



5 Common Mistakes of a YMCA Website

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Kevin Kreamer, *Account Manager*
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Read our blog:

www.netwitsthanke.com



Make the world a better place.

Our Presenters



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Ground Rules

- Use the Q&A box in Live Meeting for questions
- Tweet your comments @JT_on_DI or @Kgkreamer
- We will un-mute for Q&A at the end
- Enjoy yourself!

Agenda for Today

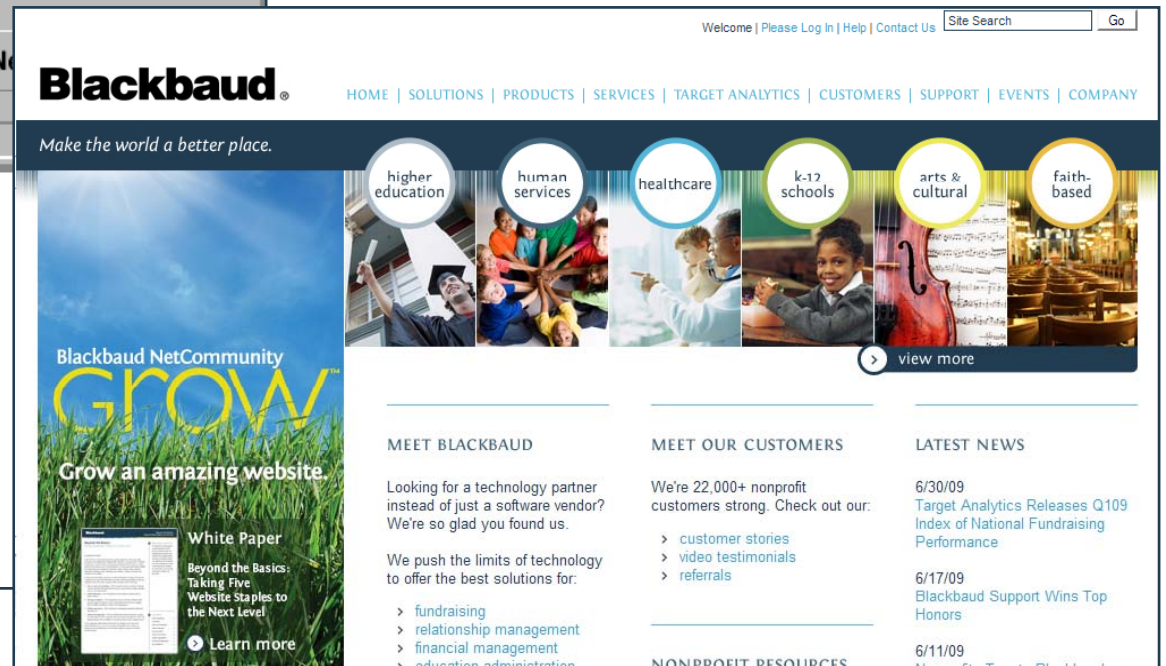
- Evolution of a nonprofit website
- Website challenges that Y marketers face
- 5 common mistakes of a YMCA website
- Where we go from here
- How Blackbaud can help

Blackbaud.com - circa 1996

100% brochure-ware



Blackbaud.com - circa 2009



Evolution of the Nonprofit Website

- Brochure-ware Website
 - One-way communication
 - Static pages and content
 - Owned by Marketing and created by IT

- Transactional Website
 - Mostly one-way communication
 - Some interactive content and forms
 - Heavy focus on acquisition and anonymous visitors

- Interactive Website
 - Two-way communication – Web 2.0 friendly
 - Highly interactive content and forms
 - Allows for powerful acquisition and retention strategies



*First website launched
August 6, 1991*

Qualities of a Successful Website in Today's Age



- Build affinity
- Support online efforts
- Leverage efficiencies
- Further your cause
- Raise more money
- Build a loyal network of supporters

YMCA Marketers Face Some Unique Challenges

- Very diverse audience
- Very diverse set of 'products'
 - Big catalog of fee for service products
 - Big catalog of mission products
- High community awareness of the 'Y' as a great fitness center; low community awareness of the charitable mission.
- The competition looks strikingly similar...how does the 'Y' stand out?

YMCA Marketers Face Some Unique Challenges

Per Neil Nicoll:

“...The result is that the YMCA underperforms our peers and our own potential in terms of fundraising and engagement...

Our opportunity lies in building on this broad and positive reputation to transform name recognition into committed action....

That means telling the YMCA story in a clear, compelling and consistent way that engages the public and donors and differentiates us as a nonprofit leader

5 Common Mistakes of a YMCA Website

1. The NASCAR Effect
2. Hidden Calls to Action
3. Organization by Org Chart
4. Death by Scroll
5. Website Rot



#1: The NASCAR Effect

- Too many images
- Varying colors and fonts
- Lots of competing callouts
- No clear “takeaways”



Why is this a mistake?

- Visually, your website becomes distracting
- The most important things tend to get lost in the clutter

We build strong kids,



YMCA KIDS GO THE DISTANCE
 Many kids cannot envision running a few city blocks, much less the 26.2 miles it takes to finish a marathon ...[Read more](#)

YMCA KIDS GO THE DISTANCE

BUILDING MORE THAN BODIES


TUMBLING PAST EXPECTATIONS

BREAKING IN A NEW COMMUNITY

BECOME A MEMBER

Zero Contracts
Zero Excuses


JOIN NOW!



