

EGYM

<https://egymusa.com/ymca>

In these challenging times the YMCA mission gets an opportunity to put the heart and soul of the Y in action. It's been amazing to watch how so many Ys around the country have stepped up and leaned into the needs of essential workers. Although I can't say I'm surprised, I am tremendously proud to have ever worn a Y name badge. After this unexpected and disruptive time passes, we know that the Y will continue to be part of the solution and protection of vulnerable and at-risk members of your communities. In many cases the Y is their only option for making meaningful improvements to their health and risk factors and the Y will again step up to the challenge.

Ys have historically attracted health seekers and beginners better than your competition. The marketing and messaging we use intentionally targets these vulnerable members. When restrictions are lifted, we expect a massive influx of beginners, likely on a much larger scale than January. This January 2.0 effect is a unique opportunity for the YMCAs to expand their market share and impact, not just regaining previous members but converting non actives to members.

We all understand that these members need significant support to adopt health behaviors. Unfortunately, traditional methods employed during January rush generate very predictable churn rates. We need to offer better solutions to reconnect members, support them during the behavior adoption period and ensure they achieve success. We believe that with this shared focus we have an opportunity to make an impact on a large scale and turn this unprecedented disruption into unprecedented membership growth. Our leadership team shares your mission and your target audience. With some strategic planning, we can make sure that you, and the communities you serve, rebound stronger and healthier than ever.

Please let us know if you would like to join this discussion, focusing on increasing market penetration through the January 2.0 rush and supporting those members with limited staff resources during the rebuilding phase.

Kelly Kidd, EGYM

kelly.kidd@egym.com

205.529.4616