







Worldwide

130 Countries

11,000 locations

58 M Participants

United States

874 Associations

2,700 locations

20 M Members

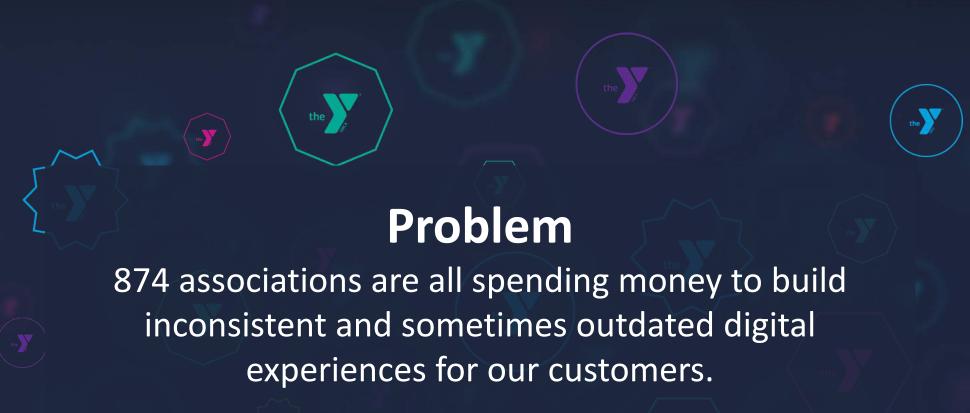


Customer interactions start, and often end, online.

We are not meeting these needs.

We require a national tool that will better communicate and deliver our mission digitally.















OpenY

What is OpenY?



A philosophy that collaboration drives innovation and impact



A community of YMCAs and technology Partners



An open-source platform for marketing, ecommerce and digital products



Hundreds of ready to use features











Modern & Mobile

Easy to Maintain

Localized Content

Proven Experience

Low Total Cost

Better. Faster. Cheaper

Customer Experience (CX) Platform

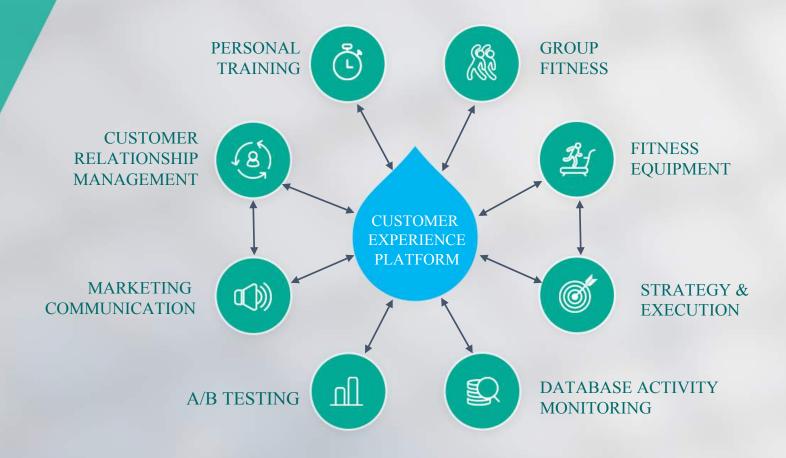
Omni-channel Foundation

- Puts the customer at the center of a unified digital experience
- Enables MyY, connected fitness, branch of the future, and outside the four walls
- Drives association ROI through an open and Y owned solution