AT THE Y:

FEBRUARY 19, 2010

SAVE THE DATE! - 22ND ANNUAL CHOCOLATES GALORE & MORE! - YMCA LOUDOUN COUNTY



OUR MISSION

Is to foster the spiritual, mental and physical development of individuals, families and communities according to the ideals of inclusiveness, equality and mutual respect for all.

EASY TO ENROLL
FAQs



FIND MY Y



ANNUAL CELEBRATION

BREAKING NEW GROUND

The YMCA of Metropolitan Washington's Board of Directors invites you...[Learn more](#)



MEMBERSHIP

SWEAT CLOSE TO WORK

Or play close to home. Or learn close to school. Get started with a FREE 7-DAY GUEST PASS....[Learn more](#)





the values that guide us unite us.


Events 

Locations:


 [Click Here to Find out More...](#)

Find a Program:

YMCA programs build friendships and strengthen character. Hundreds of options available.

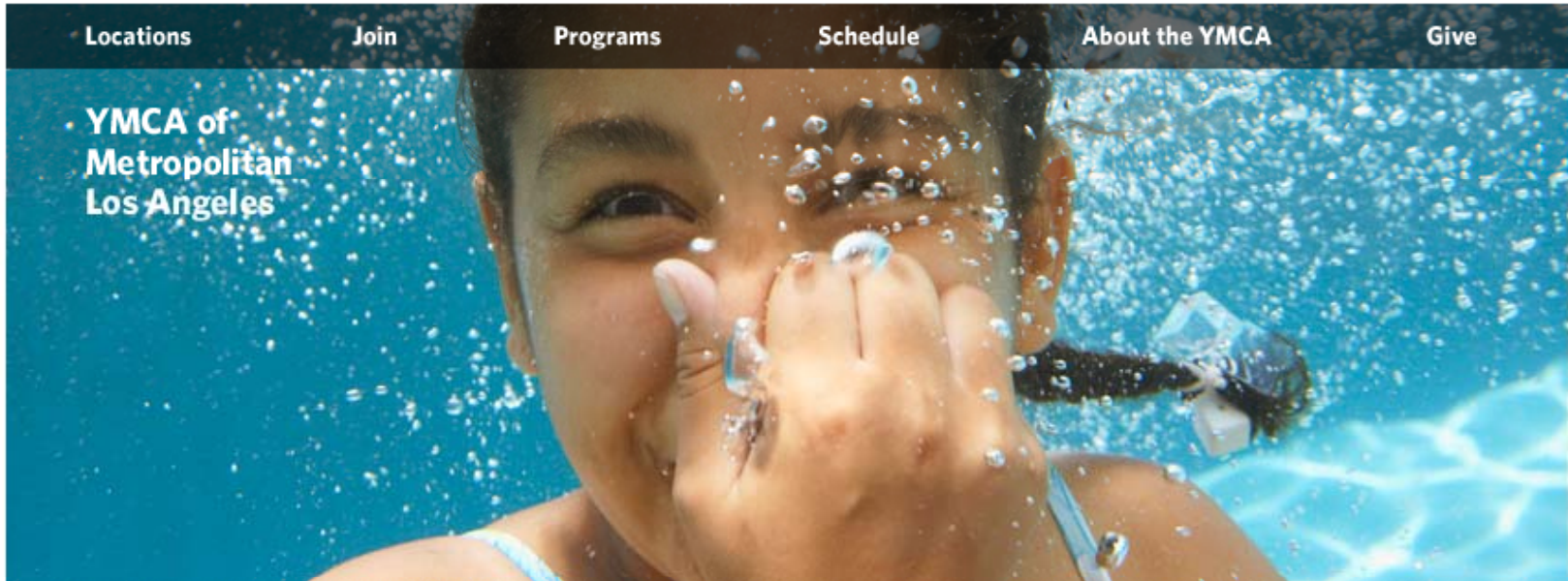
 [Click Here to Find out More...](#)

Job Opportunities:

 [Click Here to Find out More...](#)

News & Events:

 [Click Here to Find out More...](#)

 [GO](#)

Welcome!

The YMCA is a non-profit organization committed to helping you live a balanced, healthy life in spirit, mind and body.

[Get to know us.](#)



Without your donations, we wouldn't exist!

Your generosity ensures that the YMCA will continue to be a source of hope, vitality and strength for communities across Los Angeles. [Please give today.](#)



Promoting healthy lifestyles since 1882.

Watch a video celebrating 125 years of the YMCA building strong spirit, mind and body in Los Angeles.

Find My YMCA



Tips to Avoiding “The NASCAR Effect”...

- Simplify, simplify, simply!
- Leverage “whitespace”
- Make fonts and colors consistent
- Keep visitors wanting more



#2: Hidden Calls to Action

- No “actionable” direction at all
- Callout buttons are hard to find
- Language is confusing
- Too small to notice
- Overcrowded with other elements



Why is this a mistake?

- Your visitors don't always know what is expected of them
- People may not do anything if they aren't compelled to



FIND A YMCA

Enter Your Zip Code Here



drag to move map

NYC LI NYS NJ USA

NEW YORK CITY'S YMCA

[News & Events](#)

[Mission, Values & Impact](#)

[Staff & Volunteers](#)

[Reports & Publications](#)

[Guest Rooms](#)

[Online Registration](#)

[Careers](#)

[Contact Us](#)



Thanks for Giving!

