

# MEMBERSHIP MISSION ALIGNMENT

How partnership with ACTIVE strengthens  
YMCA community goals

“We like that ACTIVE is in this with us. When we do better, ACTIVE does better.”

Jennifer Bolger, Vice President of Membership & Healthy Living

For more than 130 years, YMCA of Metropolitan Los Angeles has been serving members across 100 miles of LA County. With a focus on strengthening community, they work hard to ensure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.

## Outgrowing a Proprietary System

The Los Angeles Y had been managing their 135,000+ membership and more than 1,000 staff members with a custom-built recreation management system. Staff training had become tedious, updates were expensive, and maintenance wasn't included, driving costs and inconvenience up—for staff *and* members.

**1,000+**  
staff members

## Enhancing Usability

The YMCA needed a solution that would improve usability for customers and staff while scaling with the needs of the organization.

They chose cloud-based recreation management software ACTIVE Net because it has the capacity to meet the Y's priorities to enhance the member experience, save staff time and increase access to programs:

- + Online access to activities and mobile services
- + 360-degree view of members
- + Increased participation via integrated communication tools
- + Engaged members via integrated social media tools
- + Reduced time and costs associated with maintenance of a custom, client-hosted application

## An ACTIVE Partnership

The Los Angeles Y found value in a total package that included the modules they needed without the burdens of add-on costs, system maintenance or updates.

According to VP of Membership & Healthy Living Jennifer Bolger, “We chose ACTIVE Net as we believe this solution will improve the in-facility

**135K+**  
members

experience for our staff and greatly enhance the way our members experience us beyond the four walls of our facility.”

“Engaging the community outside of our facilities is a true game-changing approach to the way we deliver operations today. It makes sense to choose a partner with the tools, experience and commitment to help us get there.”

Boost your YMCA's member engagement and online presence with ACTIVE Net.

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