



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ALWAYS WELCOME IN EVERY COMMUNITY Nationwide Membership

Membership is foundational to the Y Movement, as it represents a YMCA's most effective tool for strengthening community. Through Y membership, kids, individuals and families can nurture their potential, improve their health and pursue ways to give back to their neighbors.

Nationwide Membership is a key piece of an overall strategy to elevate membership in order to deepen the impact of the Y cause. This practice, which started at some Ys as early as 2008, aligns with the inclusive values of the Y and helps advance this cause. It ensures Ys are all-inclusive and enables members to utilize the Y as often as possible, increasing the value of Y membership.

At the Y, we believe that positive, lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors. This strengthening of community—and the realization of a Y's full potential—is best done when all Ys are open to all members.

Contact:

YMCA OF THE USA

(P) 800 872 9622

(E) nationwidemembership@ymca.net



"This is a chance for all of us to deliver on our promise to be for all."

– Sandy Walker, President and CEO, YMCA of Silicon Valley

FREQUENTLY ASKED QUESTIONS

Will participation in Nationwide Membership be mandatory for all Ys?

There is nothing in our constitution and bylaws that indicates participation would be mandatory at this time. In the future, the answer to that question will be determined by feedback from local Y associations.

Our Y already has a reciprocity agreement in place. Do we need to do anything differently?

Yes. Nationwide Membership is different from whatever state or regional agreement your Y has in place. To learn more, attend an informational webinar: June 9 or June 23. [Register on Exchange.](#)

What technology solutions will be used to support Nationwide Membership?

A national membership database solution and associated training to support visiting member check-in and sex offender screening will be available to all participating YMCAs at no cost. This web-based solution will not require any special hardware and will run on most PCs using an up-to-date web browser.

Continued on back

What training and resources will be available to Ys that offer Nationwide Membership?

Staff training and resources will cover topics such as: using the Nationwide Membership system, operational best practices and engaging nationwide members. Training will be available for all Y staff—from organization leaders to front-line staffers.

Training begins for three pilot Y programs this summer. Training for the rest of the participating Ys will be available depending on when they launch. The first training will support:

- Local Y implementation of Nationwide Membership
- Using the Nationwide Membership system, including reports, setting up users and member check-in

Later training will address:

- Nationwide Membership system topics including administering the liability waiver, handling lost privileges, and member screening
- Member service and engagement



Training will be available via webinar, online learning and workshops delivered by local Y staff. There will also be several learning tools and job aids to support front-line staff.

In addition to training, Ys will have access to a **Nationwide Membership toolkit** that will include:

- Poster and flyer
- Direct mail piece
- Tri-fold brochure
- Key talking points

The toolkit will be downloadable from Exchange.

Will we have to share member data?

Yes, member data is essential to the function of the system. Data will be used to look-up and validate visiting members and to enable your YMCA to screen members against the national sex offender registry. Individual-level data will be secured and only the minimally necessary data for visitor check-in will be visible.

Data your Y provides to Y-USA will **NOT** be used to contact any member without your permission and will not be used to generate revenue by soliciting donors or selling member data. Data will never be stored on Y-USA servers. All data will be stored in a highly secure Microsoft data center and in an encrypted, password-protected database.

Ys will have access to comprehensive Nationwide Membership reports and analysis. Additionally, Y-USA will provide Ys with value-added reports that enhance the membership data with market demographics and other insightful household level data points to better help you understand your community.

We want to participate in Nationwide Membership. What are the next steps?

- 1) Attend an informational webinar: June 9 and June 23. [Register on Exchange](#)
- 2) Sign the following agreements:
 - a. Operating agreement
 - b. Data release agreement (if you receive one in the mailing; relevant only if your membership system vendor is sending your member data directly to Y-USA)
 - c. Sex-offender screening vendor agreement
- 3) Plan to participate in training. Watch [Icdc.org](#) for details.
- 4) Download the Nationwide Membership Toolkit when it is available on Exchange in August.
- 5) Stay tuned for more information, including tools, training, and resources that will help your staff implement Nationwide Membership.

OPERATING AGREEMENT HIGHLIGHTS

Key Components of Operating Agreements
Nationwide Membership is available for active, full-facility Y members whose home Y participates without restrictions or blackout periods.
Registered sex offenders (RSO) are prohibited from participating.
Special memberships established by any Y for group homes, other agencies, etc., are not eligible.
Participating Ys agree to use a Y-USA administered, web-based nationwide database to verify membership, check-in members, track visits, complete RSO screening and prohibit RSO access.
Access to database and sex-offender screening is free for participating Ys.
Basic membership data will need to be uploaded into the Nationwide Membership database.
Waiver and privacy policy language will be used.
Ys should allow nationwide members access to all services typically offered to full-facility members.
Nationwide member visitors must use their home Y at least 50% of the time.
Program discounts are not part of the initiative although participating Ys may choose to offer discounts.
Nationwide members visiting other Ys for a period greater than 28 days must transfer membership affiliation for continued use.
Nationwide Membership is not intended to modify existing regional or association wide reciprocity restrictions.
There will be a "lost privileges" option in database.

TIMELINE

MAY	JUNE	JULY
<ul style="list-style-type: none"> Y-USA begin sending out agreements 	<ul style="list-style-type: none"> Staff training modules available on lcdc.org Pilot 1: North Carolina Ys launch first pilot of Nationwide Membership Informational webinars for C-Suite leaders will be held June 9 and June 23 	<ul style="list-style-type: none"> Pilot 2: New England states

AUGUST	SEPTEMBER	OCTOBER
<ul style="list-style-type: none"> Pilot 3: South Carolina and Virginia Ys Marketing Toolkit for Ys available from Brand Resource Center 	Train staff and prepare marketing material	<p>Week 1 - Rollout by region: PR, FL, GA, AL, MS, LA, TN</p> <p>Week 2 - KY, WV, DC, MD, DE, PA, NJ, NY, OH</p> <p>Week 3 - IN, MI, IL, IA, WI, MN, NE, OK, AR, SD, ND, TX, UT, CO, MT, KS, MO</p> <p>Week 4 - AZ, ID, NV, WA, OR, AK, CA, NM, WY, HI</p>

Join us in advancing our cause and ensuring Ys are inclusive and welcoming to all members, wherever they may work, live, play or travel.

Questions? Contact nationwidemembership@ymca.net