



No More Dialing For Dollars

How The YMCA of Greater Boston Saved Time and Supported Relationships

The YMCA is all about staying on the move.

Whether it's motivating a community to financially support opportunities for children or motivating members to stay active and involved, the YMCA staff has a lot of communication to take care of with a lot of different parties.

Jeremy Stiles, the senior aquatics director at the YMCA of Greater Boston, knew that spending hours each week to communicate with members was a waste of time. He needed to centralize and streamline communication so that his staff could focus on more meaningful communication than deadline reminders and weather alerts.

But how was a nonprofit organization with 13 branches supposed to centralize and streamline communication with hundreds of members?

With an affordable platform that enabled them to send out messages to their entire audience in just seconds.

Who Is The YMCA of Greater Boston?

A household name, the YMCA is the nation's leading nonprofit. They are committed to strengthening communities through youth development, healthy living, and social responsibility.

The Boston area was home to the very first YMCA location in the United States. The city now boasts 13 branches and 4 camps. Stiles oversees all aquatic activities at all 17 locations.

How Did Communication Work Before Switching To DialMyCalls?

In the past, one of the biggest jobs for the aquatics directors at each location of the YMCA of Greater Boston was calling to get participants in their swim lessons program.

Each of those employees making the call would work their way through a list of people who had taken lessons with them in the past and remind each of them of upcoming registrations.

"We run our swim sessions six times per year," Stiles continues. This means that each year, six times a year, for four hours each time, each of 13 locations would be making individual calls. That's a total of 312 man-hours devoted only to phone calls about swim lesson registration deadlines.

But in addition to these phone calls, different locations had to make other calls as well. Alerting members of a location closing due to inclement weather or construction, reminding campers' parents of pickup times, and other messages were additional calls each director had to make.

"It was very manual, and time consuming. [We would] assign some of our staff to sit down and what we used to call 'dial for dollars'. And at some of our larger locations it could take up to 4 hours to work our way through that list."

Jeremy Stiles
Senior Aquatics Director

Getting Started With DialMyCalls

"I have a colleague who has a very similar role to mine here at the YMCA of Greater Boston, and he's in charge of membership. And he mentioned that he found this great new service."

"It was cheaper, it was more affordable, it was easier to use than our previous service, and he turned me on to it. So I hopped on the website, I created an account, I started playing around with it, and I just loved how intuitive it was, and how simple it was to get set up."

Simple was just what Stiles needed to make a seamless transition into mass communication for his staff.

What's Changed With DialMyCalls?

"The improvements were incredible, and they were immediate."

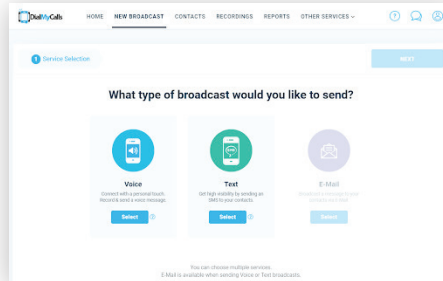
"So the first thing, obviously, was that the staff got that time back. They could focus those resources on hiring, recruiting, retaining, and training our staff team. They could take that time to engage with the members in a more meaningful way. They got to work on their programs."

Instead of spending hours making the same phone call many times over, his staff could record or type a single message and know it was delivered within seconds.

But that was just part of the benefit.

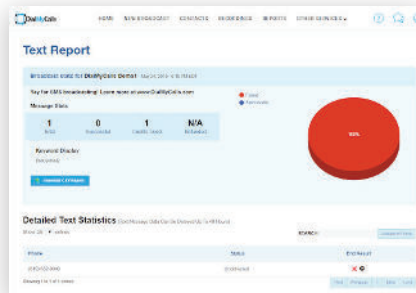
"On my end, we had 13 different teams that were sending out 13 different messages. I had no tracking of who actually was calling, who they were connecting with, what the message that was being delivered was."

"When we switched over to this system, what it really allowed me to do was remotely put together a list for each of my teams and then take the same message, customize it to the 13 locations we were working with, upload their current phone numbers, and then send it out."



Stiles and his team can decide whether to send text messages, which are ideal for registration reminders, or voice broadcasts, which are often useful in case of emergency weather alerts. With either, Stiles can track which audience members have received the message and which haven't.

"From a centralized location, I was able to see what the success rate of that text message was, I was able to see what the return on the investment was, and actually by including things like trackable links in the text messages, we could actually then look and see how many of those people click through to our registration website as well."



With his staff able to make more meaningful connections, and his own job made easier with the compiled message reports, Stiles was free to focus on more important things, such as program development.

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The YMCA isn't the only organization that can benefit from such simplified and efficient communication. Stiles recommends it for any organization that needs to save time in communicating with a large audience base.

"We tried it for ourselves and it had an incredible and immediate impact on our organization, the way that we're utilizing our time as a limited resource, and it's allowed us to get our message into the hands of our consumers in a much quicker and more efficient way than we had been previously."

It's easy to see how DialMyCalls has benefitted the YMCA of Greater Boston, but equally easy to see how it could benefit any nonprofit or organization looking for an affordable, instantaneous way to communicate with their audience.