

OUR LEVELS OF SERVICE

We offer three levels of service to meet a variety of YMCAs' needs and budgets.**
Ys will be added on a first-come, first-served basis based on MSAY capacity.

Design Services

	Elite \$2,000/mo*	Core \$1,000/mo	Essential \$500/quarter
Access to 100s of Y-branded, expertly designed templates for flyers, social media, and more in Marq. <i>Template topics include: Sports, Group Exercise, Swim Lessons, Older Adult Programs, Child Care, Hiring, Membership Drives & More!</i>	●	●	
Personalized Marq templates for flyers, social media, and TV slides	●		
Custom graphic design, copywriting and social media	Unlimited	80 hours/year	12 hours/quarter
Individualized Program Guide	●		
Access to additional design at discounted rate of \$50/hour**	+	●	●

Digital Marketing

Training on reporting/social metrics	●	●	
Create localized, branded content for social media <i>Includes Facebook, X (formerly known as Twitter), and Instagram</i>	●	●	
Personalized social media strategy, prompts, and training <i>Includes quarterly social media strategy calls, creation of prompts for local social posts and training brand champions for local posts</i>	●		
Creation and linking of trackable QR codes	●	●	
Creation, maintenance, and hosting of surveys, data collection, and registration forms	Unlimited	2	
Training on Google Ad Words/Google Business	●	●	
Manage Google Ads and Google Business Listing	●		
Monthly email newsletter	●		

Website Support

Manage website, including search engine optimization (SEO) to improve Google search rankings	●		
Two (2) hours of web support per month for website or digital newsletter <i>Additional web support at discounted rate of \$50/hr</i>	+	●	
Provide monthly web traffic reports	●		
Provide quarterly digital health check	●	●	●

Marketing Strategy

Development of annual marketing plan to align marketing across programs	●		
Welcome/planning meeting and 6-month check-in	●	●	
Monthly marketing meetings	●	●	

Additional Services

Professionally captured local photo catalog each year <i>High-resolution photos featuring local facilities, programs, members and staff</i>	●		
Press releases about your Y's programs and events to get media attention/free publicity	●	●	
Ordering and design of specialized products and promotional items <i>Potential group purchase savings</i>	●		
Support and editing for web videos	●		
Creation and support paid or in-kind ads <i>Includes TV ads, radio scripts, and targeted social media ads (Cost to run ads not included in contract)</i>	●		

*Tier 1 pricing is negotiated by Y's annual revenue and number of branches. + Denotes that a higher level of service is included in Tier 1

**Design fee without a contract is \$75/hour.