GAME/CHANGERS

The YMCA of Greater Nashua Case Study

YMCA Implements New Technology During Pandemic to Streamline Member Experience

While many organizations have faced challenges during the pandemic, gyms and community centers have been hit hard and needed to pivot quickly to develop digital programming and services to support their communities. The YMCA of Greater Nashua, an organization with more than 35,000 members across three locations, closed their doors on March 17 due to local shelter-in-place orders and social distancing efforts. But while their doors were closed to the public, the YMCA staff remained busy providing childcare for essential workers, distributing food in the community and creating digital content to keep members active and engaged while stuck at home.

Additionally, the YMCA of Greater Nashua implemented Personify360, a new membership management software, during this time and would soon implement Personify Community, an online engagement platform, both of which had been selected the previous year.

Pivoting During a Pandemic

Software implementations require a thoughtful approach to ensure the process is streamlined and efficient, even more so during a global pandemic. The YMCA of Nashua had to furlough staff earlier in the year due to COVID-19 and by the time they were able to bring staff back, their new technology system was in place.

The leadership team dedicated time to train staff on not only the day-to-day workflows within the new platform, but to also generate excitement around the many new opportunities made possible by Personify360. They created videos to share how the technology will empower the organization to achieve its long-term and short-term goals. They walked staff through the camp registration process, which previously required four separate

systems to manage bus pickups, the pre- and post-camp process, and swim lessons. With Personify, everything would reside in a single system.

Together, Personify and the YMCA of Nashua developed plans to implement the system and train people remotely. When staff returned from furloughs, it was critical that they learn the new system quickly so they could immediately go live at each branch. Due to travel restrictions and social distancing guidelines, the Personify team couldn't be onsite during go-live so the teams hosted virtual office hours and other opportunities to provide digital support.

Leveraging Technology to Improve Member Experience

When the YMCA of Nashua first looked for a new technology partner, their move to Personify was part of a larger vision to use technology to facilitate a better member experience, whether interacting with the Y at home, on the website or with staff at the front desk. This includes reducing the time staff spent on individual transactions by providing self-service options for members and prospective members.

The YMCA of Nashua's vision is not to eliminate those interactions, but to enhance them. Staff can focus on building relationships and serving members in a more meaningful way, while members can access the information they need on their own terms. Now members can update their own profiles automatically, which means that the YMCA's database is more accurate, up-to-date and supported by the members themselves.

Launching a Community for Staff and Board to Interact and Connect

The YMCA of Nashua is launching an online community that will allow staff to collaborate, share resources and host discussions and training events on topics relevant to their programs and challenges that have arisen due to COVID-19. The YMCA's board of directors will also be part of the community where they can interact with one another and staff as well as have visibility to all programming and services in development. The organization plans to extend the community to members in the future to help further their goal of creating compelling member experiences.

Highlights

Successfully implemented new member management system during a pandemic with a thoughtful approach and virtual support for staff

Leveraged Personify360 to support their goal of improving the member experience

Created an online community to connect staff, the board of directors and members

About Personify360 for YMCAs

Personify's suite of products allows you to focus on your members and programs – not on managing your technology. YMCAs and other member-based nonprofits trust our solutions to grow and strengthen their membership, drive program participation and grow their revenue.

- **Manage Members with Ease:** Track customer information including billing details, activity preferences, contact information and more to deliver a personalized experience that will keep them coming back.

- **Streamline Operations:** From the front desk to the back office, speed member service, automate manual processes, reduce errors and increase productivity.

- **Deepen Relationships:** Take teams to the next level with communities to enhance programming and make it easy to enroll, discount, bill and schedule camps.

Personify

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