



**Feb 18, 2020**

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

- **MEMBERSHIP PROMOTION: "LOVE HEALTHY!"**
  - STILL available through TODAY, Tuesday 2/18 in CCC
  - Ads have stopped... Social Media will still bring potential members in today
- **PROGRAM PROMOTION**
  - **Spring Soccer** – On the TURF! At TBK Bank Sports Complex
    - Registration OPEN!
  - **Spring Break** – Choose 1-5 days at the Bettendorf and North YMCAs
    - Includes a trip out to Camp Abe Lincoln 1 day
    - March Madness Theme – More information online!
    - CALL TO ACTION: web page is "School Out & Spring Break"
      - Look under both "Child Care" and "Programs -> Kids Programs -> School Out & Spring Break; Sign up online; Parent packet must be complete
  - **Summer Camps** – All Branded Together "YMCA Summer Camps"
    - 8 Locations and ONE ON-GOING STORY
    - Every week has a theme that builds into one summer long narrative
    - New Summer Camp webpage will be live this week!
  - **YMCA Gymnastics & Cheer at the TBK Bank Sports Complex**
    - Coach Chip and Jackie Holm are continuing to grow the program
    - March signs up open; same schedule as February
- **ANNUAL CAMPAIGN**
  - 13,000 brochures are out: delivered to members, past donors
  - Take advantage and Talk It UP!

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ALL WELCOME CENTER STAFF TO SIGN EACH WEEK