



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

Feb 10, 2020

## MONDAY MEMO

### Key updates for all Welcome Center staff

- **PROMOTIONS**

- NO JOINING FEE thru through 2/17, in CCC until 2/18
- Online call to action is to this landing page: <https://www.scottcountyfamilyy.org/promo/>
  - Radio will begin on B100 and KIIK 103.7 targeting soccer moms on 2/10 through 2/17.
  - Bett News and Local Values ads will run we'd/thu

- **CAMPAIGN WEEK**

- Give online (case sensitive) at [bit.ly/HelpYMCAKids](http://bit.ly/HelpYMCAKids)
- Mailing is out, printed materials, posters and brochures galore

- **PROGRAM PROMOTION**

- Kids Night Out - 2/15
- New Mini Camps at Camp Abe Lincoln (choose 1-4 day options)
- No School Day - headed out to camp 2/17
- Spring Break Camp - sign up for one through 5 days
- Spring Soccer registration and promo this week

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ALL WELCOME CENTER STAFF TO SIGN EACH WEEK