Your kids? Your friends? Your health?

The holidays are known to knock us off our balanced health in spirit, mind and body. Before getting caught up in the hubbub and busyness of the Thanksgiving holiday, make sure you take a moment or two to reflect on what you're thankful for. Check out our tips, and let us take a minute to give thanks... to you.



HAVE YOU HEARD

The Rockaways YMCA is under construction!



GLOBAL IMPACT

Y Teens are making an impact in their neighborhoods, their city and now the world!



KIDS WHO GIVE

Thanksgiving is one day, but teaching your kids to have a spirit of sharing lasts a lifetime.



[ABOUT US](#)

[OUR YMCAS](#)

[PROGRAMS & SERVICES](#)

[SCHEDULES](#)

[MEMBERSHIP](#)

[CAREERS](#)

[FRIENDS](#)

[GIVING](#)

[CONTACT](#)



COMMUNITY HEALTHY VISIONARY NEIGHBORLY ACCESSIBILITY VARIETY ALLY HUMANITY PASSIONATELY PROUDLY RESPONSIBILITY HISTORY AFFORDABILITY POSSIBILITY OPPORTUNITY VICTORY TRUSTWORTHY ACCESSIBILITY CREATIVITY INTEGRITY UNITY QUALITY FAMILY ADVOCACY SUSTAINABILITY CONTINUALLY LOCALLY ABILITY DIGNITY RELIABILITY STABILITY COMMUNITY HEALTHY VISIONARY NEIGHBORLY ACCESSIBILITY VARIETY ALLY HUMANITY PASSIONATELY PROUDLY RESPONSIBILITY HISTORY AFFORDABILITY POSSIBILITY OPPORTUNITY VICTORY TRUSTWORTHY ACCESSIBILITY CREATIVITY INTEGRITY UNITY QUALITY FAMILY ADVOCACY SUSTAINABILITY CONTINUALLY LOCAL

COMMUNITY

▶ **It's all inside the Y.**

Get inside the Y and discover how our diverse range of programs and services helps everyone we serve meet their fullest potential.

VARIETY ALLY HUMANITY PASSIONATELY PROUDLY RESPONSIBILITY HISTORY AFFORDABILITY POSSIBILITY OPPORTUNITY VICTORY TRUSTWORTHY ACCESSIBILITY CREATIVITY INTEGRITY UNITY QUALITY FAMILY ADVOCACY SUSTAINABILITY CONTINUALLY LOCAL

-- Fast Finds --

Google Translate

Select Language

[Gadgets powered by Google](#)

CONNECT

Facebook | Twitter |

Share with a friend

Support Us

The YMCA of Greater Boston is our city's most critical provider of social services. Our programs and services have a positive and lasting impact on individuals, families, and our communities. Click the button below to learn about how we are a 4-Star charity as rated by Charity Navigator, and the different ways you can give.

SUPPORT

Who Do You GoodSearch for?

Did you know that just by searching the Internet or shopping online, you can support the YMCA of Greater Boston? It's true! Make the Y your charity of choice on GoodSearch and GoodShop, and every time you search or shop through a partner store, we benefit! What could be easier? Learn more:



Y FACTS

Through its programs and services, funded in part by our generous donors, the YMCA of Greater Boston serves:



35,000
CHILDREN A YEAR



where values are always in play.



- Programs
- Locations
- Become A Member
- Work for Us
- Support Us
- News Room
- About Us
- Contact Us
- Home

>> how do I?

Apply for Financial Assistance

Volunteer at the Y

Find a Y

Become a Member

Register for Programs Online

Sign up for e-mails

find your YMCA

choose a Y...

search by zipcode

>> newsletter sign-up

First Name:

Last Name:

Email:

YMCA Active Older Adult programs
"I have many friends at the YMCA."

November is National Diabetes Month



Over 23 million children and adults in the U.S. have diabetes - and 1/3 of them don't know it. Every 21 seconds someone in this country is diagnosed with diabetes.

Where every kid is on a level playing field!



While providing important exercise and physical development, our

YMCA Membership

The YMCA can be your New Year's resolution solution with many programs to help you achieve your wellness goals!

[Learn more>](#)

Great Place to Grow

Our AfterSchool programs ensures that each child's time after school is occupied creatively and constructively.

[Learn more>](#)

Want to find out what being a member is all about? Check out a Y in person!

download a FREE PASS >>

Become a Member Today. The YMCA is a great place to belong! Work out, swim, and child care!

discover the member benefits >>

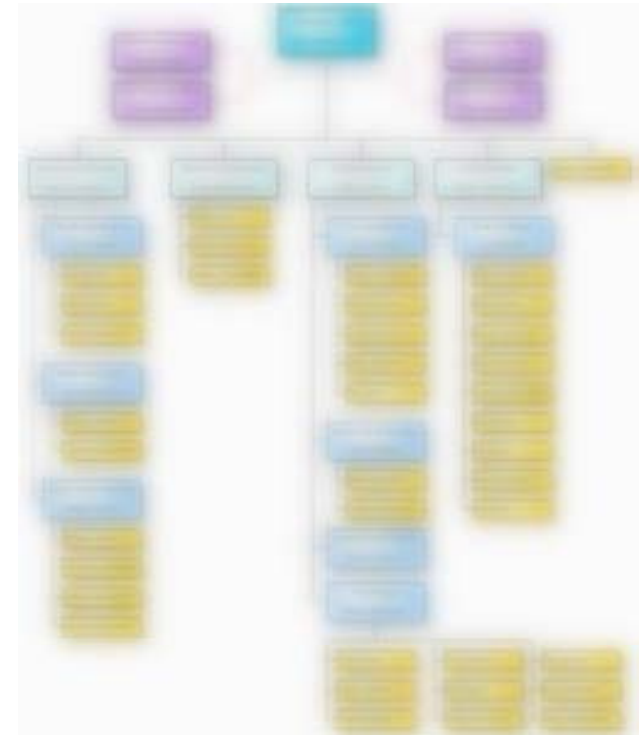
Tips to Improving Your Calls to Action...

