



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

March 2, 2020

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

○ **Communications Webpage**

- Print Materials; brochures; Youtube
- Program Flier Template;
Program Grid Template
- Social Media Team; Current Ads in Community:
<https://www.scottcountyfamilyy.org/communications/>

○ **Coronavirus updates:**

- We are working directly from the County Health Department and CDC for recommendations
- Branch Execs will be given complete packet, display pieces and talking points on 3/3/20
- Primary display piece from CDC "Stop The Spread Of Germs" on Communications website
- Direct all media inquiries to Frank Klipsch 563 570 0770

○ **PR/Program Promotion**

- All Youth E-blast 3/3 – families w/ kids 4-12: Soccer, Volleyball, Spring Break, Summer Camp
- Soccer Facebook Campaign 3/3-3/9
- North Scott YMCA vote on 3/3
- Spring Ahead – clock/time changes at 2:00am on Sunday March 8

○ **Camp/Spring Break Message**

- **Camp Abe Lincoln Call To Action:** HURRY! Early Bird Discount Pricing Ends April 1st!
 - Save \$25 for any week of Resident Camp when you register.
 - Just pay the \$50 deposit for any week, and lock in your early bird discount price!
 - More info: www.ScottCountyFamilyY.org/ymca-summer-camps
 - Branch Camps = Pay Enrollment; have parent packet on file; register (deposit/full-pay)
 - Camp Abe Lincoln = Pay deposit/pay in full; then parent packet/physician form
- **Spring Break** – "March Madness" at 3 locations; each takes one full-day trip to Camp

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ALL WELCOME CENTER STAFF TO SIGN EACH WEEK