

## ABOUT THE YMCA

The YMCA of Columbia-Willamette serves the greater Portland, Oregon/Vancouver, Washington market. Each year, nearly 70,000 participants make over 2,816,456 visits to more than 130 YMCA program locations supported by 4,000 volunteers. Over 14,000 kids participate in Youth Sports, while 2,300 children are served daily in YMCA Child Care programs.

## ONLINE CHALLENGES

The YMCA of Columbia-Willamette needed a stronger online presence. As a marketing tool to inspire membership and as an information conduit to its members, The YMCA of Columbia-Willamette's website knew their website was falling short in both areas. Going into this project, WBEES identified several challenges that required attention.

- **Poor look and feel on websites makes for negative first impressions to people viewing the site.** Like most advertising, a primary goal is to create a positive first impression. In the highly competitive world of cyberspace, grabbing the attention of the viewer has become increasingly difficult given the high production values associated with most high-end sites. The YMCA of Columbia Willamette fell short with a stark, remedial look that failed to properly position the Association in the mind of their market. Initiating a look and feel that was strong and easy-to-navigate was the first of several steps in elevating the standard of the Y's site. The goal is to captivate the viewer, instill confidence and welcome them into the site. WBEES achieved these goals through strong color combinations, proper site organization and easy identification of the site elements.

- **Limited budget to have the website maintained.**

With an evolving, changing program menu, staff, operating hours and activities it's essential the YMCA of Columbia-Willamette easily modify the information on its site. Outsourcing this was cost-prohibitive and internal solutions proved too cumbersome. A strong WBEES feature is the ease at which information can be entered onto the site. This integral feature eliminates the need for costly outsourcing and personnel for site maintenance.



## CASE STUDY



## WBEES Incorporates High-End, Economical Website And On-Line Solutions

Websites have become an essential business tool. The YMCA of Columbia-Willamette knows this. They also knew that their current website was not meeting their needs, the market's needs and frankly, wasn't to the standard they desired. Located near a high-tech hub, the YMCA of Columbia-Willamette markets to an Internet-savvy customer base. Initiating a dynamic and useful web presence, was not only something the YMCA of Columbia-Willamette wanted but it was something they felt they needed to grow their business. (New site)

*"Before using the WBEES economical and easy to use website builder, our 13 YMCA branches and divisions had a difficult time keeping their websites up-to-date and user friendly. With WBEES the mystery of building a great website has been solved"*

Debbie Lynch, IT Director,  
YMCA of Columbia-Willamette

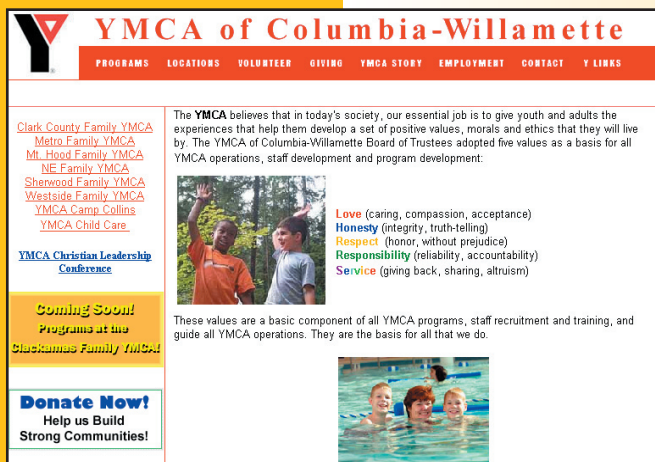
(Old site)



The challenge was to find a high-end solution on a very limited budget.

Additionally, their website solution had to embrace some means of easily transferring information from the branches to the website. "We have so many branches, divisions and programs that to keep the website up-to-date with a conventional Webmaster would be extremely expensive," said the YMCA of Columbia-Willamette's Executive Vice President and CFO, Jennifer Cameron. "We also needed a system that allows our staff to stay focused on facilitating programs. They shouldn't have to take time to go back and forth trying to get someone to update websites."