- Create a “speaking” navigation
- Use descriptive hyperlinks
- Keep it as simple, make it obvious
- Group your calls to action together



#3: Organization by Org Chart

- Way too many navigation items
- Not designed for the audience
- Lack of “visitor friendly” navigation
- Inconsistent throughout site



Why is this a mistake?

- Visitors may not be able to find the information they need
- If they can't find what they need from your website, they'll go somewhere else to find it.



MEMBERSHIP
Information

PROGRAMS

Aquatics

Away Camps

Day Camps

Child Care

Health &
Fitness

Sports

Programs
For All Ages

GENERAL INFORMATION
805-497-3081 x104



YMCA Branch
Locations



**DONATE
NOW**



Contact Us



Email Us

Serving the areas of
Agoura Hills, Moorpark,
Newbury Park, Oak Park,
Santa Rosa, Simi Valley,
Thousand Oaks,
and Westlake Village.

YMCA
of Southeast
Ventura County



[Home](#) | [About our YMCA](#) | [Contact Us](#) | [Donations](#) | [Volunteer](#) | [Financial Assistance](#) | [YMCA Careers](#) | [Association News](#)



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[Privacy Policy](#)



- Families
- Adults** ←
- Youth
- Kids
- Newcomers



YMCA Peace Week



November 20, 2009

YMCA Peace Week will be celebrated November 21 to the 28, 2009.

Join us in celebrating the 25th Anniversary of YMCA Peace week!

The main events include awarding [YMCA Peace Medallions](#) to [outstanding people](#) in the community and [Yoga for Peace](#).

Check out the [schedule](#).

Welcome to the YMCA!

At the YMCA of Greater Toronto, we have a vision to connect people, connect with youth and connect with our community. We aim to foster an inclusive society that welcomes everyone – regardless of background, circumstances, or abilities.

By participating in YMCA programs you can grow, learn and give back to your community. Our programs include:

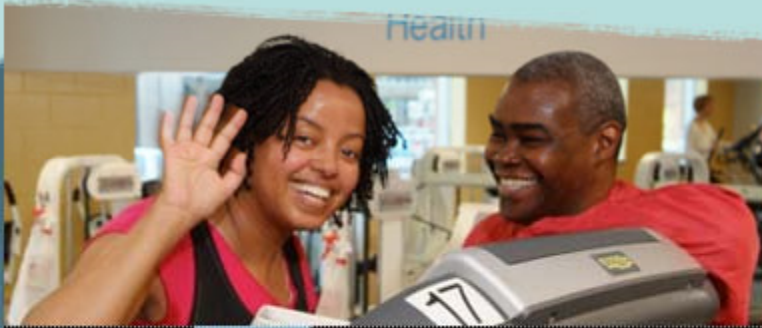


SEARCH:



- HOW TO:**
- FIND MY YMCA
Maps & location information
 - SEE THE SCHEDULE
 - BECOME A MEMBER
 - GET A JOB
 - VOLUNTEER
 - DONATE

- WHAT'S HAPPENING**
- Pine Crest Friendship & Memories Capital Campaign
 - 2009 Peace Medallion Recipients
 - Scarborough YMCA Opens New Youth Zone
 - Metro Central's Green Roof Project
 - Dragon Boat Challenge Paddles up for YMCA Strong Kids
 - YMCA Camp Pine Crest Blog
- [more >>](#)



SEARCH: go



- Families
- Adults**
- Youth
- Kids
- Newcomers

- tell a friend
- print

Adults ←

- Health, Fitness & Recreation
- Get a Job
- Adult Retreats & Training Courses
- Conferences
- Growing Through Learning
- Fitness Resources
- Frequently Asked Questions
- Success Stories

Home > Adults

Get Involved

In the days since you were a kid, the YMCA has matured. Today, we offer a range of programs designed to meet the needs of all members of our community.



Develop your spirit, mind, and body by visiting your local [Health, Fitness & Recreation Centre](#). Get help [finding a job](#), developing [new skills](#) or integrating into a [new life in Canada](#). Give back to our community and become a [volunteer](#) or [donor](#).

The YMCA can help you build stronger connections with your peers and your community.

Make a Difference, Become a YMCA Volunteer



Volunteering is a great way to support your community, make a difference in someone's life and share your talents.



At the YMCA we offer a variety of [volunteer opportunities](#) to match your skills, passion and schedule and we have centres across the Greater Toronto Area. Make a difference

- HOW TO:**
- FIND MY YMCA
Maps & location information
 - SEE THE SCHEDULE
 - BECOME A MEMBER
 - GET A JOB
 - VOLUNTEER
 - DONATE

WHAT'S HAPPENING

- 2009 Peace Medallion Recipients
- Metro Central's Roof Goes Green
- Dragon Boat Challenge Paddles up for YMCA Strong Kids
- The YMCA Newcomer Youth Film Project
- Career Planning and Development
- Employment Workshops

[more >>](#)

Tips to Improving Website Navigation...



