



Virtual YMCA

Members Only Experience on [SeattleYMCA.org](https://seattleymca.org)

— Project Blue Sky: August 6, 2020 —

What is Virtual YMCA?

- “Virtual YMCA” is a technology solution to enable a “paywall” on seattleyymca.org to ***gate exclusive content for current members only***
- The “members only” experience ***promotes the value of a Y membership through exclusive content***, from local Y instructors, designed for the YGS audience
- “Virtual YMCA” is a ***foundational investment towards a digital branch***, where our members and community will gather for experiences, offers and content that are targeted and personalized

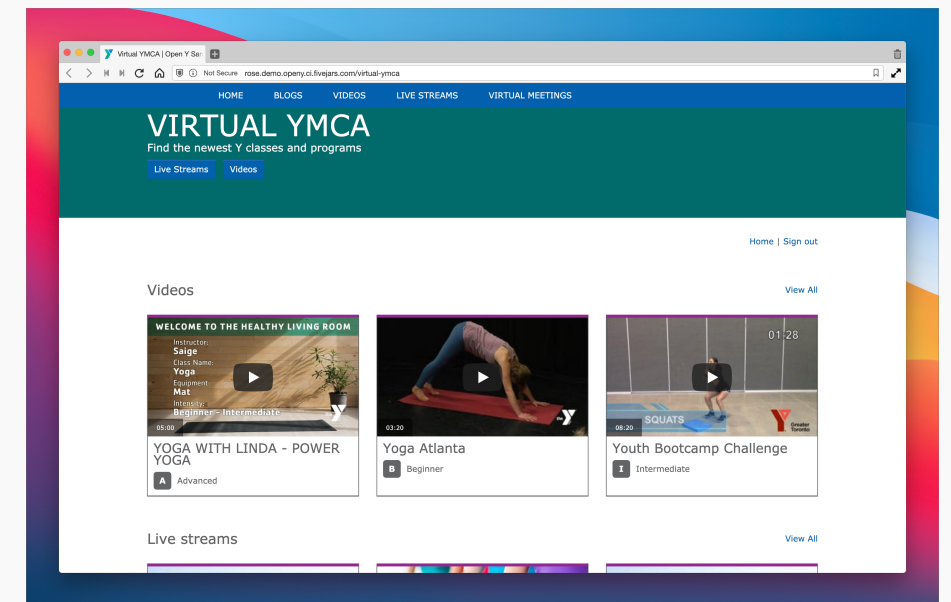
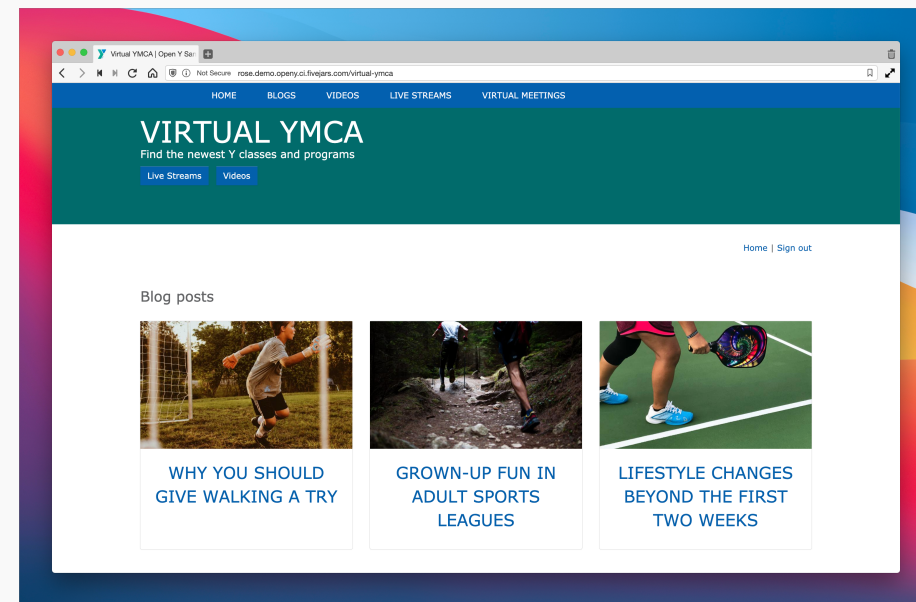
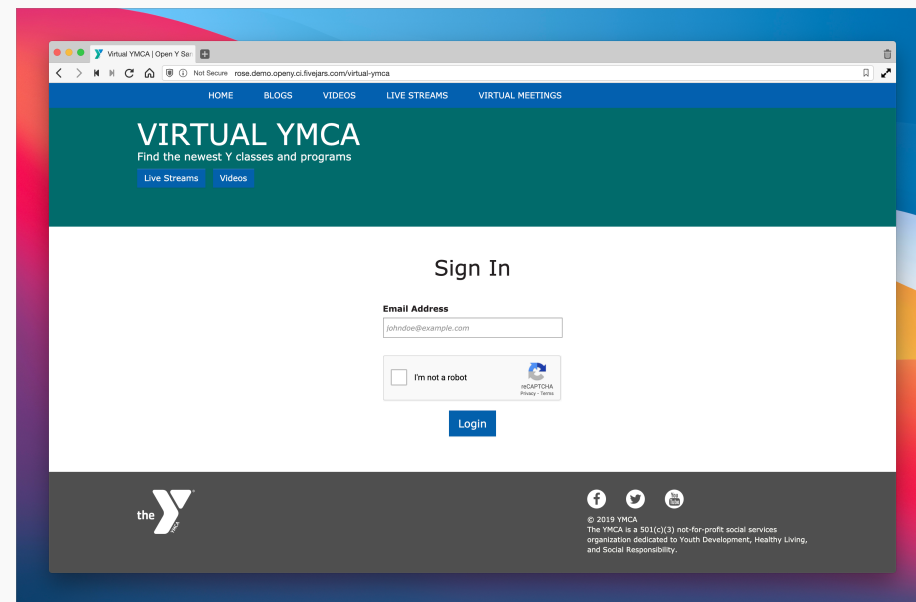
What is the Virtual YMCA Online Experience?

