

ACHIEVE, RELATE, BELONG

The Profound Impact On Human Development and Mission Impact (White-Paper 2.0)

INTRODUCTION:

Human beings thrive when they achieve their goals, build meaningful relationships, and feel a sense of belonging. These fundamental aspects of human experience are not only crucial for personal growth but also have a significant impact on overall well-being. At the YMCA, we recognize the importance of healthy achievement, relationships, and belonging in the lives of our members. In this white paper, we will explore data-driven insights that showcase how these elements positively influence member satisfaction, retention, engagement, and philanthropic activities; highlighting the holistic impact of healthy achievement, relationships, and belonging (ARB).

DATA-DRIVEN INSIGHTS:

NET PROMOTER SCORE:

The data presents a compelling picture of the positive impact of healthy ARB. Members who report achieving their goals, building positive relationships (making friends), and feeling a sense of belonging (connection) have significantly higher levels of satisfaction and loyalty, as evidenced by the Net Promoter Score (NPS).

(members) who report achieving, relating, and belonging, have an **NPS score of 79**

Specifically, members who fail to achieve, relate, and belong have an NPS of -59. However, for those who do report achieving, relating, and belonging, have a *world-class NPS score of 79*. This significant difference in NPS clearly indicates that members who experience ARB are more likely to be satisfied, loyal, and promoters of the YMCA to others.

RETENTION

Retention is another critical factor that is positively influenced by ARB. Our data reveals that retention rates are 20% higher for members who achieve, relate, and belong compared to those who do not.

(members) who report achieving, relating, and belonging, have a **retention rate 20% higher**

Furthermore, members who report specifically making friends and finding belonging stay twice as long compared to those who do not. When members are able to build meaningful relationships and feel a sense of community and belonging, they are more likely to stay engaged and committed to their well-being.

GIVING

Members who report finding belonging are twice as likely to volunteer and give, with an average donation amount that is \$1000 higher compared to those who do not. When members feel a sense of community and belonging, they are more motivated to actively participate and contribute to the YMCA's mission.

(members) who report belonging, volunteer more and **donate \$1,000 more**

CONCLUSION:

The YMCA's commitment to supporting achieving goals, positive relationships, and a sense of belonging for all its members is not just a moral imperative; it is also a sound business strategy. The data-driven insights presented in this white paper clearly demonstrate the holistic impact of these factors on member satisfaction, retention, engagement, and philanthropic activities.

By fulfilling its mission of strengthening Spirits, Minds, and Bodies the YMCA can create a thriving and sustainable community of loyal and engaged members who care and support each other. This community of engaged members can also serve as advocates, helping to spread the word about the Y's positive impact on individuals and communities.