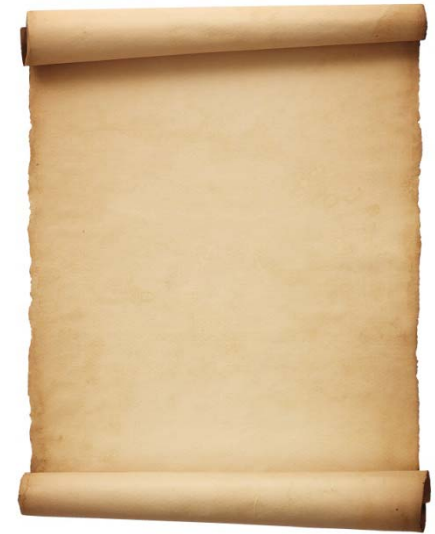
- Try thinking about:
 - Who your website visitors are
 - How they get to your site (Google, facebook, newsletter, etc)
 - What they are after

- If the navigation is too rich, divide it into sensible categories

- Bottom line: The website is for your audience, not for your organization

#4: Death by Scroll

- Extremely text heavy
- Key information “below the fold”
- Not optimized for higher screen resolutions



Why is this a mistake?

- Website is filled with copy that nobody will read
- With so much information available, it is hard to find anything



YMCA OF HONOLULU

We build strong kids,
strong families, strong communities.

HEALTH & WELLNESS



AQUATICS



YOUTH



CAMP ERDMAN



COMMUNITY OUTREACH



Our Purpose is Special. The YMCA of Honolulu promotes and inspires life-long development for children, adults and families through programs that strengthen spiritual, mental and physical well-being.

YMCA membership is open to everyone and financial assistance to the extent possible, is made available through generous donors.

YMCA
ONLINE
registration

CLICK HERE ➔

WINTER
Youth
Programs

REGISTER TODAY ➔

SUPPORT
Strong
Communities

DONATE NOW ➔

WHAT'S NEW AT THE YMCA

**MAKE A YEAR END GIFT FOR OUR TEENS**

Support our young people by making a year-end gift, which will be matched 100% by the Clarence T.C.Ching Foundation. Gifts must be postmarked or made online by December 31, 2009 in order to qualify for the challenge match. **Donate Today!**

UPCOMING PROGRAMS

December 21, 2009-January 1, 2010**Winter Fun for Kids and Teens!**

Great weekly programs will be available for your children at YMCAs across Oahu.

December 2009***Δ I lifelong Skill. I learn to Swim!*****MEMBERSHIP
FOR ALL**Making the
YMCA More
Accessible to All

Find out about our
affordable rates »



Awarded for the second year in a row. Find out why!



ZEN AND THE ART OF THE SPEED BAG

George Kam has been a YMCA speed bag instructor for 23 years. His volunteer work at the YMCA will be featured in a television special on Dec. 3. Classes offered at the Nuuanu YMCA. [Details!](#)



MESSAGE FOR FEDERAL EMPLOYEES

Please donate to the YMCA through the Combined Federal Campaign (CFC) by December 15. Use agency code 34210. [Mahalo for your support!](#)



FIRST ANNUAL REINDEER FUN RUN

Get into the holiday spirit by joining runners and walkers of all ages and fitness levels on December 13 for this fun and festive Mililani YMCA 5K run. Register by December 11! [Details!](#)



KAISER'S SILVER&FIT PROGRAM FOR SENIORS

Eligible Kaiser Permanente Senior Advantage members can receive a free membership at the YMCA, providing access to exercise equipment and fitness programs. Register through the [Silver&Fit website](#) or call 1-877-427-4788.

Year-round sessions begin every month for swimming classes and swim teams.

December - June 2009

[Need Help on Furlough Fridays?](#)

The YMCA is offering all-day programs at YMCA branches and community sites. Financial assistance is available. Register online.

[More Programs](#)

UPCOMING EVENTS

December 4, 2009

[Season's Eating - Free Workshops!](#)

Learn strategies to maintain your weight and health during the holiday season at this HMSA workshop.

- Ⓛ Kalihi YMCA, 11:30 a.m.-12:30 p.m. (Dec.4)
- Ⓛ Limited space; call 432-9220.

December 7, 2009

[Successful Aging - Free Workshop!](#)

Want to learn tips on how to age successfully? Join this lively HMSA workshop.

- Ⓛ Nuuanu YMCA, 11:15 a.m.-12:15 p.m.
- Ⓛ Limited space; call 432-9220.

December 12, 2009

[Breakfast with Santa](#)

Join Santa for breakfast between 7:30-11:00 a.m. in the Nuuanu YMCA Castle Room.

[Details:](#)



[KAISER'S SILVER&FIT PROGRAM FOR SENIORS](#)

Eligible Kaiser Permanente Senior Advantage members can receive a free membership at the YMCA, providing access to exercise equipment and fitness programs. Register through the [Silver&Fit website](#) or call 1-877-427-4788.

