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## Revenue

Gross Revenue

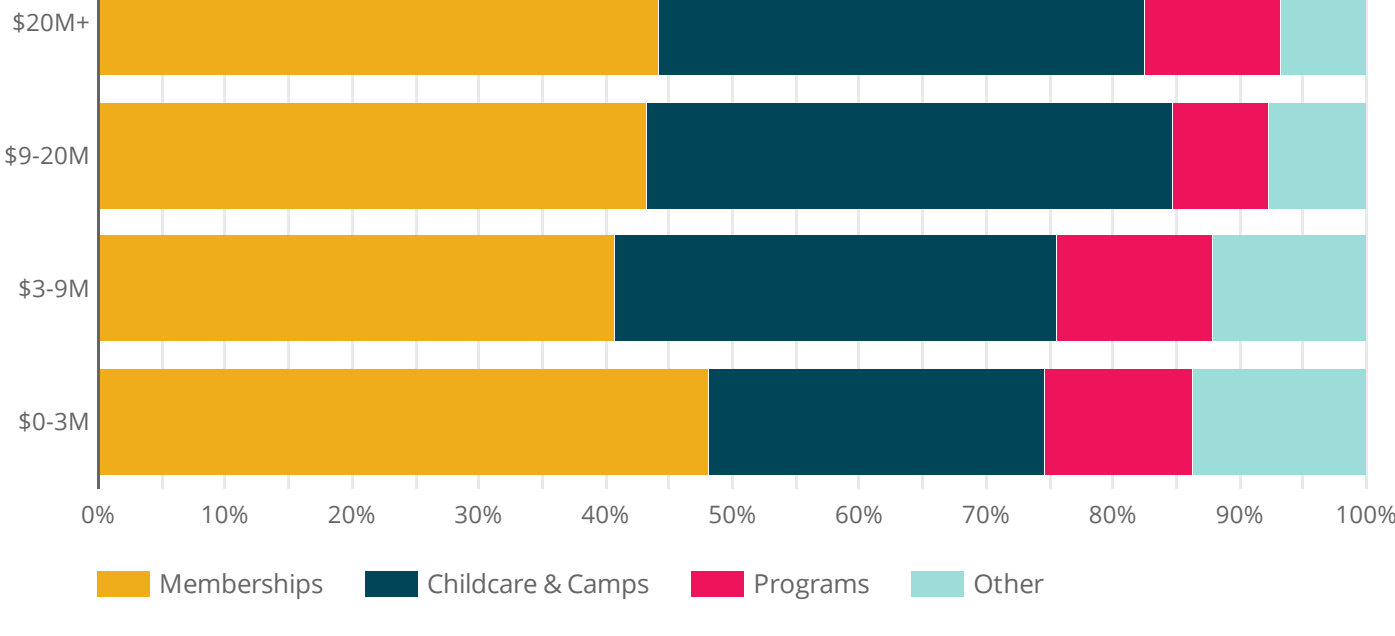
**65.1%**

Back to Normal for June

YMCAs, JCCs, and community centers remain in revenue recovery in response to the COVID-19 economic crisis.

While YMCAs, JCCs, and other organizations are showing positive indicators of re-opening and recovery, revenue across all sized associations and agencies have not bounced back and are still normalizing slowly.

### Revenue Composition by Revenue Size



### Gross Revenue % Back to Normal By Revenue Size

Revenue Size	% Back to Normal
\$20M+	61.3%
\$9-20M	68.8%
\$3-9M	58.0%
\$0-3M	79.8%

### Chargebacks are still significantly higher compared to 2019 baseline

The June chargeback percentage for YMCAs, JCCs, and other organizations was 0.29%, significantly higher than the 0.03-0.05% baseline. This number has decreased from the the shutdown average of 0.7%. However, the fact that this percentage is high shows that the nation is still recovering from the economic impact from the pandemic, and many members are still struggling.



