

Talking Points for the Board:

- ▶ **Commitment.** Daxko is committed to the YMCA Movement. For more than 10 years, Daxko has focused our operations on providing YMCAs with the technology to engage members, drive operational efficiency, and improve stewardship of funds.
- ▶ **Market Leader.** Daxko services more than 60% of all YMCAs nationally –that’s more than 600+ Associations! This encompasses large and small; urban and rural; complex associations and single branch locations. Daxko has the deep institutional knowledge to help the Clifton Springs Area YMCA continue to grow its operations well into the future.
- ▶ **Return on Investment.** Our ROI for Y’s your size is typically 200%. This is accomplished by providing your staff with opportunities to grow membership, program enrollment, and increased donations; targeted member engagement; and greater operational efficiencies. Daxko Operations users grow **3.6% more per year** than non-Daxko YMCA’s. Additional areas of impact are:
 - Financial improvements through automated transactions processing
 - Staff efficiency (One example is from Online Registration. We have customers who are seeing program and camp registrations in excess of 50% via our included online capabilities. This frees up staff and delivers immediate, seamless revenue collection on thousands of registrations.)
 - Reduction of marketing expense resulting from online capabilities
- ▶ **Strategic.** Daxko partners with YMCAs to deliver software and services that contribute significantly to their success. Through our partnership with Triangle2, we plan to deepen this strength by providing associations with an even deeper integrated set of products and services
- ▶ **People.** We have a large team of talented team members focused on you. This is proven through our 98% customer retention rate, corporate growth (now with more than 240 team members to serve you better) and a contagious culture!
- ▶ **All Together Better.** We are ready to partner with the Clifton Springs Area YMCA with the software that makes a difference and the people who make it better.