



iMemberGroup

“YMCA success is our priority”

Mission Statement

“We believe the mission of the YMCA to be one of the most important and relevant in our country. We will demonstrate this belief through our advocacy of the YMCA’s commitment for youth development, healthy living and social responsibility.”



iMemberGroup

Who is iMember?

- iMember is a specialized consulting firm that provides membership development programs to increase membership for the YMCAs nationwide. iMember has a method that will produce 300-600 new membership units in an 6 to 8 week period for your YMCA with no upfront investment or costs.
- Our program is different from the traditional marketing methods (TV, radio, newspaper, direct mail, social media) to generate new members, we have developed a personal interaction program that is much more effective and efficient.
- With over 20 years of experience, iMember has the flexibility and accountability of a small company while demonstrating the ideals and processes of a much larger organization. We consider it a privilege to partner with the YMCA and take this responsibility seriously.
- We understand that each YMCA has its own unique set of challenges: our goal is to help gain new member units through clever design, careful planning and a commitment to ongoing support while leaving each prospective member, current member and staff member of your Y with a great impression of who we are and what we represent. Telling your Y's story, advocating it's mission and reaching out to prospective members isn't just what we do, it is truly who we are.

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iMember Campaign

3 easy steps to the program:

STEP 1 - Instead of relying on traditional methods (potential members contact your YMCA), we use a more effective personal interaction approach (we call the potential member) utilizing residential, business and cell phone listings of inhabitants living within reasonable distance to your YMCA.

STEP 2 - Our staff will manage all tours for the entire length of the iMember campaign.

STEP 3 - iMember will sell all membership units at your YMCA's incentivized price, on your agreement and within your YMCA's guidelines. We will also provide a detailed weekly report of all membership units sold.

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Key Points to using iMember

- iMember can generate 300-600 new membership units for your YMCA.
- No up-front or investment cost – NO BUDGETING!
- We handle all of the details from start to finish
- No contractual commitment and you can end the program at any time
- Our touring/interviewing staff are very honest and professional



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Save AND Grow...Proven Ideas For Your Success!

YMCA Typical Production Numbers
Per iMember Campaign

\$300,000.00 average total
gross

350 average new member units

6 Week average length of a
campaign



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Impact of an iMember Campaign:

- Paying off YMCA building debt
- Buying power for new YMCA equipment
- More membership subsidy for families and youth
- Community outreach programs
- Staffing for better customer service
- YMCA renovations
- YMCA childcare
- Able to focus more on running a more efficient and effective YMCA
- Reserve funds available for future projects



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Cascading Effects of an iMember Campaign:

1. Silver Sneakers
2. 2-week passes that convert to members
3. Family add-on memberships
4. Retail
5. Program fees (youth sports, fee based programs)
6. Personal training fees
7. Friend referrals
8. Membership renewal when term is up
9. Scholarship members
10. Short term members



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FAQ

Q: Who controls the money taken in?

A: Your YMCA will control all of the money taken in.

Q: How long does the iMember campaign last?

A: Typically 6-8 weeks

Q: Does it cost the YMCA anything?

A: No, There is no upfront or investment cost for your YMCA

Q: How long will it take to get an iMember campaign up and running?

A: Two Days! We handle the entire set up process from start to finish.

Q: Does the YMCA pay when an “iMember” membership unit renews?

A: No, all renewals are 100% owned by the your YMCA.

Q: Who handles the EFTs for the memberships?

A: Your YMCA handles all EFT billing.



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Thank you for the time and professional consideration. If you have any questions feel free to contact us at any time.



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