This release is a minimum viable product (MVP). Future releases will improve the current feature set. Today, “Virtual YMCA” includes:

1. Member sign-in with email address (“paywall”)
2. Live streaming with YouTube or Vimeo
3. On-demand video with YouTube or Vimeo — YGS will use Vimeo so that videos can only be played when accessed in the seattleyymca.org domain
4. Dedicated category video pages with tags and filters
5. “Add to calendar” feature for upcoming live streams and virtual meetings
6. Embedded Zoom events and blog posts

Demo of Virtual YMCA

Demo website with dummy content.



Demo website

Demo email (credential)

<https://bit.ly/31hWFC9>

johndoe@test.com

Doesn't YGS Offer Live Streaming & On-Demand Videos?

- Yes. Today, live streaming and on-demand videos are offered in the "Healthy Living Room," and in the "Family Room"
- The content is not gated. Therefore, there isn't a sense of exclusivity for our members
- Prospective members do not have an incentive to join in order to access this content

Virtual YMCA Opportunities

- The “Virtual YMCA” will enable a “paywall” to gate exclusive members only content
- Gating members only content incentivizes prospective members to join, and gives YGS an opportunity to experiment with, for example:
 1. ***Virtual memberships as a standalone package*** or as an add-on
 2. ***Sponsorship opportunities for businesses to give the public “free access” to YGS members only content for a limited time (e.g., Brought to you by)***
 3. ***Freemium opportunities where some content is provided for free, but full-access is restricted to members only***

Healthy Living Room & Family Room Lessons

- ***If you build it, they will not necessarily come***
 1. “Healthy Living Room” & “Family Room” did not grow audiences from April 2020 to June 2020 (July numbers are pending)
 2. Live streaming group-ex classes grew its audience after the April launch, but lost audience from May 2020 to June 2020 (July numbers are pending)
- ***Content quality and freshness matters*** — after its launch, “Healthy Living Room” on-demand video content has not been updated
- ***Live streaming and on-demand video content is high effort, high production*** — sustaining quality and freshness requires dedicated focus and personnel

Healthy Living Room & Family Room Month on Month

ID	DESCRIPTION	Apr-2020	MoM Var.	May-2020	MoM Var.	Jun-2020	MoM Var.
1	YGS online network unique pageviews	212,708	N/A	221,394	4%	340,070	54%
2	YGS online network users	57,766	N/A	60,725	5%	86,751	43%
3	Healthy living room (HLR) unique pageviews	32,091	N/A	29,896	-7%	22,777	-24%
4	Healthy living room (HLR) users	10,740	N/A	10,234	-5%	6,477	-37%
5	Live virtual group-ex class participants (live classes)	419	N/A	1,392	232%	1,057	-24%
6	Live virtual group-ex classes total minutes viewed (live classes + archived classes)	19,390	N/A	74,953	287%	71,445	-5%
7	Virtual challenge (participants)	N/A	N/A	187	N/A	208	11%
8	Family room (FR) unique pageviews	12,399	N/A	8,471	-32%	5,798	-32%
9	Family Room users	3,776	N/A	2,545	-33%	1,635	-36%
10	% of YGS unique pageviews from HLR content	15%	N/A	14%	-10%	7%	-50%
11	% of YGS users from HLR content	19%	N/A	17%	-9%	7%	-56%
12	% of YGS unique pageviews from FR content	6%	N/A	4%	-34%	2%	-55%
13	% of YGS users from FR content	7%	N/A	4%	-36%	2%	-55%

Since launch, the “Healthy Living Room” and “Family Room” hubs have not grown their audiences¹. Given that these hubs resemble the content offering of the future seattlemca.org “Virtual YMCA,” *the traction of the “Healthy Living Room” and “Family Room” hubs is a strong signal of lessons to be learned and pitfalls to avoid.*

¹Data source: Google Analytics & Facebook. Dashboard in SharePoint: <https://bit.ly/3ihliG1>.

