

We are seeing Y's message that membership dollars can be converted into a donation.

How are you doing this through your accounting process? Are you having these folks enter a separate pledge? Are you having them fill out a form? What does the behind the scenes/back end process look like?

>>From Nekita Nesmith, nnesmith@fcymca.org

We presented this as an option and anyone who opts in for this is being tracked by our first impressions team and we are communicating to say thank you. We send tax letters once a year in January and we let them know those will be sent at that time.

>>From Bruce Ham, bruce.ham@ymcatriangle.org:

MEMBERSHIP

Stay with us.

On behalf of everyone at the YMCA of the Triangle, we ask that you remain a part of our Y and continue to support the critical work we do in our community.

The significant impact we have on individuals, children, families and those who need us most is dependent on our program and membership fees. Your membership fees enable our Y to help the community, support our employees and remain strong through these extraordinary circumstances.

Our hope is that this suspension in services will be brief. But the impact our Y makes in the community lasts a lifetime.

I think all software systems are different but we are:

- 1) Drafting for membership as usual
- 2) After the draft we can add a discount code to the monthly membership – we code at 100% discount which then shows a credit to their account
- 3) We then create a donation pledge of the same amount to their account and transfer the “membership credit” to pay off the pledge
- 4) They then get a specifically crafted thank you letter and receipt

Hope that helps.

We are pushing this option as of this afternoon for folks who contact us to cancel (either by phone or email). On Monday we will push out to all members as an option. If they want to convert their dues to a gift, they will have a link to click where they will enter their name, address and click a button that says they want to do so. Our staff take it from there. It is cumbersome, but an option that might help us hold on to some of our folks.

Let me know if you have other questions. I have the ideas but don't actually know how to do any of this in our software (Personify). But I can get you in touch with the folks who can.

>>From Tony Ganger, tganger@ymcasv.org

Because members are receiving "no goods and services" for their membership fee during the facility closure, we've decided to count every membership draft fee as a contribution to the Y. We're giving members the choice to allow us to continue drafting their membership...as a contribution...or go on a free hold.

You'll see our choice language here - <https://www.ymcasv.org/closure> - click on the "Membership Choices" button on the upper right.

We haven't pushed this choice out to members yet, but many are finding it organically. As of yesterday, we had a couple hundred members make a choice and about 30% are choosing the contribution choice. We will be sending out a communication later today or tomorrow to all members...telling them how much we need them during this time...and asking them to allow us to consider their monthly membership as a contribution, allowing us to continue providing childcare for first responders and medical providers as well as serve as feeding sites for kids and families in need. You'll see that we're also inviting members to make an additional contribution to our COVID-19 Response Fund. I'll share the communication after we send it.

We'll figure out the contribution amount and acknowledgement letter after things settle down.