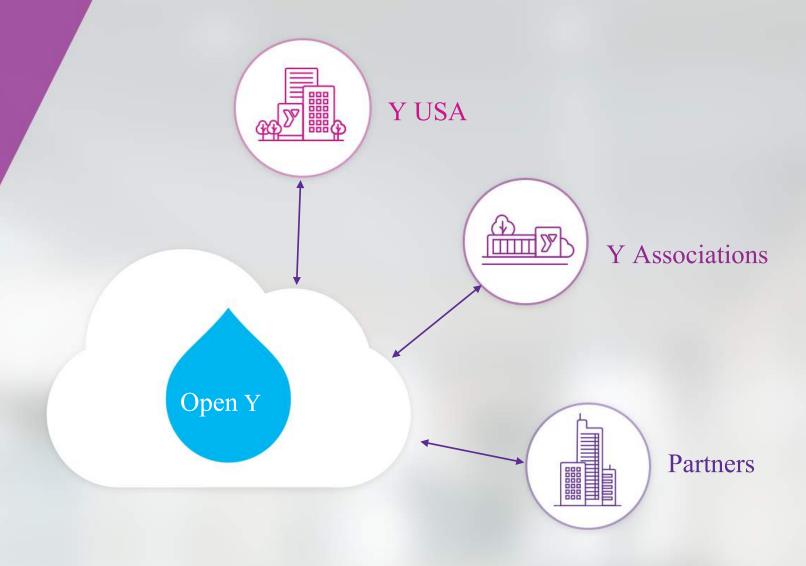


What are we building?

A connected, customizable, and low cost web platform.



Open Y is Open Source



With governance standards, any Y or approved partner can use Open Y.

Brands using the same tech as Open Y



















































How are we doing it?

By assembling the best Y partners and technologies.





























Netpulse

Benefits of Open Y



Best customer experiences proven with data.



Nationwide Y and partner collaboration.



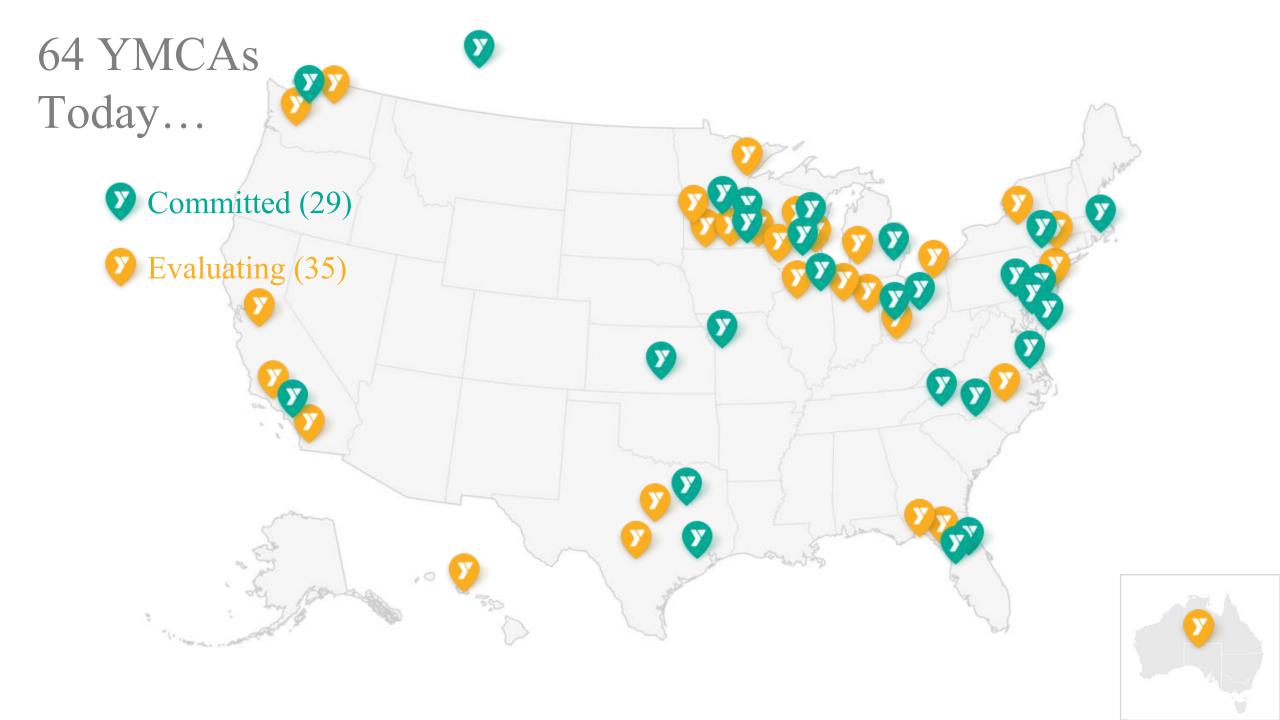
Measurable cost reduction over time.



