



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



YMCA OF METROPOLITAN WASHINGTON

JANUARY

MEMBERSHIP

JANUARY CAMPAIGN

MEMBER REFERRAL CAMPAIGN

OPEN HOUSE PROMOTION

COMMUNITY HEALTH / WELLNESS

COMMUNITY HEALTH PROGRAM AWARENESS CAMPAIGN

PERSONAL TRAINING CAMPAIGN

GROUP EXERCISE CAMPAIGN

YOUTH DEVELOPMENT (SUMMER CAMP, SCHOOL AGE, EARLY LEARNING)

SUMMER CAMP PROMOTION (HARD PUSH)

PHILANTHROPY

SEND A KID TO CAMP CAMPAIGN

SPORTS & RECREATION (RACQUET SPORTS, YOUTH SPORTS, ADULT SPORTS)

INDOOR PICKLEBALL PROMOTION

PROGRAM DEVELOPMENT

YOUTH & GOVERNMENT M.L.K. COMMUNITY SERVICE EVENT

ASSOCIATION EVENTS

M.L.K. DAY OF SERVICE

GOLF TOURNAMENT (TBD)

CHOCOLATES GALORE & MORE (TBD)

FEBRUARY

MEMBERSHIP

MEMBER REFERRAL CAMPAIGN

COMMUNITY HEALTH / WELLNESS

BLOOD PRESSURE SELF MONITORING PROMOTION

YOUTH DEVELOPMENT (SUMMER CAMP, SCHOOL AGE, EARLY LEARNING)

SUMMER CAMP PROMOTION (HARD PUSH)

PHILANTHROPY

MONTH OF GIVING CAMPAIGN

SPORTS & RECREATION (RACQUET SPORTS, YOUTH SPORTS, ADULT SPORTS)

INDOOR PICKLEBALL PROMOTION

ATC MEMBERSHIP & COURT TIME MARKETING

PROGRAM DEVELOPMENT

FIT & WELL SENIORS PROGRAM PROMOTION

ASSOCIATION EVENTS

HEART HEALTH MONTH: WEAR RED FRIDAY

INTERNET SAFETY DAY

BLACK HISTORY MONTH: MESSAGING & EVENT

MARCH

MEMBERSHIP

MARCH CAMPAIGN

MEMBER REFERRAL CAMPAIGN

OPEN HOUSE PROMOTION

COMMUNITY HEALTH / WELLNESS

AWARENESS CAMPAIGN: THE Y FEEDS KIDS

PERSONAL TRAINING CAMPAIGN

GROUP EXERCISE CAMPAIGN

YOUTH DEVELOPMENT (SUMMER CAMP, SCHOOL AGE, EARLY LEARNING)

SUMMER CAMP PROMOTION

EARLY LEARNING CAMPAIGN

PHILANTHROPY

SEND A KID TO CAMP CAMPAIGN

SPORTS & RECREATION (RACQUET SPORTS, YOUTH SPORTS, ADULT SPORTS)

INDOOR PICKLEBALL PROMOTION

ATC MEMBERSHIP & COURT TIME MARKETING

SPRING I YOUTH SPORTS PROMOTION

PROGRAM DEVELOPMENT

YOUTH & GOVERNMENT LEGISLATIVE WEEKEND

ASSOCIATION EVENTS

WOMEN'S HISTORY MONTH

YUSA NATIONAL ADVOCACY DAYS

APRIL

COMMUNITY HEALTH / WELLNESS

AWARENESS CAMPAIGN: HEALTHY KIDS DAY; THE Y FEEDS KIDS

YOUTH DEVELOPMENT (SUMMER CAMP, SCHOOL AGE, EARLY LEARNING)

SUMMER CAMP PROMOTION

EARLY LEARNING CAMPAIGN

SPORTS & RECREATION (RACQUET SPORTS, YOUTH SPORTS, ADULT SPORTS)

OUTDOOR PICKLEBALL PROMOTION

4/14: SUMMER CONTRACT COURT TIME DEADLINE

AQUATICS

SWIM LESSONS CAMPAIGN

PROGRAM DEVELOPMENT

FIT & WELL SENIORS PROGRAM PROMOTION

ASSOCIATION EVENTS

HEALTHY KIDS DAY

MAY

MEMBERSHIP

"SUMMER MEMBERSHIP" GRASS ROOTS MARKETING

"SUMMER MEMBERSHIP" CORPORATE MARKETING

COMMUNITY HEALTH / WELLNESS

NUTRITION COUNSELING PROMOTION

YOUTH DEVELOPMENT (SUMMER CAMP, SCHOOL AGE, EARLY

SUMMER CAMP PROMOTION

EARLY LEARNING PROMOTION

SCHOOL AGE PROMOTION

PHILANTHROPY

DO MORE 24 CAMPAIGN

SPORTS & RECREATION (RACQUET SPORTS, YOUTH SPORTS, ADULT SPORTS)

OUTDOOR PICKLEBALL PROMOTION

AQUATICS

SWIM LESSONS CAMPAIGN

ASSOCIATION EVENTS

WOMEN'S HEALTH MONTH

JUNE

MEMBERSHIP

"SUMMER MEMBERSHIP" GRASS ROOTS MARKETING

"SUMMER MEMBERSHIP" CORPORATE MARKETING

COMMUNITY HEALTH / WELLNESS

NUTRITION COUNSELING PROMOTION

YOUTH DEVELOPMENT (SUMMER CAMP, SCHOOL AGE, EARLY

SUMMER CAMP PROMOTION

EARLY LEARNING PROMOTION

SCHOOL AGE PROMOTION

SPORTS & RECREATION (RACQUET SPORTS, YOUTH SPORTS, ADULT SPORTS)

