



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