YMCA QUICK LINKS

- ▶ [Make a Year End Gift for Our Teens](#)
- ▶ [Zen and the Art of the Speed Bag](#)
- ▶ [Message for Federal Employees](#)
- ▶ [First Annual Reindeer Fun Run](#)
- ▶ [Kaiser's Silver&Fit Program for Seniors](#)
- ▶ [HMSA365 - Partnership with the YMCA](#)
- ▶ [Membership For All Initiative – Join Today!](#)
- ▶ [YMCA Military Outreach Initiative](#)
- ▶ [Register Online - Set up an Account](#)
- ▶ [Sign Up for Updates](#)

December 7, 2009

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December 12, 2009

[Breakfast with Santa](#)

Join Santa for breakfast between 7:30-11:00 a.m. in the Nuuanu YMCA Castle Room.

December 2009

[Military Family Retreats](#)

YMCA Camp Erdman teams up to serve our deserving military families.

- ▶ Dec. 18-21: Operation Purple Family Retreat

For more information and to register, [click here](#) or call 637-4615.



YMCA of Honolulu Metropolitan Office • 1441 Pali Highway Honolulu, HI 96813
Ph: (808) 531-YMCA (9622) • Fax: (808) 533-1288 • Email: info@YMCAhonolulu.org
© 2007–2009 YMCA of Honolulu. Web site created by [Bigger Bird](#). Powered by Imagine.



We build strong kids,
strong families,
strong communities.

[About YMCA](#) | [Locations](#) | [Membership](#) | [Giving](#) | [Get Involved](#) | [Careers](#) | [Accommodations](#) | [Contact Us](#)

YMCA of the Greater Tri-Cities



[Home](#)

[Child Care](#)

[Early Childhood Learning Center](#)

[Youth Sports](#)

[Day Camp](#)

[King Center](#)

[Volunteers](#)

[About the Y](#)

[Employment](#)

Welcome to the YMCA of the Greater Tri-Cities, we offer an incredible array of ways to learn and grow. Come in and discover how your YMCA can help you stretch physically, mentally, & spiritually.

The YMCA offers innovative ways to get more involved with the world around you. Along with a range of exciting activities designed to bring families together, the Y also gives you the opportunity to give back to your community through coaching, mentoring or any number of volunteer options.

To learn more about our programs, begin by browsing new announcements below, then click on the links to the left of this page. If you have a question and are unable to find and answer, click the Contact Us link below, we'll be happy to assist you. You may need to use your refresh button if this site isn't displaying current information.

Quick Links



You can download brochures & registration forms quickly. Adobe Acrobat reader is needed to view the brochures, or you may call the YMCA at 374.1908 and we'll send a brochure directly to you.

YMCA WINTER DAY CAMP



REGISTRATION FORM **NEW**

WELCOME TO **YMCA** OF THE GREATER TRI-CITIES!



At the YMCA of the Greater Tri-Cities, we offer innovative ways to get more involved with the world around you. Along with a range of exciting activities designed to bring families together, the Y also gives you the opportunity to give back to your community through coaching, mentoring or any number of volunteer options.



NEWS & ANNOUNCEMENTS

Kadlec's 2nd Annual 5k Jingle Bell Run/Walk

Girls on the Run of the Tri-Cities will be running their first 5k.

[Read more...](#)

ConAgra Helped Celebrate Hispanic Heritage Month

ConAgra Foods helped celebrate Hispanic Heritage Month with Pasco youth and families at the Martin Luther King Center.

[Read more...](#)

Winter Break is coming up!

Have you thought about what your kids will do while you're at work over winter break? Give them a break they will remember!

[Read more...](#)

- Sign up for a **YMCA Membership** today!
- We're now offering **child care** at 11 Kennewick schools!
- Parents! Do you need a **night out**?

GIRLS ON THE RUN



GIRLS ON THE RUN

- [About Us](#)
- [Our Program](#)
- [Locations](#)
- [Get Involved](#)
- [Events](#)
- [Home](#)

Welcome to Girls on the Run of the Tri-Cities-- a life-changing, non-profit prevention program for girls in the 3rd through 5th grade.

Our mission is "to educate and prepare girls for a lifetime of self-respect and healthy living."

Girls on the Run combines training for a 5k (3.1 miles) running event with healthy living education. Through interactive activities such as running, playing games, and discussing important issues, participants in the 10-week program learn how to celebrate their unique and real selves. Our program instills self-esteem through health education, life skills development, mentoring relationships, and physical training—all of which are accomplished through an active collaboration with girls and their parents, schools, volunteers, staff and the community. The program utilizes a whole-person approach to elevate emotional, social, mental and physical health.

Girls on the Run of the Tri-Cities is an Affiliate/Independent Council of [Girls on the Run International](#), which has a network of **160 locations** across the United States and Canada.

To get inspired and learn more, watch this short [Girls on the Run video](#).

Tips for Avoiding “Death by Scroll”...



- Writing for the web is different than writing for print
- People look for information on a website differently
 - Keep it short
 - Keep it focused
 - Keep it interactive
- Eyeballs move around a webpage quickly and not necessarily orderly

#5: Website Rot

- Outdated look and feel
- Not reflective of latest web trends
- Static or expired content

EXPIRED

Why is this a mistake?