OUTDOOR PICKLEBALL PROMOTION

SUMMER YOUTH SPORTS CAMPAIGN

AQUATICS

SWIM LESSONS CAMPAIGN

ASSOCIATION EVENTS

CAPITAL PRIDE MONTH

JUNETEENTH CELEBRATION

JULY

MEMBERSHIP

"SUMMER MEMBERSHIP" GRASS ROOTS MARKETING

"SUMMER MEMBERSHIP" CORPORATE MARKETING

COMMUNITY HEALTH / WELLNESS

AWARENESS: SNAP ED / VEGGIE BUTCHER

YOUTH DEVELOPMENT (SUMMER CAMP, SCHOOL AGE, EARLY

SCHOOL AGE PROMOTION

PHILANTHROPY

AMAZON PRIME DAY

SPORTS & RECREATION (RACQUET SPORTS, YOUTH SPORTS, ADULT SPORTS)

OUTDOOR PICKLEBALL PROMOTION

AQUATICS

SWIM LESSONS CAMPAIGN

PROGRAM DEVELOPMENT

YOUTH & GOVERNMENT CONA EVENT

THINGAMAJIG INVENTION CONVENTION PROMOTION

AUGUST

MEMBERSHIP

"SUMMER MEMBERSHIP" GRASS ROOTS MARKETING

"SUMMER MEMBERSHIP" CORPORATE MARKETING

COMMUNITY HEALTH / WELLNESS

AWARENESS: SNAP ED / VEGGIE BUTCHER

YOUTH DEVELOPMENT (SUMMER CAMP, SCHOOL AGE, EARLY

SCHOOL AGE PROMOTION

PHILANTHROPY

COMBINED FEDERAL CAMPAIGN MARKETING

SPORTS & RECREATION (RACQUET SPORTS, YOUTH SPORTS, ADULT SPORTS)

OUTDOOR PICKLEBALL PROMOTION

CITY OPEN TENNIS SPONSORSHIP

8/29: ANNUAL RENEWAL DEADLINE

FALL YOUTH SPORTS CAMPAIGN

AQUATICS

SWIM LESSONS CAMPAIGN

SEPTEMBER

MEMBERSHIP

SEPTEMBER CAMPAIGN

MEMBER REFERRAL CAMPAIGN

OPEN HOUSE PROMOTION

COMMUNITY HEALTH / WELLNESS

PERSONAL TRAINING CAMPAIGN

GROUP EXERCISE CAMPAIGN

PHILANTHROPY

COMBINED FEDERAL CAMPAIGN MARKETING

SPORTS & RECREATION (RACQUET SPORTS, YOUTH SPORTS, ADULT SPORTS)

OUTDOOR PICKLEBALL PROMOTION

PROGRAM DEVELOPMENT

FIT & WELL SENIORS PROGRAM PROMOTION

OCTOBER

MEMBERSHIP

MEMBER REFERRAL CAMPAIGN

COMMUNITY HEALTH / WELLNESS

DIABETES PREVENTION PROGRAM AWARENESS CAMPAIGN

SPORTS & RECREATION (RACQUET SPORTS, YOUTH SPORTS, ADULT SPORTS)

INDOOR PICKLEBALL PROMOTION

PROGRAM DEVELOPMENT

FIT & WELL SENIORS PROGRAM PROMOTION

ASSOCIATION EVENTS

ANNUAL CELEBRATION

NOVEMBER

MEMBERSHIP

HEALTHY HOLIDAYS: GIFT OF Y MEMBERSHIP CAMPAIGN

COMMUNITY HEALTH / WELLNESS

COMMUNITY HEALTH PROGRAM AWARENESS CAMPAIGN

YOUTH DEVELOPMENT (SUMMER CAMP, SCHOOL AGE, EARLY L

SUMMER CAMP PROMOTION: EARLY BIRD SPECIAL

PHILANTHROPY

GIVING TUESDAY CAMPAIGN

YEAR END APPEAL

TURKEY CHASE CHARITY RACE

THANKSGIVING BASKET / TURKEY GIVEAWAY

SPORTS & RECREATION (RACQUET SPORTS, YOUTH SPORTS, ADULT SPORTS)

INDOOR PICKLEBALL PROMOTION

PROGRAM DEVELOPMENT

YOUTH & GOVERNMENT YOUTH SUMMIT / STUDENT FORUM

ASSOCIATION EVENTS

RESTON GALA

DECEMBER

MEMBERSHIP

HEALTHY HOLIDAYS: GIFT OF Y MEMBERSHIP CAMPAIGN

COMMUNITY HEALTH / WELLNESS

COMMUNITY HEALTH PROGRAM AWARENESS CAMPAIGN

YOUTH DEVELOPMENT (SUMMER CAMP, SCHOOL AGE, E

SUMMER CAMP PROMOTION: EARLY BIRD SPECIAL

SCHOOL AGE PROMOTION

PHILANTHROPY

YEAR END APPEAL

W.H.U.R. TOY / COAT DRIVE

SPORTS & RECREATION (RACQUET SPORTS, YOUTH SPORTS, ADULT SPORTS)

INDOOR PICKLEBALL PROMOTION

WINTER YOUTH SPORTS CAMPAIGN

PROGRAM DEVELOPMENT

YOUTH & GOVERNMENT SPEAKERS BUREAU