



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









