

Re-branding for the YMCA

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Abstract

Re-branding for the YMCA

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The purpose of this study was to clearly define the steps involved with re-branding, specifically print media, for the Young Men's Christian Association, and relate the execution of these steps to the overall success of the YMCA's nation-wide re-branding effort. This study outlined the guidelines one must follow when designing any print collateral for the Y, in order to adhere to the new branding standards. After going over the guidelines for design, print pieces, designed for the purpose of this study and as part of the Y's re-branding, were examined by Y employees. The employees of the Y in Shasta, Ca provided feedback on the success of the pieces in the re-branding effort. This study examined the transformation of print media at one Y location during re-branding and related it to the contribution of successfully re-branding the Y across the country.

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Chapter 1: Re-branding for the YMCA

Re-branding is a complex process that organizations must execute carefully to maintain the public's knowledge of their brand. Before expanding on re-branding it is important to understand what brand awareness is. Brand awareness relates to people's ability to identify a certain logo when encountering specific symbols, colors or ideas that represent an organization. As organizations become established in a given industry, public awareness of the product they sell or the service they provide, spreads. This is true not only for companies and businesses that sell a product or service, but also for non-profit organizations. If a non-profit organization is well established, many people will easily recognize and associate with the brand after seeing their print or digital media. This brand awareness is important for organizations to create and maintain in order to have people who recognize and support them. Brand awareness is also important for consumers. People often find comfort in brands they are familiar with. They generally like being able to recognize, and have an opinion about a product or service after seeing a logo. This study examined the process of transformation for print media during re-branding for the Y, a non-profit organization.

Understanding why brand awareness is important for non-profit organizations prepares one to follow the significance of re-branding. The non-profit organization, the YMCA (Young Men's Christian Association), is in a five year, nation-wide process of re-branding themselves. The Y is a non-profit organization whose goal is to strengthen the foundations of community for men, women and children. For 43 years the Y has maintained the same brand image. They want to use a new brand image as a marketing tool. The Y is undergoing this change to share their story with the public and obtain a unified look for Ys across the nation. Re-branding may lead to only slight differences in

appearance, or it could lead to significant differences. However, either way it is important that people not lose recognition of the organization after this change. If design and branding specifications are followed when creating print media for individual locations, and the Y employees respond favorably, the Y re-branding process will be a success.

Re-branding is a powerful tool that the Y will use to share their story and market themselves simply as the Y. It has the potential to strengthen the organization if they achieve their goal with a nation-wide cohesive look. However, re-branding also has the potential to weaken the Y for a period of time while people adjust and learn that they are making this iconic change. It may take some time before people associate the Y with the familiar Y brand.

The purpose of this study was to clearly define the steps involved with re-branding, specifically print media, for the Y, and relate the execution of these steps to the success of the Y's nation-wide re-branding effort. The Y has provided guidelines to locations nation-wide to follow while transitioning any print or digital media made for the Y in the future. As a non-profit organization, the Y will try to find as much unpaid help during this process as possible. Students who are looking for real world experience are great resources for the Y organizations to use for this process. There are a number of handbooks on the Y, and the logistics of their re-branding process. These are resources that people will use when designing collateral for the Y.

Chapter 2: Re-branding Process

A brand is an organization's identity. Branding is how an organization represents itself physically as well as the values it promotes and believes in. Branding encompasses logos, print and digital media used for advertising, and promoting values, all of which combine to form an organization's identity. These elements of an organization's brand do not always remain the same. Organizations may decide to update their look or change their values. This transition process is called re-branding.

The YMCA is on a five-year plan to re-brand themselves and transition all of their print and digital media from the old look to the new look. "Our brand is our essence – what we are about, the benefit we provide and why our stakeholders should engage with us. To use and manage it effectively, we must present ourselves as a unified cause with shared values and a common voice" (The Brand Resource Center). The Y, formerly known as the YMCA, has shortened their name, and taken on a new look. Each Y location in the United States is responsible for transitioning themselves in this nationwide re-branding effort. As a non-profit organization, the organization will accomplish this transition with volunteers' help in addition to employees.

It has been 43 years since this organization has gone through any re-branding. It is time to update their look and focus. Although they still maintain the same values and goals as in the past, this re-branding will increase focus and awareness. The Y will re-tell their story. Senior vice president and chief marketing officer of the Y Kate Coleman says, "We are changing how we talk about ourselves so that people better understand the benefits of engaging with the Y. We are simplifying how we describe the programs we offer so that it is immediately apparent that everything we do is designed to nurture the potential of children and teens, improve health and well-being and support our

neighbors and the larger community” (Kieke). They are officially changing their name from the YMCA to what many people already recognize and call them by, the Y.

