

Case Study

YMCA of the North Shore

www.northshoreymca.org



Industry

Not-for-profit/Charity

Partner

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Background

The YMCA is a well-known world-wide non-profit organization with over 2,600 local chapters, in over 10,000 communities, serving over 45 million people. The North Shore YMCA is one of New England's largest Y's with 7 facilities and over 44,000 members.

Goals

The North Shore YMCA partnered with Boston Interactive to develop a digital marketing strategy to achieve the following goals:

- Increase new memberships
- Member retention
- Improve operation efficiency, in respect to member signups, program registration, donor management.
- Be built a site in a modern CMS with easy editing and role based approvals
- Increase donations and volunteers
- Increase use of facilities by member

Challenges

A major challenge of this project was to create a single website that would balance the national YMCA brand guidelines with the unique offerings and programs of the YMCA North Shore. Boston Interactive was tasked with developing a strategy that would align the organization's branding requirements with their functional needs. Furthermore, the website needed to serve as a resource for both English and Spanish speaking users.

Solutions

The new YMCA of the North Shore website brings the organization's offline initiatives to life online with interactive features and user-centric resources. The design, inspired by the national YMCA brand, balances strategic white space with colorful calls to action for an inviting look and feel. To assure that the website is accessible to all their audiences, a Spanish version of the site was also created.

Boston Interactive built the website using the Kentico content management system, taking advantage of the platform's robust features to provide online search and registration capabilities. This includes integration with Google Maps to enable users to see the exact location of each North Shore YMCA and easily get directions to such.

Case Study

“The opportunity to work with the North Shore YMCA presented a unique challenge to create a website that would align the national brand with the organization’s local initiatives. By utilizing the Kentico content management system we were able to create interactive resources that convey the organization’s unique programs under the YMCA brand.”

Chuck Murphy,
 Founder and CEO,
 Boston Interactive

To ensure the website would support the YMCA’s entire digital marketing strategy, the website integrates with Constant Contact to support email newsletters and with Twitter to display the organization’s three most recent tweets in the footer of each page. The website pulls in content from the YMCA’s internal membership and program databases in order to populate an online schedule that makes it easy for both current and potential members to find locations and programs that fit their interest.

Results

The redesigned YMCA of the North Shore website successfully balances the national YMCA brand with the unique programs and offerings of the organization’s Massachusetts location. The result of this initiative is a much timelier, up to date web presence driven by the integration of the organization’s internal databases and 3rd part tools, including Twitter and Google Maps.

Key criteria for selecting Kentico

The Kentico was selected for this project based on the following features:

- Multiple Languages
- Friendly URLs
- Security and Membership
- Map Integration
- Event Calendar

