

FALL MEMBER RETENTION CAMPAIGN: FACEBOOK

General:



Headline: The Y's Nearby! Explore Our New Fall Programs.

Family activities, community events, and wellness classes are all happening now, and designed to help you reach your goals and have fun. Browse our current program guide and discover your new favorite. {IF DIGITAL PROGRAM GUIDE AVAILABLE, INSERT LINK}

Millennial:



Headline: Refresh Your Routine. Discover Your Drive.

New season, new ideas. Fall is the perfect time to update your workout with different classes, seasonal sports conditioning, or training with a friend. Inspire yourself and others with renewed energy, motivation, and goals. Our Health and Wellness staff are ready to help you develop a new plan today! Visit us to get started. {OR INSERT TRAINER CONTACT INFO}



Headline: Bring Your Energy, Spark the Movement

As a Y member, you're part of something bigger. A national movement dedicated to improving the health and well-being of everyone, empowering youth to be engaged leaders, and giving back to our local community. Together we can create meaningful change. volunteer.seattlemca.org

Adults:





Headline: Find Your Center

Fitness is more than just physical. From restorative yoga to volunteering at events that help build your community, we're here to support you in becoming your best self. Create meaningful relationships, and enhance your strength inside and out, holistically at the Y. Visit us for fall program schedules. {IF DIGITAL PROGRAM GUIDE AVAILABLE, INSERT LINK}

Family:



Headline: Come for Fun, Come for Family

Build connections, energize family time, and develop healthy habits together. With Family Night at the Y enjoy games, crafts, and pool time. Don't hesitate to jump in feet first! [{INSERT LINK TO FAMILY NIGHT ACTIVE NET REGISTRATION OR INSERT EVENT INFORMATION}](#)

Seniors:



Headline: Build Your Strength, Build Your Community

Physical activity isn't just essential to maintaining independence and good health, it also promotes community and social connections. Get active at the Y with group exercise, book club, and day trips designed specifically for seniors. Visit us for more details.

JOIN MESSAGING:



COPY: Join the Y today for a stronger you and a stronger community. You'll be joining a place that's dedicated to health and well-being for all. Enjoy \$0 joining fees thru 10/15 so join online or stop by today!



COPY: The Y's close by to you! Increase energy, stay healthy and connect with your community. Enjoy \$0 joining fees thru 10/15 so go online or visit us today!