



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

January 6, 2020

## **MONDAY MEMO:** Key updates for all YMCA LEADERSHIP STAFF

### ○ **SEE IT ALL FROM A MEMBER'S PERSPECTIVE!**

- Is it clean, how's the parking lot, anyone wandering looking where to go?
- This is the busiest time of year, so engage people everywhere, check the parking lots, see if people need help, make new friends~
- **REMEMBER:** 4 GOOD INTERACTIONS in 30 Days = 80%+ chance they stay members for a year. 1 Tour + 2 Training Sessions + YOU/YOUR STAFF = 4!

### ○ **MEMBER PROMOTION**

- **Join for FREE** ends on Jan 7 at 11:59pm
- **Save \$60 – Get \$100** returns 1/8 ---- No Join Fee (\$60 for families) PLUS \$100 in Certified Coaching through MLK Day 1/22

### ○ **PROGRAM PROMOTION**

- The New **YMCA Gymnastics Center** is OPEN and AWESOME!
  - Classes started 1/6; new classes starting every day this week
  - OPEN HOUSE Part II: 1/12 from 1-4pm
- **Winter Basketball** – Regular registration ends 1/6 at midnight
  - Rosters/schedules will be finished 1/7; E-mails to families will begin 1/7
  - Meet and Greet: Saturday 1/11 from 8:30am to 4pm
  - More specific times for families will be emailed and shared with Welcome Centers as soon as possible; practices will begin starting 1/13

### ○ **BE ON THE LOOKOUT:** Counterfeit \$20 are being used in the area AND our Ys

- Use your special pen to verify authenticity (talk to your director if you don't know what this pen is!)

---

ALL WELCOME CENTER STAFF TO SIGN EACH WEEK