Consistent branding and governance.



Scalable with evolving flexibility.





Case Study #1 – Large YMCA

Seattle YMCA



Open Y
Sharing

Includes cost sharing for ACTIVE Net integration

Brandywine YMCA



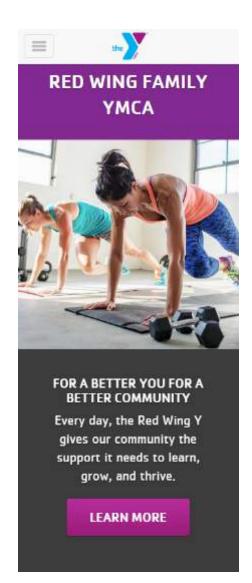
Savings = \$197,000 and 4.5 months

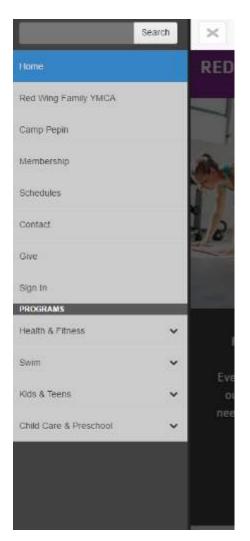
\$277,000 and 6 Months \$80,000 and 6 weeks



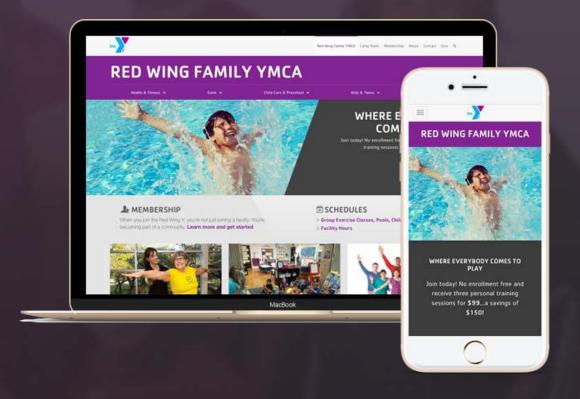
Case Study #2 – Small YMCA

- Needed better website for customers and staff
- Selected Open Y for quality, cost and speed
- First smaller YMCA on Open Y
- Launched site within a few months
- Full control over site design and content
- Ability to add new features as interested
- ... and blazed the trail for smaller Ys and 700 more.