- You may be giving an unfavorable view of your organization
- People may stop coming to your site if it never changes



Cumberland County YMCA
70 Forest Ave
Portland, ME 04101
(207)874-1111

About YMCA
Membership
Join Online Today
Events
Employment
Support the YMCA
Volunteer
Contact Us
What's New
Branches



Cumberland County YMCA



Casco Bay Branch



Portland Branch



Pineland Branch

Activate America®

Activate America® is the YMCA's bold approach to directly address our nation's growing health crisis. Our mission compels us to transform the way we work, both internally and externally, to support all kids, adults, families and communities in their pursuit of well-being in spirit, mind and body. Visit the [Activate America website](#) to learn more.

Need a Fun Family Activity?



Use the [Healthy Family Home](#) website to jumpstart healthy habits for you and your whole family. YMCA supports and encourages healthy living choices. Congratulations for taking the first step towards a healthier family home! Go have fun together!

Subscribe to the Cumberland County YMCA E-Newsletter!

We are collecting e-mail addresses for all members interested in receiving periodic e-mails from the Cumberland County YCMA. This e-mail will contain information such as a upcoming programs and events, as well as links to schedules for each branch (Pool, Gym, and Group Fitness). Your e-mail address will remain confidential and your subscription may be cancelled at any time. If you would like to receive this e-mail please [Subscribe](#) now.

[DHTML Menu / JavaScript Menu - by OpenCube](#)

The Cumberland County YMCA, with its [Portland YMCA](#), [Casco Bay Regional](#) and [Pineland YMCA](#) branches, is



Metro Atlanta YMCA

We build strong kids,
strong families,
strong communities.



ABOUT THE YMCA

GIVE TIME, GIVE MONEY

PROGRAMS

🏠 [YMCA ATLANTA HOME](#) >> About the YMCA of Metropolitan Atlanta

- [About Your YMCA](#)
- [Mission & Core Values](#)
- [Locations Directory](#)
- [Location Map](#)
- [Frequently Asked Questions](#)
- [Metro Atlanta Y History](#)
- [News and Publications](#)
- [Annual Reports](#)
- [Privacy Policy](#)
- [Y-CEO Golf Tournament](#)
- [Y-CEO Online Registration Form](#)
- [Contact Us](#)

ABOUT THE YMCA



Where else but the Y... can Atlanta's top CEOs and business executives come together to play golf for at-risk Atlanta youth?

Due to inclement weather, the Y-CEO Golf Tournament to be held on October 12th has been rescheduled for Monday, October 19th.

Metro Atlanta YMCA presents the 2009 Y-CEO Heritage Invitational Golf Tournament

Where else but the Y... can **top CEOs from Atlanta businesses** come together to share great golf, laughs, friendship, Y stories, fellowship, fun, and enjoy a sense of community for more than 24 years?

In 1985 Guy Millner had a vision to change the Atlanta community through the support of teens and his concerns for teens are still pertinent today. The fund this tournament supports is dedicated to helping teens and since its inception, the tournament has contributed more than \$5 million to this purpose.

Participation in this tournament demonstrates commitment to investing in young people who turn to the Y for life-changing experiences. Teens face more problems today than ever before and the YMCA provides teens with a safe place to go, positive role models and opportunities to challenge themselves.

We appreciate the commitment and involvement that goes into the Y-CEO. Special thanks to East Lake Golf Club and staff for hosting us at this beautiful, historic and tradition-filled course.

ONLINE REGISTRATION

FROM THE COMMITTEE

COMMITTEE MEMBERS

Y-CEO FACT SHEET

SCHEDULE OF EVENTS

REGISTERED GOLFERS

DIRECTIONS

SEE THE TOURNAMENT

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Join the YMCA

The YMCA of Greater San Antonio strives to reach out to all members of our community. Everyone deserves the benefit of our state-of-the-art facilities, outstanding programs and unique services. Come by one of our locations to see what the YMCA of Greater San Antonio has for you and your family!

Membership

Youth Sports

Aquatic Programs

Resident Camp

YGuides

Day Camp

Child Care

Employment



[Donate Now](#)



→ LOGIN

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MEMBERSHIP

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LOCATIONS

BOERNE HILL YMCA

Striving for healthy and happy family life in the heart of San Antonio.

- Membership
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 - Pilates Reformer
 - After School Child Care
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 - Summer Day Camp

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JOIN *our* FAMILY

We offer group exercise classes, rock climbing wall and scholarships [learn more](#)

Welcome to Your Community

Traditions and values instilled at the Y carry on from one life stage to the next, from one generation to following generations.

The YMCA is a place for children and families to come together to learn and play, exercise and swim and have fun. For others, the YMCA itself is a surrogate family.

PROMO LOGO

PROMO LOGO

PROMO LOGO



YMCA Mission: To put Judeo-Christian principles into practice through programs that build healthy spirit, mind and body for all.

Tips for Avoiding “Website Rot”...

- Consider a website redesign
- Make an effort to update content often
- Build a content calendar
- No new content? Try photos or slideshows



Where We Go From Here

- Your constituents expect more from your website
- What worked a few years ago does not work today
- Audience focused and active websites get results
- Your website is just one piece of the puzzle

Blackbaud Can Help

- Blackbaud offers internet solutions that can help your organization make the most of your online presence:
 - Internet Assessment
 - Website Design
 - Email Marketing Strategy
 - Social Media Strategy
 - Online Fundraising
 - Online Community

- Blackbaud even offers ongoing retainer services that provide experienced, readily available service partners for ongoing consulting, site development, and design.

