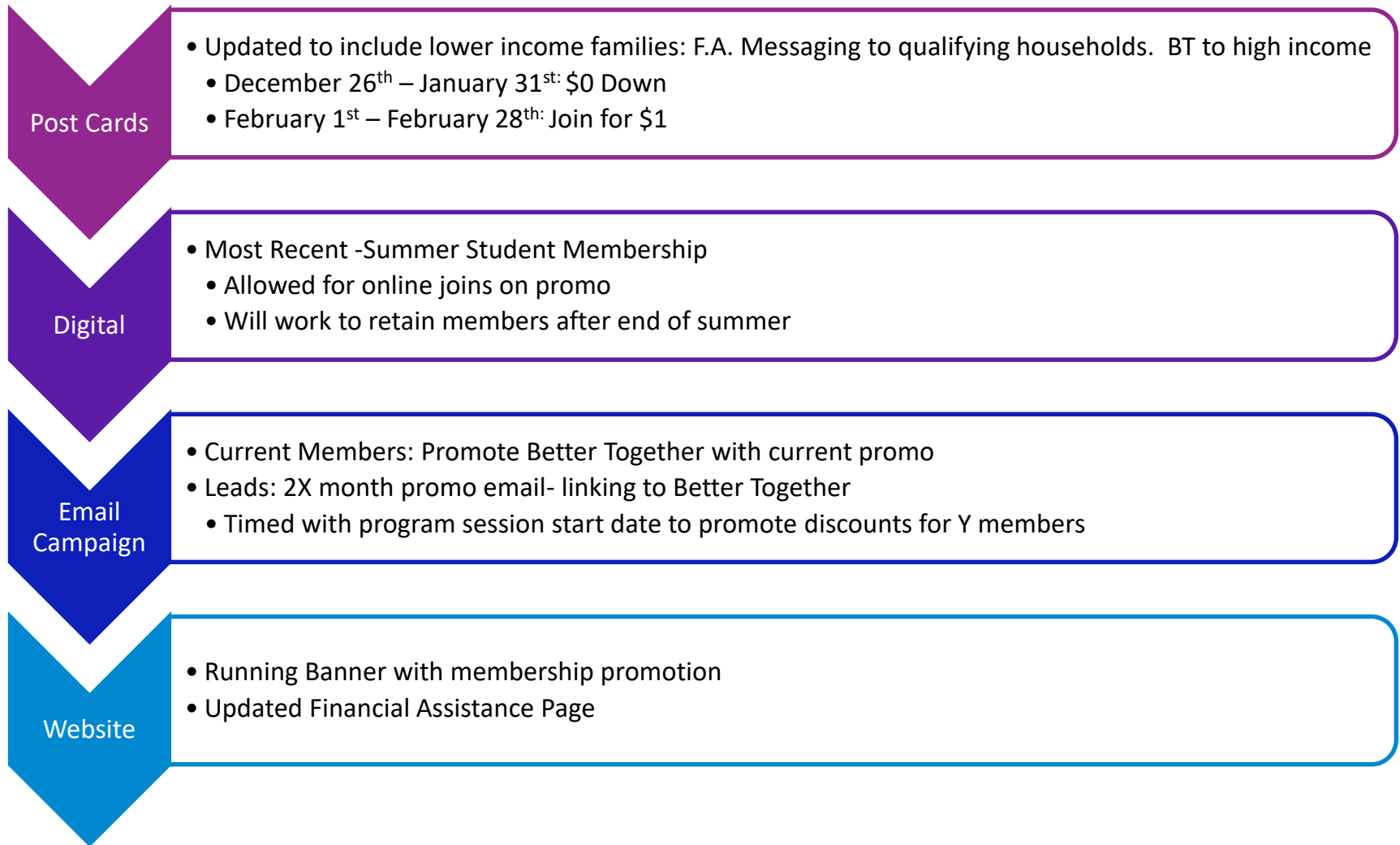


- Added to Website 2018
- 230 Leads Generated
- 3% of Joins are completed online (52)

Lead
Generation



MEMBERSHIP MARKETING – 2018 - 2019



MEMBERSHIP DRIVERS

How Did You Hear About The Y?

Response	NS	RH	DT	Total
Word of Mouth	38.7%	33.4%	70.9%	44.5%
Other	46.7%	6.8%	10.4%	19.6%
Online/Internet	0.6%	26.0%	5.0%	13.1%
Employer	4.3%	14.2%	7.4%	9.5%
Postcard	2.3%	7.0%	0.0%	3.8%
Y Program	3.4%	5.5%	1.0%	3.7%
Insurance	1.4%	4.4%	2.3%	3.0%
billboard	0.9%	1.1%	0.7%	0.9%
Newspaper	0.6%	1.3%	0.3%	0.9%
TV	0.0%	0.2%	1.3%	0.4%
Radio	1.1%	0.0%	0.3%	0.4%

QUESTIONS?



THANK YOU

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