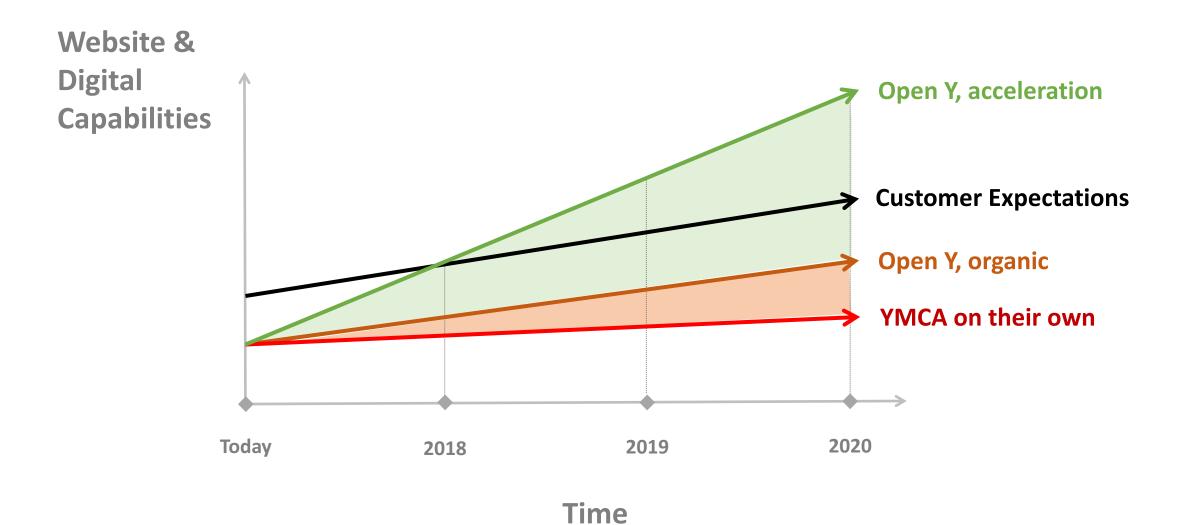


Large YMCA

Small YMCA



Digital Value Creation





What is the cost to move to Open Y?

Sma	ller	YM	ICA
JIII			

- < 5 locations
- < 100 webpages
- Use as is

Mid-Size YMCA

- 5 15 locations
- < 1000 webpages
- Some custom code

Larger YMCA

- 15+ locations
- 1000+ pages
- Lots of custom code

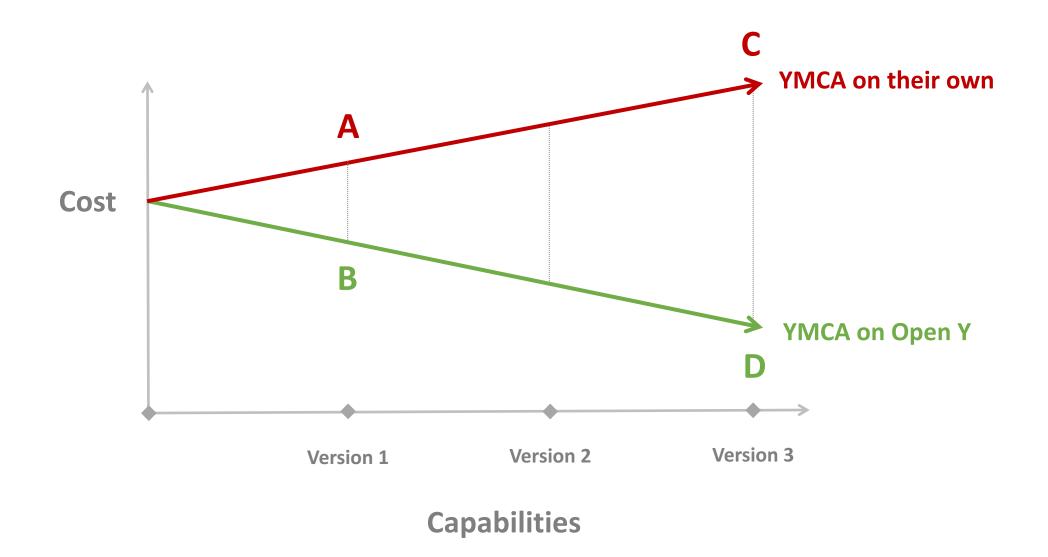
< \$5,000

\$5,000 - \$50,000

\$50,000+



Digital Cost Reduction





What are CEOs saying about Open Y

"We must stop working solo NOW. In all things technology, we have no hope of catching up, much less staying competitive, unless we do it together."

- Paul McEntire, CEO Houston

"Open Y is not just a thing in and of itself, it is a symbol of a new way of Y's doing business together for our collective impact."

- Steve Ives, CEO Columbus

"The Voice of Customer is rapidly evolving around us. Open Y provides an opportunity for the Y Movement to collectively respond in an innovative, relevant and transformative way."

- Todd Tibbits, CEO Charlotte

"Open Y is allowing our team to be on the cutting edge and to explore opportunities that we would not have been able to on our own."

