

# Your Community, Made Stronger

Working Together to Fulfill Your Mission





## Looking for a better way to fulfill your mission and grow your member base? We can do this better, together.

Your Y is so much more than a gym—it's a shared resource, committed to strengthening and empowering neighborhoods, communities and the people who make them so vital in cities across the nation. And especially now, while we can't get together in person, a sense of community is more important than ever.

At Salesforce, we get it that it's easy to lose sight of your mission while tending to all the day-to-day tasks of managing members, staff, donors, and program participants. We're here to help you fulfill your mission, expand your membership, and manage your facilities in the most effective way possible.

Whether you're looking for better ways to retain and gain members, raise money, modernize your technology, or simplify your daily operations, we can help. We can show you how to digitally engage with your members where they spend their time—on email, social media, and the web. Together, we can work to retain more members and attract new ones, supporting you in your focus on the Y's core mission of building healthy spirit, mind and body through impactful programs and services.

## Engage Your Members

It can be challenging to stay engaged with your members when you can't meet with them face-to-face. This is where technology can help you provide the mobile, digitally rich experience members expect, with regular touchpoints, along with customized tools and resources to streamline the process of increasing membership.

Imagine a user-friendly web page where your online community can find the information and resources they need, all in one place. Organize your contacts to provide a more personalized experience to digitally engage with community members with email campaigns that use actual behaviors to deliver just the right information at the right time. Provide an easy way for members to update their information, register for classes and events, access member-only content and more. Understand the activity of your website visitors so that you can act on opportunities at the perfect moment. Salesforce can give you this visibility with a 360° view of membership, philanthropy, volunteers, programs, and engagement.

## A Connected YMCA

### Grow Your Community with Salesforce

This is what the Salesforce platform is created for; connecting nonprofits like yours and giving you greater visibility, deepening your human connection with members, empowering your staff, and increasing your efficiency.



## Are You Ready for the New Normal?

The world is changing rapidly and it's becoming harder to maintain a sense of community with so much of our lives spent online. With the right technology, you can transform the way you connect with your members and help them adapt to the new normal through virtual memberships, customized email campaigns, and other engagement tools.

## View All Fundraising in One Place

With complete visibility into your fundraising efforts, you can better understand member activity program engagement, events attended, and social media interactions. The Salesforce relationship-based fundraising model can help grow and align with each donor's passion and interest. This makes for a seamless donation cycle, from pledge to payment, for major and individual donations, membership drives, and more. This in turn provides rich member-centric information that can be used to refine donation campaigns, letting you focus on cultivation and stewardship, making every member a mission-driven donor.





Your community, made  
stronger with Salesforce.

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