YMCA, San Gabriel

The YMCA-San Gabriel Valley (hereafter referred to as the “Y”) is in a transitional position where the camping program enrollment from “community children” is at an all-time low. Currently, the camper headcount is comprised of predominantly foster children from surrounding regions, whose camp tuitions are subsidized by neighboring county funds and a grant from the Los Angeles Times. While the Y plans to continue to send foster children to camp, the desire is to increase the number of campers from local families. This has been a challenge due to a lack of successful marketing efforts for the camping program specifically, as well as the Y’s relative obscurity in the community it serves. After conducting extensive research and reviewing the internal and external environment in which the Y operates, we have developed several recommendations to help increase camper headcount from the San Gabriel Valley communities.

Project Description
Development and Marketing Plan

A community based non-profit organization operates a wellness facility which includes an indoor pool, exercise circuit room, group exercise room, basketball court, and classroom space. The organization maintains positive name recognition yet is not sought after for exercise or wellness programs.

Some of the questions areas analyzed in this project were as follows:

1. How should the organization proceed?
2. What programs would be appropriate for the organization to meet its mission and benefit the community at the same time?
3. What segment of the population should the target market be?
4. What does the community need of the organization?
5. What is the appropriate marketing plan?
6. What changes (if any) do you recommend that the organization should take?

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