- Rob Johnson, CEO Kettle Moraine YMCA

The Puzzle Pieces for YMCA Participation in Open Y

Vision

Clear purpose Serves all Real benefits

Inclusion

Alliances
Multiple voices
Organic growth

Decision

On Message No Buy-in Ownership

Action

Solution
Space and pace
We versus me

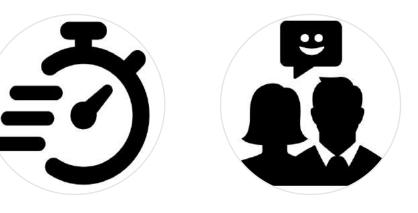


"Five in 5" – 5 big goals in 5 years









Adoption

500+ YMCAs small & large

Savings

\$50M in value to the movement

Cost

50% savings on website builds

Speed

50% faster time website builds

Satisfaction

50% increase in customer d-NPS



Innovation



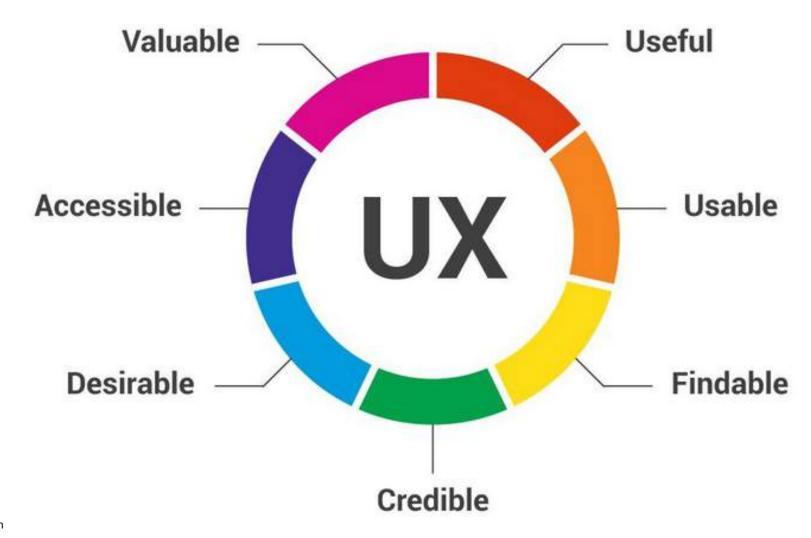
"Leading innovation is not about getting people to follow you into the future, it is about getting people to cocreate it with you."

Linda A. Hill

Harvard Business School



Great brands are relentless about their user experience (UX)