### RECOMMENDATIONS

Consider additional ways to diversify your membership offerings to meet the new needs of your members. Virtual offerings have become a common approach to preserve membership revenue. Fundraising efforts via offering to convert membership fees to donations for members asking to be put on hold or terminated is also a continued trend.

## Check-Ins

Total Check-ins

**23.5%**

Back to Normal for June

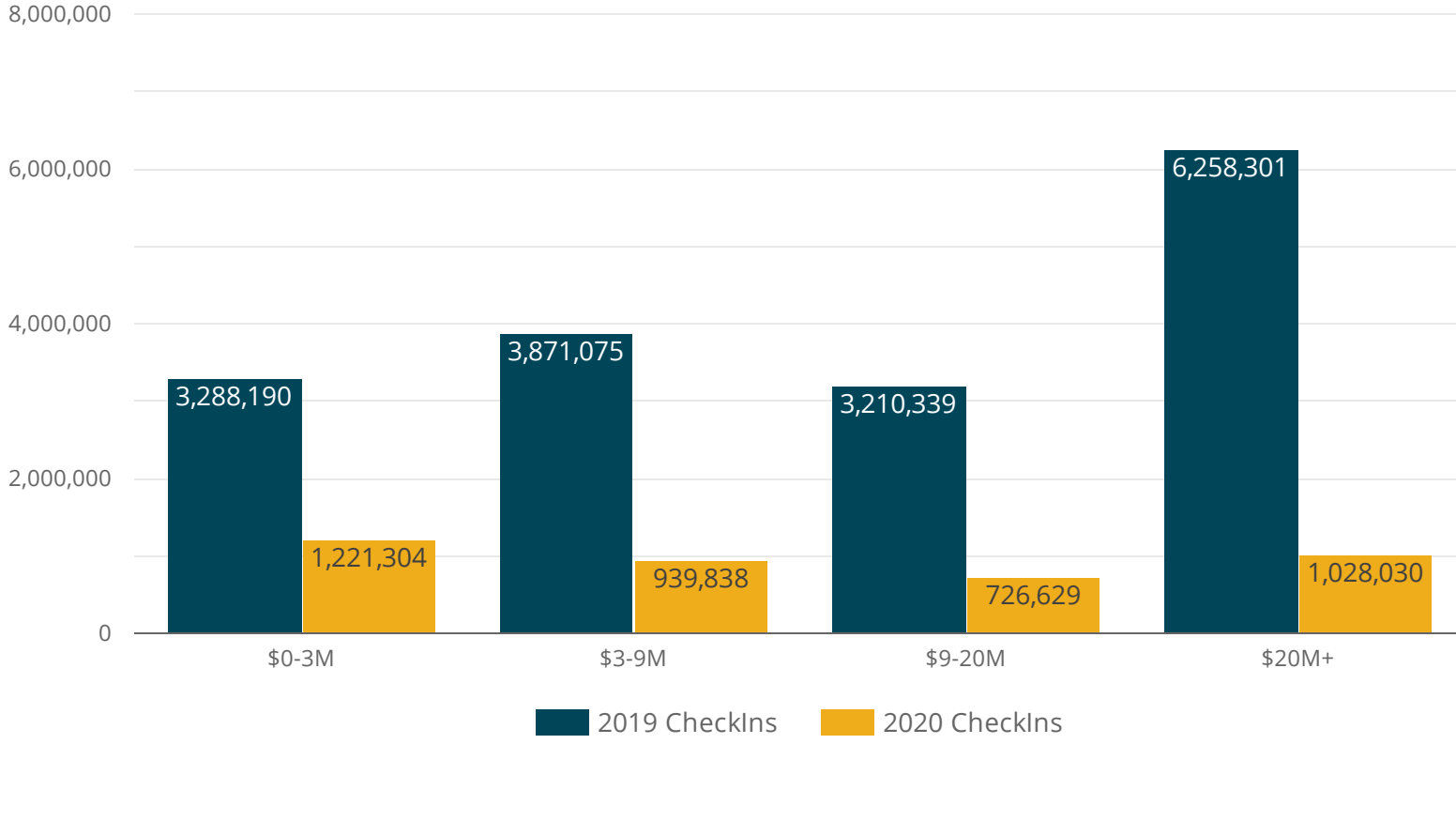
Member check-ins increase 518% MOM as states lift stay at home orders

