GAME/CHANGERS

The YMCA of Metropolitan Chattanooga Case Study

Personify360 Enables YMCA to Reopen Safely During Pandemic and Support Its Members

The YMCA of Metropolitan Chattanooga is an organization with eight branches and serves nearly 13,000 members and families. They offer services to their members and the community that include aquatics, resident and day camps, afterschool and childcare programs, fitness and wellness, senior programs and more.

When the Stay-At-Home order was issued in Tennessee on April 1, 2020 due to COVID-19, Chief Financial Officer Jonathan Panter and his team began working to develop a strategy to reopen safely when the order was lifted. The organization made the decision to reopen in phases with the first phase starting in mid-May with the re-opening of only the wellness floor. Two weeks later, they were able to move to phase two and reopened pools for lap swim. In mid-June, the YMCA of Chattanooga moved into phase three with many programs and facilities open on a limited basis.

How to Approach Social Distancing, Cleaning Policies and More

"There's no playbook on how to reopen and how to function in a pandemic, so I'm proud of how hard our team has worked to safely reopen," said Panter. The team made a decision early on to reduce the hours they would be open daily in order to do a deep cleaning every night. They spread the equipment out, hired additional staff for cleaning efforts and purchased foggers to do a nightly fog cleaning.

Like many organizations, the YMCA of Chattanooga had to furlough staff at the beginning of the pandemic, so as they reopened they needed to bring staff back in and train them on all of the new procedures, sanitation policies and more.

> *The use of technology is going to be key in the future, even if things get back to 'normal.' Technology continues to be a gamechanger for us. We want to be using our system to its max ability and be able to engage our membership completely virtually if needed.*

JONATHAN PANTER
Chief Financial Officer
YMCA of Metropolitan Chattanooga

How to Leverage Technology for a Safer Experience

The YMCA of Chattanooga utilizes touchless facility scans and scanners that feed information in and out of Personify360 to enable contactless check-in. They are also using technology for virtual engagement wherever they can to provide support for families and senior members who may have challenges with social isolation as a result of the pandemic.

The organization will soon begin using new functionality developed by Personify to aid reopening efforts, including a Facility Occupancy Dashboard, which allows a manager to see how many people are in a facility and set occupancy limits to enforce capacity restrictions set by governmental authorities.

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Highlights

- Touchless facility scans and scanners enable contactless check-in

- Virtual engagement to provide support for members and for people who are dealing with social isolation

About the YMCA Chattanooga

The YMCA of Metropolitan Chattanooga serves approximately 60,000 members each year. The Y is a leading nonprofit organization of men, women and children joined together by a shared commitment to nurture the potential of kids, healthy living and fostering a sense of social responsibility. For 145 years, the YMCA of Metropolitan Chattanooga has worked to bring people of all backgrounds together to bridge gaps in the community and strengthen its foundation – one child, one family, one individual at a time.

About Personify360 for YMCAs and JCCs

Personify's suite of products allows you to focus on your members and programs – not on managing your technology. YMCA, JCCs and other member-based nonprofits trust our solutions to grow and strengthen their membership, drive program participation and grow their revenue.

- **Manage Members with Ease:** Track valuable customer information including billing details, activity preferences, medical limitations, contact information and much more to deliver a personalized experience that will keep them coming back.

- **Streamline Operations:** From the front desk to the back office, speed member service, automate manual processes, reduce errors and watch productivity grow.

- **Deepen Relationships:** Take teams to the next level with rich digital spaces to compliment in-person offers or take advantage of robust event programming and make it easy to enroll, discount, bill and schedule camps.

Personify

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