Blackbaud's Work with YMCAs



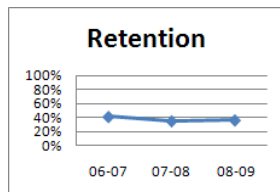
Online Annual Support Campaigns

Providing technology and strategic counsel to help several YMCAs and YMCA Canada to incorporate online storytelling and asking into their traditional campaigner activities.



The 'My YMCA' experience

Assisting YMCA of Greater San Antonio execute it's vision of a highly personalized customer service approach to members and donors.



YMCA Fund Raising Effectiveness Project

Using the AFP's methodology, benchmarking donor retention and acquisition trends at Urban & Metro YMCAs. Data collected and analyzed from 10 YMCA to date.



NAYDO Supporter

Six consecutive years as major sponsor of NAYDO. Underwriting NAYDO's educational web seminar series for members.

YMCA of Metropolitan Minneapolis *‘High Tech & High Touch’ Financial Development Strategy*



“Every day, our Financial Development team is asked to do more with less. We’ve embraced a ‘high tech and high touch’ strategy for maximizing our donor relationships.

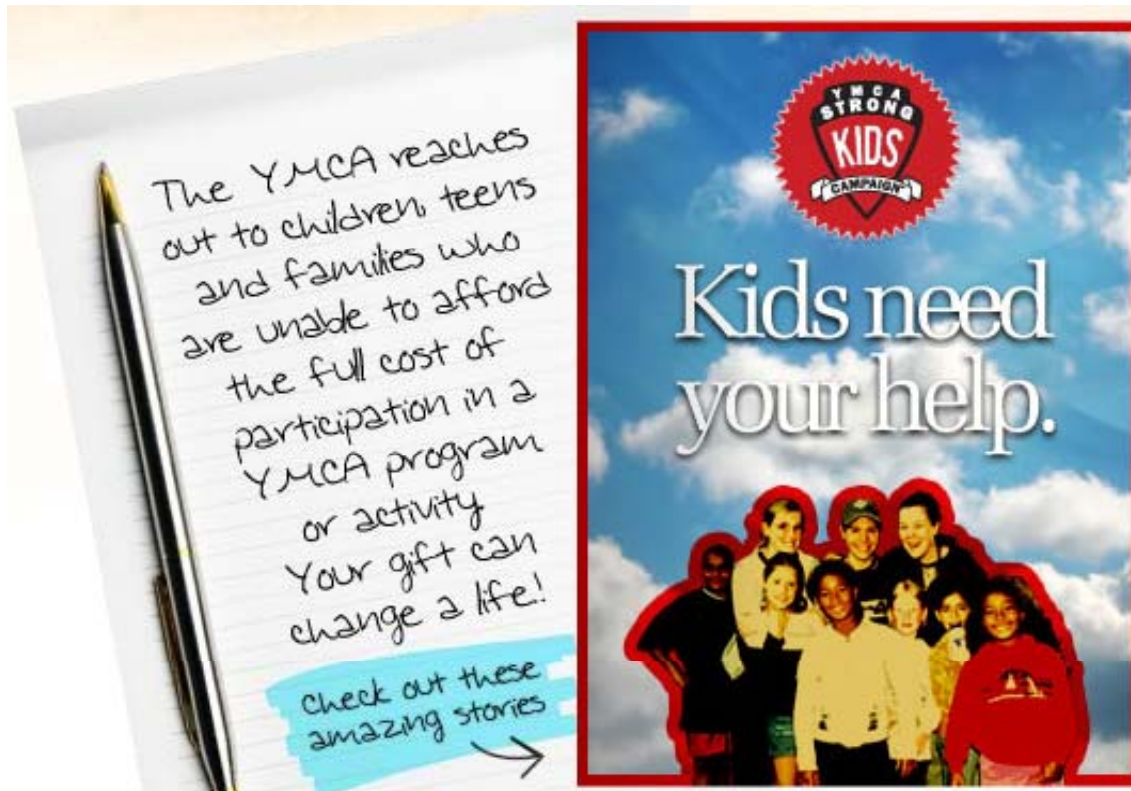
We simply could not do this without the partnership and tools that Blackbaud provides.”

Christa Getchell, VP of
Financial Development

The YMCA implemented The Raiser’s Edge in 2004 focused on capital campaign. As of 11/1/09, raised \$47.5M on \$55M goal. In 2008, they launched Blackbaud’s NetCommunity to provide Y Partners campaigners a channel to support online ‘asking’. In 2008, The Y raised \$93K raised online; 2009 YTD: \$77K raised online.

YMCA of Canada

Online Campaigner Portal for Strong Kids Campaign



“With Blackbaud’s NetCommunity, we’ve been able to give our campaigners another tool for telling their stories and assertively asking for support. We are connecting with people that we simply could not get to without using the internet.”

Ann Edmonds, VP of
Information Technology

A collaboration of 50+ YMCAs in Canada participate in a coordinated, country-wide annual support campaign. Blackbaud’s NetCommunity was launched in 2008 to support online storytelling and online asking.

Want to learn more? Be sure to check out...

- <http://interactive.blackbaud.com>
- <http://www.blackbaud.com/connections>
- <http://www.blackbaud.com/netwits>
- <http://www.blackbaud.com/events/webseminars.aspx>
- <http://www.netwitsthinktank.com>

We hope you enjoyed our session...

THANK YOU!!