As states lifted stay-at-home orders in May and June, check-ins at branches quickly rose week over week. While positive upticks each week are encouraging, this operational health indicator can be unstable since the rise in COVID-19 cases could force YMCAs, JCCs, and other organizations to re-close.

### Total Check-ins % Back to Normal By Revenue Size

Revenue Size	% Back to Normal
\$20M+	16.4%
\$9-20M	22.6%
\$3-9M	24.3%
\$0-3M	37.1%

### Total Check-ins



### RECOMMENDATIONS

Providing limited capacity trackers and scheduling options can help members feel more confident coming back to the facility. For at-risk and older members, consider encouraging them to check-in virtually and participate in virtual memberships so that you can continue tracking engagement outside of your facility.

## Membership

Active Units

**83.1%**

Back to Normal for June

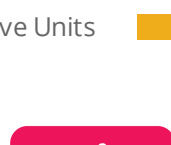
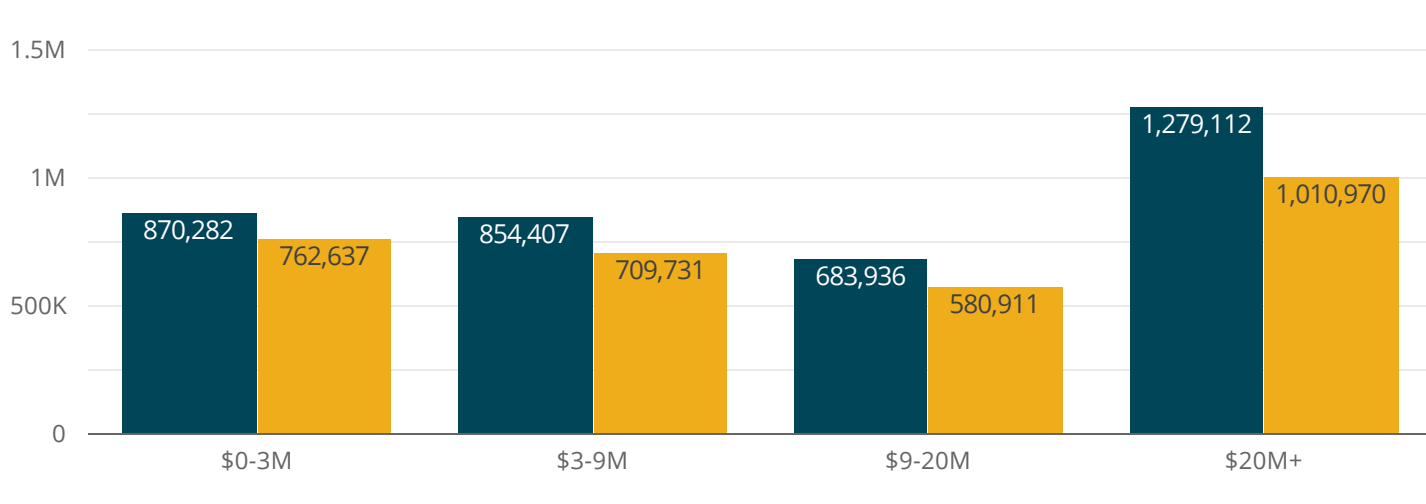
Most members remain active in June even with health concerns and limited access to facilities.

