



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MEMBERSHIP UNIVERSITY COURSE OUTLINE YMCA OF FLORIDA'S FIRST COAST

OBJECTIVES

1. Develop successful and comprehensive membership acquisition, onboarding and engagement strategies for the First Coast YMCA and other Ys nationwide.
2. Improve our service approach for current members while increasing retention.
3. Provide staff with tools to help create an environment of trust, conduct member-focused conversations, identify customer needs and achieve mutually beneficial results between the current/potential members and Y staff.

DAY 1

YMCA of Florida's First Coast - Strategy Development

Noon-12:30pm

Welcome Cause-Driven Membership: A National Perspective & Conversation
Purpose of Membership University

Membership Acquisition

12:30pm-2:30pm

Rapport Building
Establishing Customer Goals – Listen First
Conducting the Interview and Tour
Handling Objections
Closing the Sale
Creating systems in Support of an Acquisition Culture

BREAK: 2:30pm-2:45pm

Member Acquisition Certification

2:45pm-3:45pm

Objective & Purpose of Certification
Certification Requirements
Process / Timeline
Certification Deadlines



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Member Acquisition / Marketing

Marketing - Value and Brand
First Coast YMCA Marketing Team / Resources

3:45pm-4:15pm

Marketing Breakout Session #1

Your Role in Marketing
Understanding Your Market
How to Analyze & Maximize Analytics (SEER, Daxko, Umbel, Google,)
Creating a Cohesive Strategy (Branch marketing with Association marketing)

4:15pm-6:00pm

Marketing Breakout Session #2

Design Requests
Using a Template
Website Basics
Mobile App Best Practices

4:15pm-6:00pm

DAY 2

Onboarding & Engagement

Creating a Welcoming Environment
Customizing the Y Experience

8:00am-10:00am

BREAK: 10:00am-10:15am

Building Strong Relationships

Converting Members to Donors

10:15am-11:30am

LUNCH: 11:30am-12:30pm

Member Retention

Experience Basics

12:30pm-2:30pm

Closing Remarks

2:30pm-3:00pm