CEO, Neil Nicoll, has helped create a corporate handbook outlining the importance of holding true to what the Y stands for through the re-branding process. This re-branding effort will apply to national campaigns as well as local, state and regional campaigns. Within *The Y Look* are explanations of its core values, design specifications for print and digital media, and the reasons behind color and type choice. According to the Y, “Each element is designed to work in harmony with the others. When combined, the elements convey the richness of our brand” (12). This handbook will guide individual Y branches through the process of re-branding. The steps in the handbook will help those working for the Y in designing any material using the new look. This will make the nation wide transition more smooth and effective. The design specifications for the re-branding process of the Y have multiple elements.

The logo is perhaps the most visible change in the Y’s re-branding effort. The new logo drops the last three letters of the previous one and has a large two-colored “Y” with the letters Y running along the side. When designing print or digital media for the organization there are five color combinations with a complementary color family used for the type in the design. The new logo “better reflects the vibrancy of the Y and the diversity of the communities it serves” (Kieke). It also reflects the simpler version of the organization’s name: the Y. The branding handbook also includes a list of ways not to use the logo or colors. The Y understands that using colors or type for the logo incorrectly will only confuse people and weaken their re-branding process. For example, the popular clothing store Gap Inc., recently attempted to re-vamp their logo yet they had to withdraw the logo after only one week due to consumer complaints. Gap did not

put in the research required to execute such a change and suffered the consequences. They realized this and mentioned it was “a well-intentioned desire to signal change...changing the logo...was one change too many and executed too fast” (Hansen). People really use an organization’s logo to associate with the organization. The Y has been studying branding and understands the importance of a consistent presence after introducing their new brand (Kieke). Below are figures of the old Y logo (left) and the new logo (right) in the five different color combinations.



Color is an important aspect of their re-branding, and any design material for the Y. The new colors for their logo are bright and vibrant with five main color palettes: green, blue, purple, red and orange, which each have three shades. The Y supplies cyan, magenta, yellow, black color specifications for three shades in five main color palates for anyone doing print design to use. They also provide red, green, and blue specifications for each of the three shades in the five main palettes for anyone doing web design. The Y gives a PANTONE® alternative if CMYK is not available. This PANTONE® color system that a standardized color matching system that uses a number system to identify colors. These color specification allow any individual designing a piece for the Y to easily create the exact colors that the Y wants to use. These color specifications allow no room for interpretation and help maintain the consistency the Y is striving for. *The Y Look* gives directions on how to properly use white space, two-color design, and four-color design. It also has appropriate combinations to use for the main palettes and the shades within them. Below is a figure of the Y’s new color palette.



The psychology of color plays an important role in an organization's re-branding decisions. Colors have meanings associated with them. In branding, organizations choose colors carefully based on emotions that colors trigger for people. In their cross-national study of color meanings and preferences Madden, Hewett, and Roth noted "color is an integral part of products, services, packaging, logos, and other collateral and can be an effective means of creating and sustaining brand and corporate images in customers' mind." They replaced their old red and black logo with a two-color logo that has five possible color combinations. The shades and combinations of green, blue, purple, red and orange that make up the new logo will reflect the vibrancy and diversity of the Y. As Madden et al. pointed out, "colors are known to possess emotional and psychological properties. The meanings associated with the different colors are important to marketers because the tools used to communicate brand image are mechanisms of meaning transfer." The Y has five vibrant colors in three distinguished shades. They want these colors to encompass men, women and children and reflect their diverse nature. There are other important visual aspects to consider when re-branding.

Imagery and type are two more important factors for the Y to use through their transformation. They want images of "high qualities that make [one] smile or strike a positive emotional chord, and that show the nature of [their] role in communities [they] serve" (The Brand Resource Center). The Y considers silhouettes, images with backgrounds and illustrations important design elements to remain consistent, and reflective of their organization. Type is yet another key element for the Y to use as a tool

to effectively re-brand their organization. They have chosen Cachet as the primary font for print media and Verdana for the web.

Given all of these pieces for design, logo, color, imagery, and type, the Y goes further and provides suggestions on how to combine these elements to create an effective layout. The corporate handbook provides examples of page layouts for inspiration and steps to follow while working on a layout. The handbook suggests using the Y logo with the areas of focus, creating a message that matters, applying supporting imagery, and finally adding brand architecture while designing a layout (Nicoll). There are guidelines for single as well as multiple page layouts.