While holds are 759% higher compared to last year, YMCAs, JCCs, and other organizations have not seen a significant spike in terminations. In June, 83.1% of membership remained active, proving loyalty to your mission and effective engagement from afar.

### Membership Percent Back to Normal by Revenue

Segment	Active Units	New Joins	Renewals	Holds	Terminations
\$20M+	79.0%	30.4%	32.2%	1,408.0%	136.7%
\$9-20M	84.9%	24.8%	37.6%	721.1%	146.9%
\$3-9M	83.1%	43.8%	47.4%	43.4%	104.9%
\$0-3M	87.6%	61.1%	54.3%	555.7%	104.1%

### Active Unit Counts



### RECOMMENDATIONS

As new member habits form during stay at home orders, it may be time to expand the channels you use to engage with members. Take the time to review the effectiveness of your communication efforts by channel and see where there is potential growth. Meeting members where they are online can boost member engagement and encourage use of virtual class options.

## Registration

Childcare Registrations

**103.9%**

Back to Normal for June

Programs Registrations

**51.2%**

Back to Normal for June

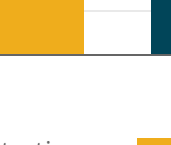
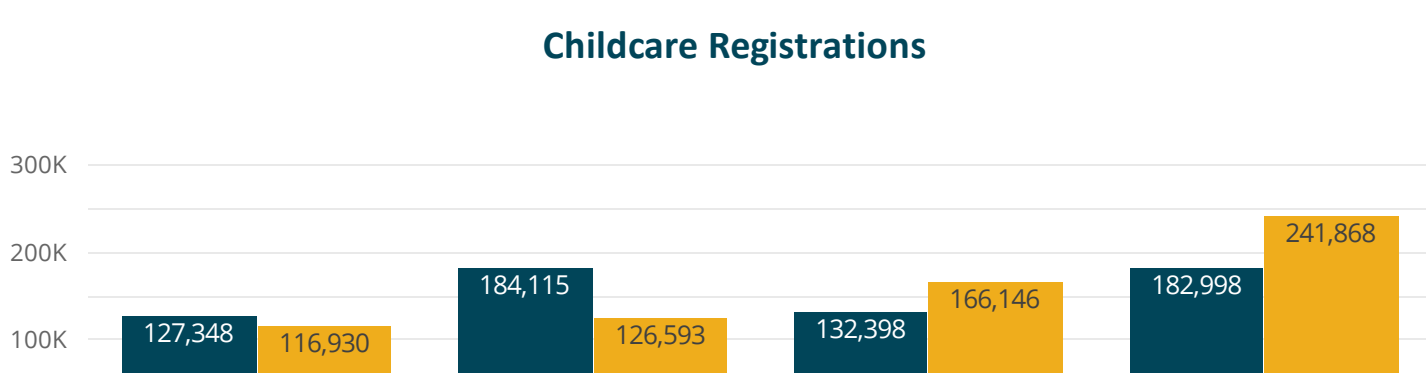
Registrations for childcare and camp start to recover as members look for available childcare. Program registrations recover slower due to health concerns.

Childcare registrations at YMCAs, JCCs, and other organizations for June are up 3.9% compared to last year. While exciting to see positive movement, registrations for childcare and camp are skewed due to the seasonality of most registrations traditionally happening in April or May. The program registration is a stronger indicator of the health of registrations, showing movement but still in recovery.

### Total Registrations % Back to Normal By Revenue Size

Segment	Childcare & Camps	Programs
\$20M+	132.2%	33.0%
\$9-20M	125.5%	33.8%
\$3-9M	68.8%	68.4%
\$0-3M	91.8%	71.3%

### Childcare Registrations



### RECOMMENDATIONS

Providing emergency childcare for healthcare workers and first responders helped YMCAs, JCCs, and other organizations support their mission while keeping staff working at the start of the pandemic.

Strategize ways to operate safely and support the emerging needs of the community in order to continue operating during the threat of re-closures.