



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

COLLABORATION COMMUNICATION CONTINUATION

Strategic Plan Executive Summary 2018-2020
MANITOWOC-TWO RIVERS YMCA

AT OUR BEST, WHO ARE WE AND WHAT ARE WE DOING?

- We are a community center dedicated to making our Lakeshore **a better place for ALL**
- We provide **diverse opportunities** for people to thrive
- We serve the whole individual – **Spirit, Mind, and Body**
- We **build future** employees, citizens, and leaders
- We are a well-known and respected **thought-leader** and service-provider
- We are committed to **continual improvement**

OUR COMMUNITY'S CHALLENGES/ ISSUES

- Mental Health
- Drug and Alcohol Addictions
- Lack of work force needed to drive economic development
- Children living in homes with the above challenges
- Changing demographics
- Obesity Rates/ Sedentary Lifestyles/ Poor Nutrition

WHAT IS OUR Y'S FOCUS?

- Community Building – connecting people, families, generations, and organizations to **strengthening and delighting our community**
- Lifelong **Spirit Mind Body Wellness**
- Nurturing potential of **all children**

**"There is a better way.
Find it."** –Thomas Edison



CONTINUATION

Assure our Y's financial viability in a **durable and self-sustaining** way

- Grow **Program** Participation
- Improve **Membership** Engagement
- Implement **Endowment** Stewardship and Growth Model

COMMUNITY / COLLABORATION

Improve our culture of being a Community Center where relationships are paramount, programs are strategic (needed, non-duplicative), and our user-groups reflect our diverse community. **Our service delights.**

- Align with **Partners** to activate Y Facility/ Space
- Re-invigorate Program Committee to **identify gaps in programming** for our 21st Century demographics
- Empower more Y staff and volunteers to be immersed and **engaged in community conversations**—as leaders, listeners, and ambassadors.

COMMUNICATION

Enhance our Y's capacity to tell our story to diverse audiences.

- Create and implement a **communications plan**
- Design and implement a strategy for **targeted marketing** to diverse user groups
- Write measureable **"Relationship- and Delight-Building"** goals into work plans



"We're more diverse than we used to be; we have to be more intentional about embracing this reality."

—MTRY Leader

