

# CHALLENGE 22

ICM 20 DISCUSSION

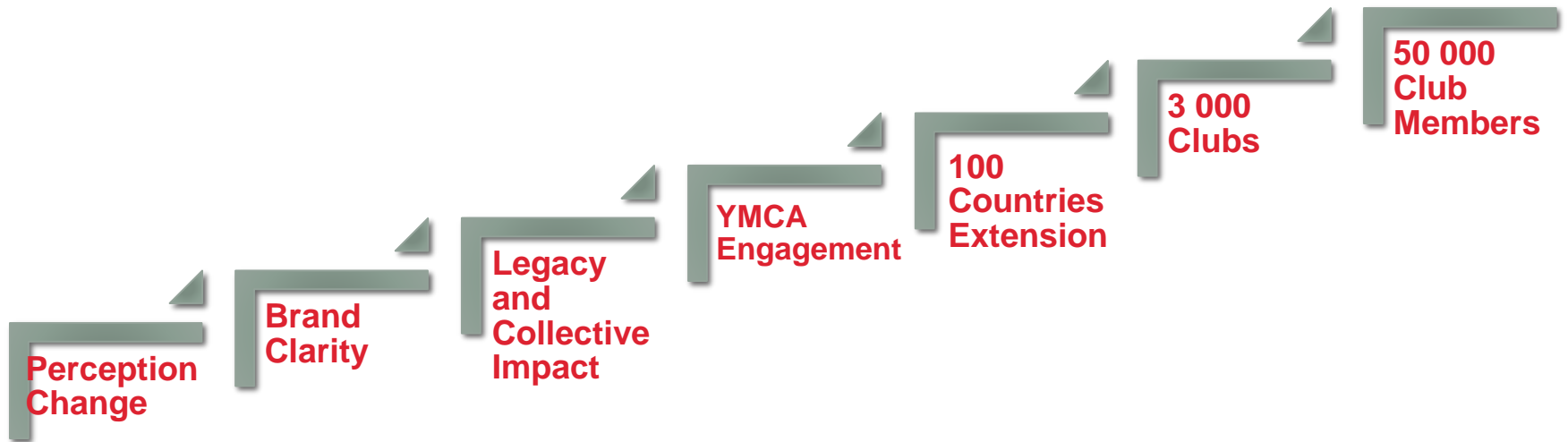


# TW 22: Our Goals

1. **To extend Y's Men International (YMI) to at least 50 000 members based in 100 countries**
2. **To strengthen Y's Men International at the global level by:**
  - offering relevant service to the YMCA and community;
  - enhancing our public image;
  - and improving our members' perception of YMI and its mission.



# Challenge 22 is the operational plan for achieving TW22 goals





# 100-DAYS MEMBERSHIP CAMPAIGN 2019



117 new clubs in 6  
Areas

1 600 new club  
members

Special Offer : 50 % discount for three years for spouse to enroll as new club member

# 100-DAYS MEMBERSHIP CAMPAIGN 202



**The bigger the challenge**

**The bigger the opportunity**



# CORE CHALLENGES



1. Challenge every Club to sponsor a New Club
2. Challenge every Club Member to introduce a new member
3. Extend our movement new countries / territories



# GLOCAL CLUB CONCEPT :

*Local Club with Physical and Virtual membership*



The possibilities of virtual meetings opens new opportunities for clubs to recruit new potential members from anywhere in the world. Clubs will be encouraged to hold at least four (4) virtual meetings in a year, in addition to the regular physical meetings with locally residing members.

## 01

Those who have been with the YMI Movement earlier

Former leaders / members of the YMCA

## 02

Young professionals, particularly those who have been exposed to the YMI movement

## 03

Family and friends of current members

# VIRTUAL CLUB CONCEPT

*Connect and Collaborate for Community impact*



- Forming a club **that welcomes virtual members** is a great option when individuals are pressed for time, restricted by geographic proximity to a club, or have limited mobility, among other reasons;
- Charter process shall be same as for other, traditional clubs by the Region ;
- At least 5 Charter members shall reside in the geographical area of the Region in which they intended to belong;

## Target Groups

- Professionals
- Retirees
- Hobby groups
- University Alumnis
- Business Networks
- Corporate Employees
- YMCA Senior Groups
- Ex-Change agents
- Social Action Groups
- Philanthropic groups



# YMI OPEN HOUSE

## A platform for welcoming new members



During the Campaign Period (1 September – 9 December )  
Clubs are encouraged to do an “open house” (either a physical or virtual meeting) to which they invite prospective members



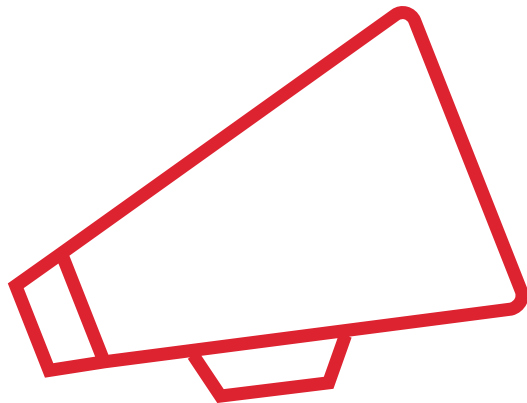
### THINGS TO INCLUDE IN YOUR OPEN HOUSE

- Story of Y’s Men International
- Club life
- What we do internationally ?
- What we do locally ?
- Members benefits and responsibilities
- Photo/ Video exhibition
- Brochure
- Membership application

# Promotional offers valid until 2022



- 50% discount on International Dues for new club members who are in the age group of 26-35 years (at the time of enrollment)
- 50% discount on International Dues for the spouse of an existing member joining the club of his/her partner.



# Target 2020-21



- ◆ 3 000 New Club Members
- ◆ 150 New Clubs
- ◆ 15 New Countries / Territories

Panama | Dominican Republic | Indonesia  
Laos | Rwanda | PNG | Togo | Greece |  
Liberia | Senegal | Gambia | Armenia  
Zimbabwe | Portugal | Scotland

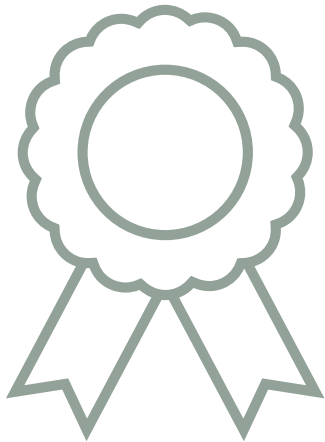


# AWARDS AND RECOGNITIONS



- BEST PERFORMED CLUB IN EVERY REGION
- BEST PERFORMED DISTRICT IN EVERY AREA
- BEST PERFORMED REGION AT AREA LEVEL
- BEST PERFORMED REGION AT INTERNATIONAL LEVEL
- BEST PERFORMED AREA AT INTERNATIONAL LEVEL

Based on actual Membership Growth  
from February 2020 – February 2021



# Q & A

