



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



AGENDA

11am.....Icebreaker Introductions

11:15amSuccess Stories & Pre-Survey
Discussion

11:30am....."What is Grassroots Marketing"

12pmLUNCH

**12:30 pm – 1:15pm.....Workshop 1: Relationship Building
With Community Marketing Partners**

1:15pm – 1:30pm.....Membership Table Presentation &
External Tabling Activity Examples

**1:30 – 2:30pm.....Workshop 2: Build your Summer
Events Calendar**

Closing Thoughts

Group Pics & Toolkit Pick-Up



SUCCESS STORY HIGHLIGHTS

"I attended a community event at a local elementary school over the weekend. We gave membership information to prospective members. Also talked about how we serve the community. For everyone who signed waiver forms we offered a one day guest pass. It was an amazing experience. We were able to get nine people to come view our facility." - YMCA Alexandria

"Turkey Chase marketing - attending "Taste of Bethesda" in the Turkey Suit sparked people's interest and is now one of the largest fundraising events at the YMCA" - YMCA Bethesda



SUCCESS STORY HIGHLIGHTS

"February Healthy Heart Month, we focused on getting information to local Cardiologist offices promoting our BPSM program and got 3 new memberships within 2 days as a result!" - YMCA Fairfax County Reston

"The success is building.. I am involved in what was started as a temporary offering - My 1st GEX Class. Without much fanfare we started, once a week.. with numbers in the single low digits. I've enjoyed meeting co-workers, new-to-me members, out-of-town guests; holiday opportunists; etc. And I attest much of that to grassroots marketing.. I have, for sure, enjoyed some word of mouth and referrals over the weeks.. And enjoyed some organic growth!" - YMCA Bethesda-Chevy Chase



SUCCESS STORY HIGHLIGHTS

"We attend the Citi Open Tennis Tournament each year. It is a large week-long event that is attended by over 10,000 tennis enthusiasts in our market. Our first year we hosted a table and set up an engaging activity that invited visitors to share their contact information to receive a guest pass so they could take a turn trying to hit a ball with a racquet into the backboard. For each target they hit there was a small prize. It was by far the most engaging activity at the tables and we had a line around down the fair line, right past our competitors' tables. The result was over 500 qualified local individual contact emails and many conversations with local area families saying *"I had no idea the Y did Tennis!"* And *"I've been meaning to join!"*. We've returned each year. Our presence has grown and it is now a signature event for our association." - YMCA Metropolitan Washington



YOUR PRE-SURVEY DISCUSSION



YOUR PRE-SURVEY DISCUSSION

What is grassroots marketing?

organization small target audience
grounds **Community** brand
word of mouth specific Grassroot marketing



YOUR PRE-SURVEY DISCUSSION

What are some examples of grassroots marketing?



YOUR PRE-SURVEY DISCUSSION

What is your YMCA Branch's Primary Market?

13 respondents (62%) answered **Families** for this question.

Families

Families with kids vast active adults older children Nester/Seniors
mix of ratios older adults
era members individuals
families of children silver era
young professionals
Active agers students
young children makeup
adult couples +
children and Seniors



YOUR PRE-SURVEY DISCUSSION

For all branches, our primary differentiator is that we are a cause-driven organization with deep involvement in improving quality of life factors in the communities we serve. At your YMCA Branch, what are your other valuable differentiators?

community centers community health community organizations
indoor pool pickleball tennis center Teen Center community use
community pool Child Watch
impact on the community place program group exercise
members of the community studios exercise classes



YOUR PRE-SURVEY DISCUSSION

What is a market you have been trying to reach but have not been able to reach?

market skill Issues with staffing single adults outreach strategy
younger children adult couples
preteen watch working adults **Young Adults** groups Outbound calls
tennis players 14yo Young Families school program
older teens **Players** adults ages **Young professionals**
advanced exercisers



WHAT IS GRASSROOTS MARKETING

Grassroots marketing is physical or digital engagement that takes place on a relationship level - rather than by paid advertising.

For the Y, Grassroots Marketing most commonly takes place in 4 ways:

- ***Word of Mouth & Referral***
- ***Social Media***
- ***Relationships with Community Marketing Partners***
- ***External Tabling Events***



WHAT IS GRASSROOTS MARKETING

Social Media

Through storytelling that is engaging and is shared and re-shared

Promotion of Special Events that is shared by partners & re-shared

Relationships with Community Marketing Partners

Some examples of CMP are: Schools, PTAs, hospitals/doctors, local businesses, local employers through their corporate wellness programs, apartment complexes, chamber of commerce, etc.)

These entities partner with us because it is mutually beneficial for them to drive their audience into the Y.



WHAT IS GRASSROOTS MARKETING

External Tabling Events

Some examples of TEs are: 'Taste of Reston', area Farmer's Markets, Pride Celebrations, CitiOpen Tennis Tournament, Health Fairs, Adams Morgan Day, etc.

*At these events, the name of the game is **ENGAGEMENT**. An engaging Y experience is offered to attract prospects to the Y table.*

With an engaging Y experience, the Membership leader will have the opportunity to learn about the prospect, provide membership information, and schedule their next visit to the branch.



WHAT IS GRASSROOTS MARKETING

The PURPOSE of all Grassroots Marketing is to drive traffic to into the Y.