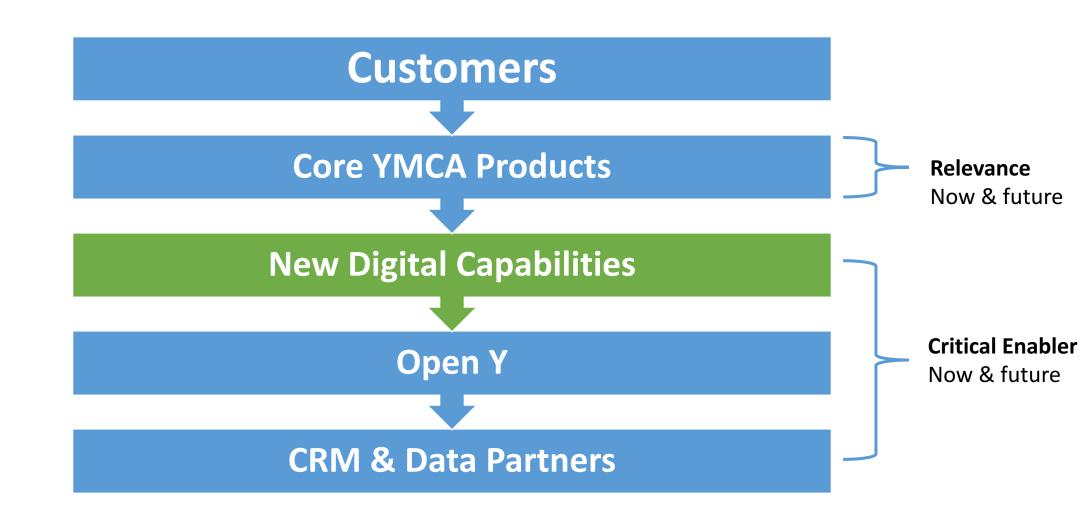


Source: Interaction Design Foundation





YMCA Innovation Value Chain



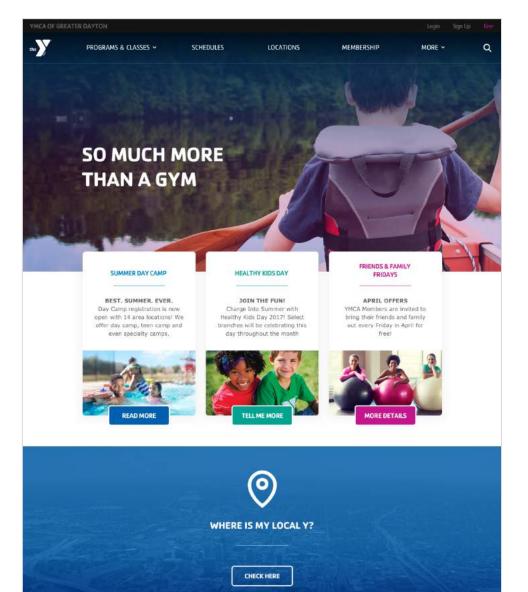


Open Y will include ...