The solution was discovered in an online system called, WBEES. The system comes at a cost of \$24.95 a month for the base package and works like a basic Word program. This system allows each branch and division to



- **Limited staff time to go back and forth with webmasters to have content posted.** Previously, the YMCA of Columbia-Willamette would have to work with a webmaster to input information. Today, Operations Staff at each branch are able to modify site content. This WBEES benefit has taken time and steps out of modifying site information making the site easier and faster to update. This feature enables each branch to respond immediately to changes in information.
- The YMCA is focused on being part of the community each branch and division serves. The YMCA of Columbia-Willamette's site was not tailored to specific communities. WBEES delivers a customized look and feel that enables each branch to meet the needs of the communities they specifically serve. For most multi-branch/chapter non-profit organizations a "cookie-cutter"/one-size-fits-all approach to the Internet falls short of meeting specific community needs. The ability to easily tailor the information, look, feel and navigation tools to specific communities is a strong feature of the WBEES program. It means the Association can meet the needs of their specific market head-on.

## WBEES SOLUTIONS

WBEES delivered the solution the YMCA of Columbia-Willamette needed to inspire new membership and provide ready and timely information to its current members. WBEES effectively and economically solved all the online challenges that were holding the YMCA of Columbia-Willamette back in executing a productive/useful website. Specifically WBEES enabled the YMCA of Columbia-Willamette to:

- **Provide a high-end website presence.**
- **Make it extremely economical to implement.**
- **Use current staff to maintain the website with the ease of using a typical Word program.**
- **Utilize the on-line system to make real time updates in-house at each branch and division.**
- **Allow customization to each site to give it a feel that fits the community they serve.**
- **Take the on-line one step further by economically bringing other operations and services on-line as well in a way that ties into current software systems already in place.**

In cooperation with WBEES, the YMCA of Columbia-Willamette has produced a secure online registration system for its childcare division and community programs. Again, a customized program produced at a fraction of the cost of similar systems. This is a thumbnail of the features provided by the versatile WBEES program. For complete and detailed information relating to WBEES you're invited to check out WBEES.com

have their own website that can easily be maintained in-house by regular staff instead of specialized webmasters. This feature allows each branch to quickly change information, which has heightened the awareness and marketability of Fitness Schedules, Child Care Programs, Camp Programs, Pool Schedules, Sports Programs, Senior Programs, Indoor Soccer Leagues, Financial Support and Volunteer Information.

In addition to these benefits they found that WBEES delivered another valuable solution...an "Intranet" site. Debbie Lynch, IT Director for the YMCA of Columbia-Willamette commented, "We needed an Intranet site for our internal communications. That is, an internal communication tool that could be utilized to maintain information exclusively for employees, staff, board members, etc. Our Intranet site is used as a secure communications center for job posting and facility information.

***"We also needed a system that allows our staff to stay focused on facilitating programs. They shouldn't have to take time to go back and forth trying to get someone to update websites."***

Jennifer Cameron.

With WBEES in place and a dynamic and productive web presence underway the YMCA of Columbia-Willamette continued to look in other areas that could be streamlined using online technologies. Russ Cameron, the president of WBEES mentioned that, "While working on the WBEES program I noticed there was a need for online forms that would expedite the processing of several programs. Not only could we produce this program at a below-market rate but the added savings associated with staff time, processing infrastructure and more timely payment quickly paid for the cost of the custom programming. I knew going in that this work would not only be economical but would pay for itself within six months of implementation."

The "Y" team agreed and WBEES went to work in developing the first in a series of childcare forms, the first one for the YMCA of Columbia-Willamette's summer camp programs. The result has been another low cost, high-end solution that has not only helped to streamline operations but has improved internal and external communications, is compatible with their current computer systems and software and has reduced the conflict that was the product of several non-compatible operating systems.

WBEES is just what non-profits have been looking for. WBEES is a genuine solution to the escalating costs of dynamic high-end websites intent on streamlining operational programs and accommodating evolving information. With WBEES you get it all...high production values, customized navigation tools, proper site assembly that optimizes search engine placement, responsive technical support and opportunities to streamline administrative operations all at a fraction of the cost of similar custom website programs.

**WBEES.COM, LLC**  
**P.O. Box 2151**  
**Lake Oswego, Oregon 97034**

**Main: 503.675-7345**  
**Fax: 503.675-7820**  
**Web: [www.wbees.com](http://www.wbees.com)**  
**Email: [russ@wbees.com](mailto:russ@wbees.com)**