



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



Feb 3, 2020

MONDAY MEMO: Key updates for all YMCA LEADERSHIP STAFF

- **MEMBERSHIP PROMOTION: "LOVE HEALTHY!"**
 - No Joining Fee from Feb 7-17
 - Advertising: YMCA Facebook and Instagram; You Tube; Radio (B100 and KIIK 104); Bett News; Local Values; Locals Love Us Facebook
 - Covers two weekends; Presidents Day; Kids Night Out; Community Campaign Week
 - Families save up to \$60; All members received \$100 in time with coach or trainer

- **PROGRAM PROMOTION**
 - Kids Night Out – 4 locations on Feb. 15
 - No School Out Day – Feb 17 at North and Bettendorf (heading out to Camp!)
 - Spring Soccer – promotions beginning
 - Camp Abe Lincoln Mini Camps
 - NEW options over President's Day Weekend
 - 1,2,3 and 4-day options (website and promotions this week)
 - YMCA Gymnastics & Cheer at the TBK Bank Sports Complex
 - New Coach Chip Blankenburg has started!
 - Lots of experience, originally from Chicagoland area, ran multiple gyms in Colorado

- **YMCA COMMUNITY CAMPAIGN: Next week!**
 - Phone a thon kicks off this Sunday 2/9 at City Church Downtown from 4-6pm
 - Lots of stories, social media, brochures, posters and case statements at branches
 - Be prepared to share the mission of the YMCA!

ALL WELCOME CENTER STAFF TO SIGN EACH WEEK