Experience Evolution







Language Translation

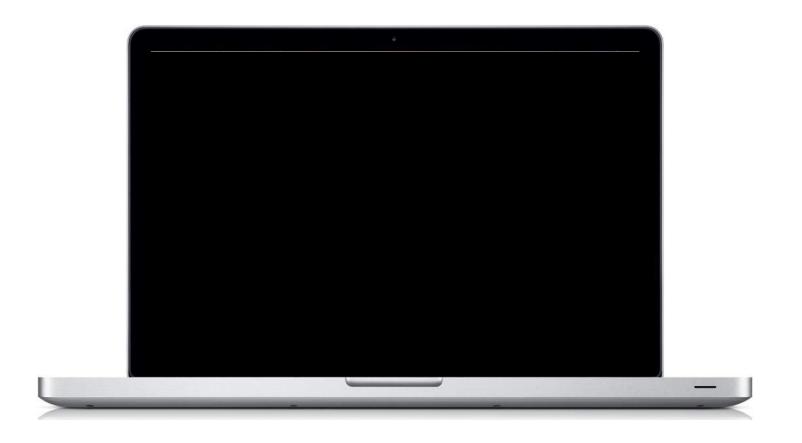








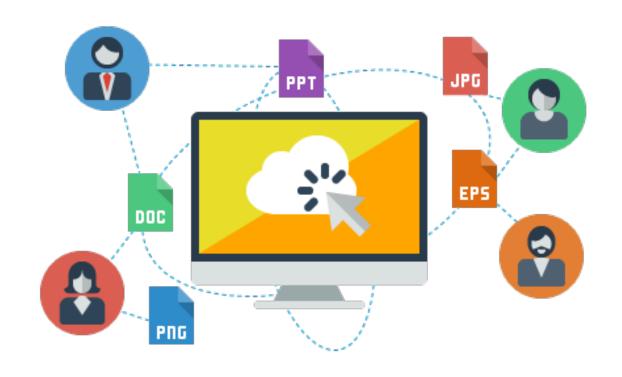
Accessibility for All







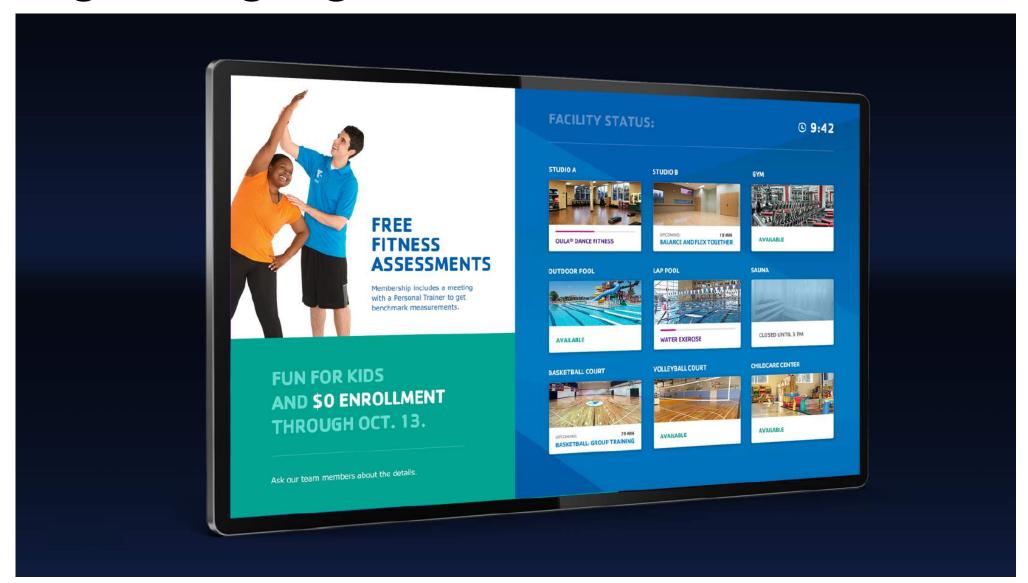
Sharing Digital Assets





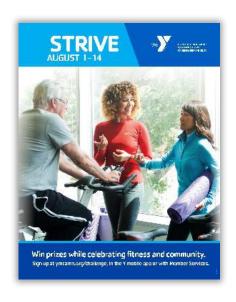


Digital Signage





Engagement Campaigns and Challenges









Print

Web

Mobile

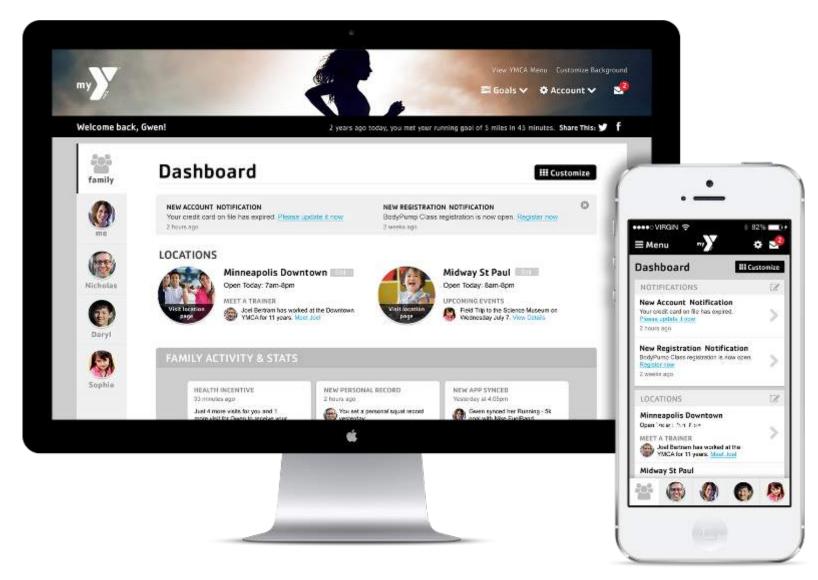
Fitness



Open Y could enable ...

