



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Marketing At-A-Glance 2022

January – Pay the Day

- Acquisition - Pay the Day January 1 – 31
- Count Down to Annual Campaign
- Y Universal App
- Virtual Y

February – February Freeze / Annual Campaign

- Acquisition – Its Cold outside Warm your Heart at the Y
- Annual Campaign Kickoff – Here for You
- Seuss Day Promotion
- YMCA Camp Wakonda Materials Due

March – March Monday Madness

- Acquisition – Come Check out the Y on Mondays in March and join \$0 with Move it Mondays in March
- 7th Grade membership Materials ready to distribute
- Seuss Day – March 5th
- SAS Summer & Before and After school Program materials / Website updates Due

April – Spread the News and Shrink your Dues

- Acquisition - Referral Program Promotion Member-Get-A-Member
- 7th Grade Membership Promotion
- Healthy Kids Day – April 30

May – Sizzlin’ Summer Membership

- Acquisition – Join Now and receive \$35 in Y Bucks
- Splash Day – Memorial Day Weekend (Focus on Programs – Summer Day Camp / Swim lessons) Camp Savings w/family Membership
- Camp Wakonda & Summer Day Camp Registration Promotion

June – Catch the Waive

- Acquisition – Join Now and Waive the join Fee – Splash into summer
- Focus on Summer programs / Pools / Camp
- Splash Day

July – You already Belong – You just need to Join Mission in Motion

- Focus on Social Responsibility
- Member Appreciation

August – Back to School / Fall Programming

- Find Your Y – Find your Purpose

September – Fall into Fitness – Pay-the-Day

- Acquisition – Pay-the-Day

October – Inspire / Aspire / Perspire - Give it / Dream it / Do it

- Run for the One
- Trunk or Treat

November – Honor our Veterans /Black Friday Promotion

Acquisition – Black Friday Special No payment / No Join Fee until December 20

- Honor our Veterans
- Black Friday / Amazon Smile Promotion

December – Get a Jump on your Goals

- Acquisition – Get ahead of your goals – December 24 – 31
- Giving Tuesday (December 1)
- Give the Gift of Wellness & Fun (Gift Cards)
- Amazon Smile



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Marketing Calendar 2022

JANUARY –Pay-the-Day January 13- 31 / Countdown to Annual Campaign

- Acquisition - Pay the Day January 1 – 31
- Count Down to Annual Campaign
- Y Universal App
- Virtual Y

Promotion

Association Wide:

Television - Pay-the Day Spots
Website
Online Advertising
Standard Marketing Packet \$15
Banners (4X8) (Center Pays)
Guest Pass Inquiry
GEO Fencing / Geo Tracking
Y app / Virtual Y
Facebook/Social Media (In-House) Budget: \$600
Website
Monthly E-Newsletter
Geo Fencing / Geo Tracking
Video

Print Ads

Newspaper Ads: (Paid)

Cassville ¼ page

Monett Times ¼ page

417 Magazines (Trade) Springfield Community 1/3 page

Connections Magazine (paid)

Monett/Cassville ½ page

Kids Directory (trade) ½ page

EVENTS:

Dallas County Chili Cook-off – January

FEBRUARY – February Freeze Fitness / Annual Campaign Promotion

- Acquisition – Its Cold outside Warm your Heart at the Y
- Annual Campaign Kickoff – Here for you

Promotion:

Online Marketing
Geo Fencing / Geo Targeting
SEO
Facebook/Social Media (In-House) Budget: \$500
Website:
Monthly E-Newsletter
Kids Directory (trade) ½ page

Marketing Photo Shoot

7th Grade membership

Seuss Day Promotion

SAS Before / After / Summer



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MARCH – March Monday Madness

- Acquisition - Come Check out the Y on Mondays in March and join \$0 with Move it Mondays in March.

Promotion

Facebook/Social Media (In-House) Budget: \$500

Website:

Online ads Retargeting ads: Membership / Spring Sports / Move it Mondays

Geo Fencing

Print:

417 ¼ Page ad Summer Day Camp & Resident Camp

Kids Directory (trade) ½ page

EVENTS:

Seuss Day – March 5

SAS: 3/1

Camp Postcard 3/12

Spring Sports (sports calendar)

Annual Report Due

7th grade membership

APRIL -Spread the News and Shrink your Dues – Refer a member promotion

- Focus on the rebranded 20/20 referral program
- Healthy Kids Day - April 25
- Staff Recruitment

Promotion:

Facebook/Social Media (In-House) Budget: \$500

Website

Online ads: Membership / Swim lessons /

Geo Fencing

Kids Directory (trade)

½ page Healthy Kids Day

EVENTS:

Healthy Kids Day

Camp Wakonda Open House

MAY – Sizzlin’ Summer Membership / Splash into the Y or Safety Focus Mission

- Acquisition – Join Now and receive \$35 in Y Bucks
- Splash Day – Memorial Day Weekend (Focus on Programs – Summer Day Camp / Swim lessons)
- Summer Day Camp Savings w/family Membership
- Camp Wakonda & Summer Day Camp Registration Promotion

Promotion:

Facebook/Social Media/ (In-House) Budget: \$550

Website:

Online ads Summer Membership / Swim lessons / Sports / Water Safety

Geo Fencing

Print:

417

¼ Page ad Splash Day / Water Safety Tips

Kids Directory (trade) ½ page

EVENTS:

Annual Meeting / Arts Fest - Springfield / Splash Days



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JUNE – Catch the Waive

- Acquisition – Join Now and Waive the join Fee – Splash into summer
- Focus on Summer programs / Pools / Camp
- Splash Day

Promotion

Facebook/Social Media/ (In-House) Budget: \$500

Website:

Online ads

Geo Fencing

Print:

417

½ Page ad Camp Wakonda

Kids Directory (trade)

½ page

EVENTS:

SAS Golf Tournament

Ozark Mountain Golf Tournament

Marketing Retreat – 2023 Marketing Planning

JULY – You already Belong – You just need to Join / Mission in Motion

- Find your Y – Find your Purpose
- Focus on Social Responsibility
- Member Appreciation
- Soccer / Flag Football Registration

Promotion

Facebook/Social Media/ (In-House) Budget: \$500

Website:

Online ads

Geo Fencing

Print:

417

¼ Page ad Fall Programs

Kids Directory (trade)

½ page

Fall Sports

Annual Campaign Development

AUGUST – Back to School / Fall Programming

- Back to School Back to you – 1-week guest pass
- Fall Programming Swim / Gymnastics / basketball
- Staff Recruitment

Promotion

Facebook/Social Media/ (In-House) Budget: \$500

Website:

Online ads

Geo Fencing

Print:

417 (Trade)

½ Page ad SAS / Family Membership Savings

Kids Directory (trade)

½ Page



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SEPTEMBER – Fall into Fitness – Pay-the-Day -

- Acquisition – Pay-the-Day

Promotions:

Facebook/Social Media/ (In-House) Budget: \$500

Website:

Online ads

Geo Fencing

Television

Video

Print:

417 (Trade) ¼ Page ad Pay-the Day

Kids Directory (trade) ½ page

EVENTS:

Moon Cruise

OCTOBER – Inspire / Aspire / Perspire - Give it / Dream it / Do it

- Run for the One
- Trunk or Treat

Promotion

Facebook/Social Media/ (In-House) Budget: \$500

Website

Online ads

Retargeting ads

Geo Fencing

Video

Print:

417 (Trade) 1/3 Page Night for the Y ad

Kids Directory (trade) ½ page – Boo-Bash

Fit Magazine

EVENTS:

Night for the Y

Run for the One

Cassville for a Cause 5K

Lebanon Chili Cook-off

Boo-Bash / Trunk or Treat

Annual Campaign Materials Due



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NOVEMBER– Honor our Veterans / Black Friday

- Acquisition – Black Friday Promotion – No payment until December 20
- Honor our Veterans
- Y Thankful
- Black Friday / Amazon Smile Promotion

Promotion

Facebook/Social Media/ (In-House) Budget: \$500

Website:

Online ads

Geo Fencing

Print:

Kids Directory (trade) ½ page Winter Sports

Membership Brochures / Winter Basketball / Association Sports Calendars

EVENTS:

Dallas County Turkey Day 5K

Holiday Potlucks

Cyber Monday

Giving Tuesday

DECEMBER–Get a Jump on your goals

- Acquisition – Get ahead of your goals – December 24 – 31
- Giving Tuesday (December 1)
- Give the Gift of Wellness & Fun (Gift Cards)
- Amazon Smile

Promotion

Facebook/Social Media/ (In-House) Budget: \$500

Website:

Television:

Online Ads

Geo Fencing

Print:

Kids Directory (trade)

½ page Give the Gift of Wellness & Fun

Fit Life

EVENTS:

Cookies w/ Santa

Holiday Potluck

INITIATIVES: YEAR AROUND

- 7th Grade Membership
- 20% Referral Program
- Additional Loyalty Program / Punch Program
- Y Universal App
- Virtual Y-360
- Social Influencers
- Monthly @yourY swag / #find your Y #find your purpose
- Y decals
- Video Promotions

OZARKS REGIONAL YMCA 417 S. Jefferson, Springfield, MO 65806 P 417.862.7456 F 417.866.9527 orymca.org

CASSVILLE YMCA • DALLAS COUNTY AREA YMCA • G. PEARSON WARD DOWNTOWN YMCA • LEBANON FAMILY YMCA
MONETT AREA YMCA • OZARK MOUNTAIN FAMILY YMCA • PAT JONES YMCA • YMCA CAMP WAKONDA • YMCA SCHOOL AGE SERVICES





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2022 Marketing Estimated Pricing

T- Shirt \$ (One Color) \$ (Two Color)
Performance \$
Sweatshirt \$

All with 75 minimum Order

Banner Cost – (Paid by Center)

2 X 4	\$28
2 X 8	\$56
3 X 6	\$63
3 X 8	\$84
4 X 8	\$112
144" X 32"	\$126

Development Banners: Pole Pocket \$30 (2 X 4) \$58 (4 X 4)

In-House Printing Estimates -2020

Paper Cost:

			S/S	D/S
Plain Paper	8 ½ X 11	.01 cent per sheet	.05	.10
Card Stock	8 ½ X 11	.05 cents per sheet	.10	.14
Gloss Paper	8 ½ X 11	.05 cents per sheet	.10	.14
Plain Paper	11 X 17	.03 cents per sheet	.08	.12
Card Stock	11 X 17	.07 cents per sheet	.12	.16
Gloss Paper	11 X 17	.07 cents per sheet	.12	.16

Laminated Materials:

8 ½ X 11	.09 cents per sheet	.14	.18
11 X 17	.20 cents per sheet	.25	.29

Giant In-House Posters: Cost = .25 per inch in length all are 24" Wide

Examples:

22" X 28" =\$3 24" X 36" =\$5

Envelopes:

Each

.04

Box (625)

\$25

Case (3,125)

\$125

Note Cards:

.50

Membership apps:

250

\$7.50

500

\$15

1000

\$30

Y Folders:

Each

.35

Box (175)

\$43.75

Name Tags

\$4 (in House)

\$5.50 (Out)

(\$2) Bulk Blanks

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