



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

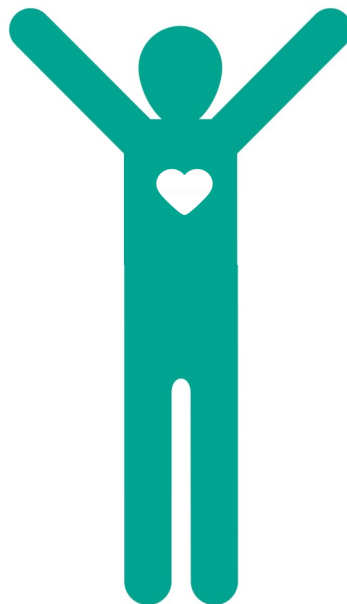
# JOINER FEES HELP YOU AND ME

## WHY DOES THE POCONO FAMILY YMCA HAVE A JOINER FEE?

As a social service and membership organization, the YMCA *needs* members to accomplish our Mission. Y-members are a significant part of revenue that a YMCA receives yearly. Without membership revenue, the YMCA would not be able to function!

### MEMBERSHIP TRENDS

Over the last several years we have found that many of our members have a pattern of leaving, joining, leaving, joining, etc. While this has been a convenience for members, it leaves the YMCA in a very precarious financial position each year. Generally speaking, when the weather turns nice in the spring, the annual drop-off of members commences. This leaves the YMCA “high and dry” and we have traditionally scrambled to make ends meet.



### BENEFITS FOR ALL

After a long discussion, and with positive encouragement from the YMCA of the USA, the YMCA volunteers agreed that this was a long-term strategy that will significantly help the YMCA financially. After all, the programs and services that the YMCA offers do not stop in the summer! Included are Child Watch, Group Exercise, Aquatic Fitness and more!

### WE APPRECIATE YOU

Thank you for understanding why the YMCA has a Joiner Fee. Together, we can make our YMCA strong financially, which will empower our YMCA to better meet the needs of our community.

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#### POCONO FAMILY YMCA

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