



# US MISSION NETWORK

*Preserving, nurturing, and advancing the Christian heritage and purpose of the YMCA across America!*

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# BENEFITS OF A CHRISTIAN EMPHASIS

## WHAT ARE THE BENEFITS OF THIS TYPE OF EMPHASIS?

An active mission emphasis offers a number of distinct benefits and advantages for any local branch or association.

### MISSION FOCUSED

Such an emphasis provides additional connection points with many of your existing members, thereby aiding your staff with membership retention.

These efforts deepen relationships and collaboration within the larger local area.

A wider variety of programming opportunities will help you build a "healthy spirit, mind and body for all".

This type of emphasis has historically been an intentional effort designed to fulfill the YMCA mission mandate and institutional cause.



### COMMUNITY IMPACT

Running a mission emphasis program will help you develop new partnership opportunities with the local faith community and draw leadership and materials from existing local community resources.

These additional programs expand your community exposure and the public awareness of your YMCA.

Such programs provide a public service to the larger community, even outside of your YMCA membership.

### INCREASED BUSINESS

A mission emphasis differentiates your YMCA from other providers such as 24 Hour Fitness, LA Fitness and municipally run centers.

These efforts increase public exposure and visitor traffic resulting in additional membership. Many programs and classes do not need to be led by YMCA staff members, expanding your options.

You may easily see increased revenue from new memberships, class fees and/or facility rentals.

# OUR PURPOSE



The purpose of the US Mission Network is to serve all associations as they strive to fulfill their mission statement to build healthy spirits, minds and bodies. The networks' particular focus will be on the integration of Christian principles and the loving message of Jesus Christ into all aspects of our organization. We seek to empower, strengthen and expand existing YMCA Christian initiatives and assist in establishing new Christian emphasis structures. We will do this by developing ongoing, strategic partnerships within the local community, sharing resources across a national network, creating and leading training conferences, and participating with the International Mission Network. Together we will preserve, nurture and advance the historic Christian purpose and principles of the YMCA movement.

## **WHAT IS THE RATIONALE FOR STARTING THIS TYPE OF EMPHASIS IN YOUR YMCA?**

This mission emphasis is the heart of the founders of the YMCA.

This mission emphasis was central to the work of the worldwide YMCA for at least the first 100+ years of its existence.

The three universal core functions of the YMCA are to build a healthy spirit, mind and body, as depicted in the symbol of the red triangle first promoted by Luther Gullick in 1891.

An active mission emphasis simply makes good business sense. It brings more constituents to the local YMCA and better serves both its members and the larger community.

Current successful mission emphasis programs are operating in the US and around the world, providing examples, best practices, and numerous resources for use by other associations.

## **WHAT IS A "MISSION EMPHASIS"?**

A mission emphasis program is an intentional effort to provide a menu of options in a local YMCA's schedule that gives opportunity for staff, constituents, and community members to learn and grow in their understanding of the life and ministry of Jesus Christ, and the scriptural guidelines for genuine discipleship for those who choose to follow Him. Here is a partial list of what other YMCAs are doing:

- Branch/Association Chaplain
- Community faith partnerships
- Youth ministries
- Men's or Women's Bible studies
- Grief share
- Parenting or Marriage classes
- Child Evangelism Fellowship
- Senior Citizen Bible studies
- History of YMCA classes
- Celebrate Recovery /Journey to Freedom
- Financial Peace University
- Divorce recovery
- Experiencing God
- Church planting / Facility sharing
- Social justice classes
- Christian business luncheons
- Mayor's prayer breakfast
- Collaborative worship
- Christian counseling services
- Marketplace ministries
- Mission trips
- Regional/National conferences
- Faith-based service projects
- Training seminars
- Outdoor festival/concert
- Christian camp
- Reading recommendations
- Faith-based newsletter