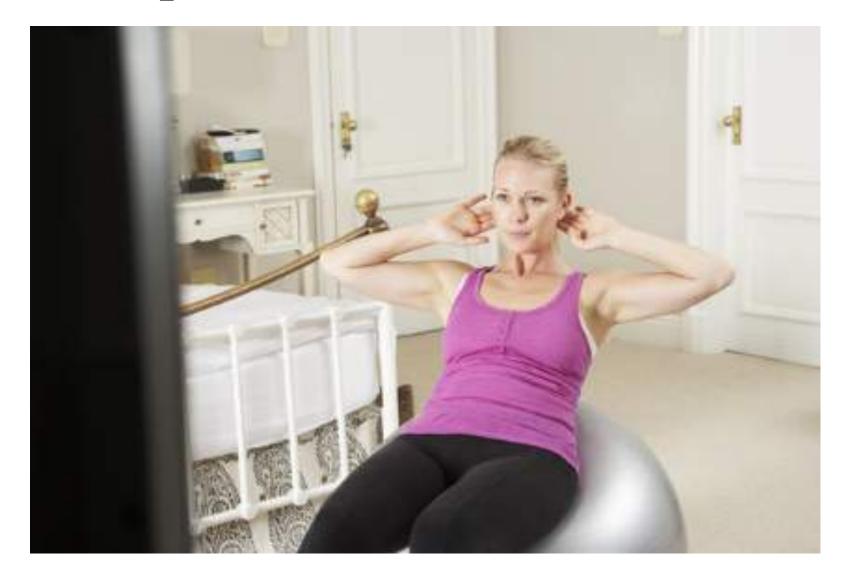


My Y Experience





Group Fitness On-Demand







Virtual Wellness & Membership

My Y – your locations, events, programs, family, access visits, etc.

Programs – view program areas and links to online registration

Donate – see the impact of your dollars, ability to give online



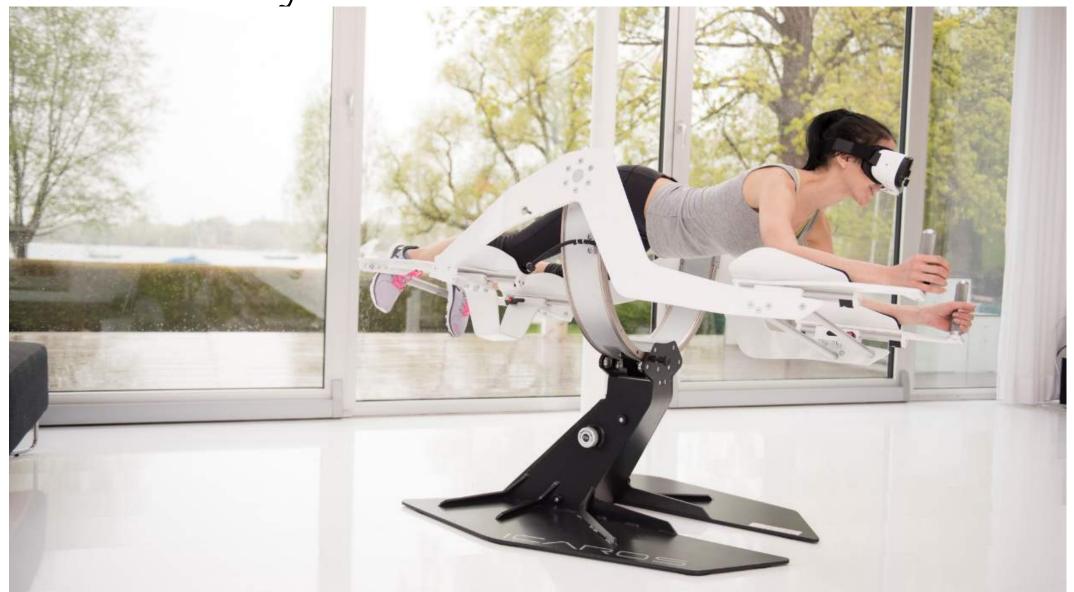
Mission – history and purpose of the Y, mission moments, join

Mindfulness – personal mindfulness training based on need areas

Volunteer – search volunteer needs and options, apply online



Virtual Reality Fitness





Voice Assistants









Open the YMCA











What does the YMCA do?











When is my personal trainer available?











Book me for Thursday at 6pm











R&D Percent of Revenue



Electronics 6%



Consumer 8%



Healthcare 10%



Software 15%

Innovation



Digital for Our Mission

For a Y Association

- Digital ROI and cost savings
- Better website experience
- Wide-open customization
- Part of something bigger

For the Y Movement

- Learning/sharing team
- Y owned experiences and technology
- Foster innovation now and future
- Quality brand representation



How can your team learn more ...

- Visit OpenYMCA.org
- Join the Email Newsletter
- Contact Nathan.Maehren@ymcamn.org

