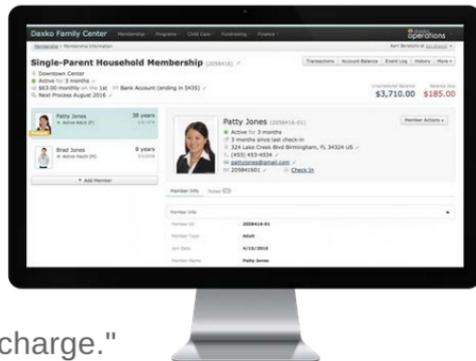


THE YMCA OF SOUTH HAMPTON ROADS GROWS WITH DAXKO

Growing your membership, program participants and donations isn't easy for a member-based nonprofit, but South Hampton Roads has partnered with Daxko for over 15 years and achieved long-term growth and operational efficiency.

TAKING THE LONG VIEW

"We have been with Daxko for nearly 15 years," explains Clarissa Hoagland, Director of Operations Software for the YMCA of South Hampton Roads. "It has evolved vastly, as you can imagine and we have benefited from all the changes, most at no additional charge."



The YMCA of South Hampton Roads is very quick to point out that innovation and growth are two of the reasons they've been a longtime Daxko partner.

MEASURING GROWTH

 **16%**
ACTIVE
MEMBERS

 **13%**
MEMBER
VISITS

 **47%**
PROGRAM
REGISTRATIONS

 **891%**
DONATIONS

Looking at the ten year period between 2007 and 2017, the YMCA of South Hampton roads experienced growth in virtually every monthly metric measured in Daxko Operations, from active members to program registrations. And, they've experienced an explosive growth in monthly donations - over 800%!

"Even in its infancy, Daxko stood a lot taller than other software solutions for Ys in 2002. Many of those companies are no longer in business, but Daxko continues to grow and evolve and has been recognized for their success. We are proud that we chose Daxko and continue to choose Daxko, as we evaluate our solutions on a regular basis against what the market has to offer."

Note: April 2007 versus April 2017, based on Daxko Operations Monthly Membership Data.

"Daxko continues to grow and evolve..."

Daxko is committed to innovation and as part of that commitment, each year we allocate more resources to research and development than the year before.

"Daxko is NOT a stagnant software provider," says Hoagland.



TOP REASONS THE YMCA OF SOUTH HAMPTON ROADS CHOOSES DAXKO

- A strong centralized offering for larger associations
- Online access with an intuitive member experience
- Up-to-date electronic and ad-hoc reporting
- Open access to data with decision-based analytics
- New offerings like Daxko Payment Services

When asked about efficiencies, Hoagland explains:

"Daxko provides us with a centralized entry of membership, programs, and pledges. We are a large organization with over 23 locations and we expect to have another two locations in the coming year. Without a strong, centralized database we couldn't analyze our data and trends to give us insight into what direction to move our mission and serve our community. We can all look at the same membership account at the same time to more quickly respond to our member and parent questions and work together as a team to help solve a problem, or even to extend services to those who need them.

This is especially true with our Open Doors Financial Assistance program. Daxko is a centralized database, so a member need only apply for assistance at one location and all locations will be alerted once they are approved. This allows members to register for any Y in their community for membership or programs."

"We are proud that we chose Daxko and continue to choose Daxko as we evaluate our solutions on a regular basis against what the market has to offer."

TO LEARN MORE

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