- *Represent the Y Brand Voice: Genuine. Welcoming. Hopeful. Nurturing. Determined.*
- *Differentiate the Y as a non-profit Cause-Driven Global Movement.*
- *Deliver an engaging experience that gives a taste of what someone might experience at our Y (Fun! Community, Health, Wellness, etc)*
- *A successful event or partnership results in securing additional prospective members we might not have otherwise reached. Some ways to measure successful Grassroots Marketing efforts are: Memberships sold, tours set, contact information collected. What other measures would you add to this list?*



WORKSHOP:

**RELATIONSHIP
BUILDING WITH
COMMUNITY
MARKETING
PARTNERS**

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WORKSHOP DIRECTIONS

- **You have 30 minutes to complete this work.**
- **Pair up into branch teams as directed.**
- **Each branch team picks up their workshop kit.**

Workshop Kit Includes:

10 Best Practices when Building Relationships with Community Marketing Partners

Mini Area Market Study for your branch

Your branch Group Discount Codes

Worksheet

Your goal is to work together to review your kit and complete your branch worksheet, then present to your partner branch.

SO YOU'RE AT AN EXTERNAL EVENT

How to set up your table for optimal engagement:

Inviting and Branded: Your table should be inviting and show-case ready. Use a clean tablecloth and ensure branded materials are visible and ready to go.

Flow: think about the flow of the event. Do you have enough space to host the table activity and engage with the prospect?

Tablets: Your tablet will be used for contact collection, tour booking and to share the digital presentation. Depending on the size of the event, you may need 2-4 tablets.

Engaging: Stand outside the table area and smile. Invite people to participate in the activity. Make it like you are hosting a party!



SO YOU'RE AT AN EXTERNAL EVENT

Sneak Peek! : Each branch will be provided a digital presentation to access on tablet or screen for external events.

This presentation is intended to host a prospect through an introduction of our services, amenities, cause and how they can get involved. This presentation is available on the Marketing Resource Center along with all the materials from the Academy.

Sneak Peek!



TABLING EXAMPLES

Rainbow Bubble Snake – Ideal for Family events



Materials:

- ☐ Recyclables like plastic waterbottles & Toilet paper tubes
- ☐ Dollar store package of kids socks
- ☐ Dish soap
- ☐ Water
- ☐ Small buckets or trays

Chair Aerobics & Barre Demo – Great for Health Fairs and Active Ager Audience

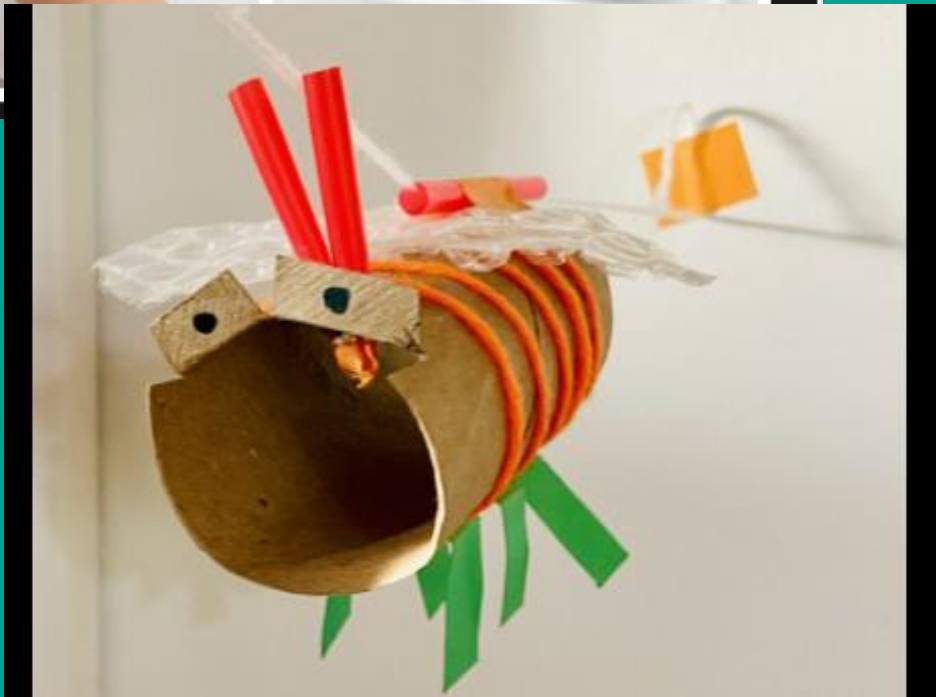


Build-A-Bug – Ideal for Family events



Materials:

- ☐ Recyclables like straws & twist on bottle caps & Toilet paper rolls
- ☐ Colorful pipe cleaners
- ☐ Googly eyes
- ☐ Play doh
- ☐ Trays or tupperware



Taste Test – Nutrition & Community Health– Ideal for Family events



Hit the Target – Court Sports Audience – fun for all ages and abilities



Materials:

- ☐ Target Backboard & Net
- ☐ Racquets
- ☐ Balls

WORKSHOP: BUILD YOUR SUMMER EVENTS CALENDAR

WORKSHOP DIRECTIONS

- You have 45 minutes to complete this work.
- Pair up into branch teams as directed.
- Each branch team picks up their workshop kit.

Workshop Kit Includes:

Resource Listing

Summer Calendar Template

Worksheet

YUSA Calendar of Themes

Your goal is to work together to research area events calendars and complete your branch template, then present to your partner branch.

CLOSING THOUGHTS & SURVEY

TOOLS FOR YOU

For Immediate Use:

Your Market Guide

Your Plan for Community Marketing Partners (Workshop 1)

Your Summer Events Calendar (Workshop 2)

All Academy materials are found on the Marketing Resource Center

Arriving this week:

YMCA Tablecloth

'Membership Means More' Pop-up Banner

Digital Tablet Presentation

Y Polos

Menu of Activities by Type of Event



**CONGRATULATIONS
YMCA
GRASSROOTS
MARKETING
ACADEMY
GRADUATES!**