Virtual YMCA Work to be Done

Web development on the seattleyymca.org “Virtual YMCA” started July 27, 2020. Here is a short-list of work to be done before the “Virtual YMCA” is introduced:

1. Decision on future of “Healthy Living Room” and “Family Room” — transition to “Virtual YMCA”? Use as freemium content to up-sell to “Virtual YMCA”?
2. Create “Virtual YMCA” value proposition (including consumer research), assemble team to produce *premium* members only content, develop content plan, create and build content
3. Create “Virtual YMCA” go-to market plan, marketing campaign, and communications rollout
4. Create and build “Virtual YMCA” how-to/FAQs support material for members and staff
5. Complete web development of “Virtual YMCA” custom YGS features that improve the out-of-the-box customer experience (e.g., custom login screen)
6. Create “Virtual YMCA” product roadmap to include feature enhancements, and pricing options (e.g., virtual membership as a standalone package)

Virtual YMCA Web Development Items

1. Enhanced seattleyymca.org “Virtual YMCA” login & sign-up page
2. Content management system (CMS) templates to support “landing pages” within the “Virtual YMCA” experience
3. Adapt workflows to support “forgot email,” and “enter new email” use cases
4. Upgrade CMS to the current version of Open Y + Drupal
5. Implement “You’re leaving seattleyymca.org” pop-up (modal) message to adopt the updated YGS privacy policy in order to participate in the YUSA national membership program

The screenshot shows the Virtual YMCA Member Sign In page. At the top, there is a navigation bar with the YMCA logo, a search bar, and links for DONATE, SIGN IN, SELECT LANGUAGE, PROGRAMS, LOCATIONS, SCHEDULES, MEMBERSHIP, VIRTUAL YMCA, SOCIAL IMPACT CENTER, and GIVE. Below the navigation bar, the page title is "Home / Virtual YMCA". The main content area is divided into two columns. The left column contains the "Virtual YMCA Member Sign In" form, which includes a text input field for "Member Email Address" (containing "johndoe@example.com"), a checkbox for "I'm not a robot.", and a "LOGIN" button. Below the form, there is a link for "If you're unable to access Virtual YMCA with your email address, see our [member support](#) section." The right column features a large placeholder image for a profile picture, followed by the heading "Become a Member of a Community" and a paragraph: "At the Y you're not just a member of a gym, you're part of a community." Below this is the "Membership Benefits" section, which lists: "Unlimited Access. Every Y is your Y", "Kids Zone Activity Centers", "Coaching & Training - Free personalized wellness plan with a health coach", and "Perks Program, and More!". At the bottom of the right column is a "START MEMBERSHIP" button. The footer contains a grid of links: JOIN THE YMCA, SOCIAL IMPACT CENTER, WORK AT THE Y, EQUITY STATEMENT, LOCATIONS, FINANCIAL ASSISTANCE, ABOUT, BLOG, PRESSROOM, CONTACT, PRIVACY POLICY, PROGRAMS, DONATE TODAY, VOLUNTEER, FAQs, Child Care, Health & Fitness, Kids & Family Activities, Swimming, Youth Programs, and MY ACCOUNT. The footer also includes the copyright notice: "© 2020 YMCA OF GREATER SEATTLE. The YMCA is a 501(c)(3) non-profit social services organization dedicated to Youth Development, Healthy Living, and Social Responsibility. Our tax identification number is 91-0482710."

Next Steps

1. Assemble working groups to help define
 - “Healthy Living Room” and “Family Room” vis-à-vis “Virtual YMCA”
 - “Virtual YMCA” value proposition and consumer research
 - “Virtual YMCA” content plan and video production logistics
 - “Virtual YMCA” as acquisition tool and opportunities
2. Assess “Virtual YMCA” pricing opportunities, and portfolio of services that can be included in a virtual membership (e.g., virtual training, virtual Loose to Win)

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Frequently Asked Questions (FAQs)

1. **When will the “Virtual YMCA” be live on seattleyymca.org?**

Target go-live is Q4 2020. A more specific timeline will be shared as the team learns more.

2. **What will be the pricing model for “Virtual YMCA” when it goes live in Q4 2020?**

When it first goes live, “Virtual YMCA” will be included in the YGS membership. We will evaluate pricing options after a learning phase.

3. **Are you considering a mobile app?**

Yes, we are looking into native mobile app solutions. Timeline is TBD. EGym, a solution provider that Project Blue Sky has discussed before, informed us that their typical rollout timeline is 4 to 5 months.

Do You Have Questions or Need Additional Information?

Contact William Renderos, Sr. Director, Digital Experience, with questions about seattlemca.org or about the information in this document, wrenderos@seattlemca.org.