Through this process, the Y hopes to accomplish a few key goals. They are looking to make their core values of youth development, healthy living, and social responsibility clear to everyone. The organization refers to these values as their “areas of focus.” By re-branding themselves the Y hopes to “better inform the public of the organization’s mission” and “do a better job of telling [their] story” (Freehling). The Y wants the re-branding to encompass all that the organization stands for. “The marketing campaign is a way to remind people of the impact that the nonprofit organization has the community” (Lawrence-Turner).

Through their new logo and re-branding the Y wants to convey their values, voice, and areas of focus. The Y hopes to introduce themselves all over again to the public through this process. As *The Y Look* states, “As we move forward, our promise and our values will guide the elements of our brand. Our look, our voice, our architecture and our areas of focus will be used to tell our story in an insightful and inspiring way”. The organization will share these elements of their brand in a unified manner.

As they tell their story and share their values to communities across the country, the Y understands the necessity of keeping it consistent. They offer a vast variety of programs and serve many different communities. One of the tools they use to clearly present themselves is what they call, brand architecture. “The Y brand architecture is a hierarchy of information designed to help external audiences understand who [they] are and how [they] deliver on [their] promise” (Nicoll). Within any given design for the Y the logo should appear on top, underneath this is the area of focus, further down is the category of their offerings, underneath this is the program or service that goes with the offering, and at the bottom of the program or service is the Y location (Nicoll). These levels of architecture must remain consistent in all designs with custom information to suit the category for each level. In addition to brand architecture, the Y has additional resources to help designers with re-branding.

The Y provides templates and examples for many print pieces that could be used in any Y campaigns or initiatives. The templates are in the corporate handbook as well as online. There are templates of multiple brochure spreads, postcards, newsletters, and power point presentations. Select images that the Y approves of, and the Y font (Cachet) are available for download on YMCAexchange (Nicoll). The Y believes that their “visual system is designed to provide...freedom within a framework” (Nicoll). Both paid and volunteer designers have access to these resources via individual Y locations. Y locations across the country have access to tools online to aid in the re-branding steps.

The Y has a website that includes all of the information in *The Y Look* handbook as well as resources for download. The website requires a user name and password in order to access the online tools needed to design print and digital media for the Y. These are available through contacts at Y locations. The website is useful in re-branding

because it is easily accessible to those who need to understand the new Y look and essence. During re-branding, the physical appearance of a brand represented through designs using print and digital media, is only one part of the re-brand. The essence and meaning of the re-branding must be clearly expressed as well. Corporate understands this and has provided necessary resources.

In addition to a handbook on the Y look, there is also a guide on voice messaging online. This includes suggestions on ways that people should use written and verbal communication in a way that represents the Y. This guide is “intended to help [one] translate the brand platform into external-facing messages and provide a customizable framework for creating clear communications that speak with all...audiences in mind” (The Brand Resource Center). Communication is an important tool to implement during re-branding for a non-profit organization as large as the Y. In this handbook, corporate breaks communication down into two key factors.

The document includes guidance on voice and message, two critical elements in re-branding, to help the organization consistently communicate the new brand, both internally and externally. It includes “an overview of the Y brand, guidance for using the Y voice in communications, standard descriptions for use in external communications, and tactics for creating audience-centric messages” (The Brand Resource Center). Corporate gives a detailed description of what brand voice is, why it is so important, where it is appropriate to use, and its impact. To help everyone involved in the re-branding process the Y has a mission to focus on. This mission is to “put Christian principles into practice through programs that build healthy spirit, mind and body for all” (The Brand Resource Center). The Y uses voice to describe the way their brand sounds and looks. The Y’s brand is their essence. It is who they are and what they are

about. It encompasses more than what someone sees on paper or online (The Brand Resource Center). Their voice allows them to share their message. As the Y reintroduces themselves, in order to “shift perceptions of the Y from service provider to cause-driven movement, and drive membership, engagement, giving, volunteerism and advocacy, [they] have created focused messages for different external audiences” (The Brand Resource Center). These messages express the change the Y is undergoing in the way that they operate. This new method of operation is a fundamental part of their re-branding.

Chapter 3: Method of Study

There are different ways to approach and implement re-branding for an organization. Some of the variables to consider include budget, time frame, size of the organization, and available resources. The purpose of this study was to clearly define the steps involved for a non-profit organization to re-brand, specifically; it looked at the YMCA's nation-wide re-branding effort in relation to the Shasta family Y. This study defined the re-branding steps using the descriptive research and content analysis methods.

In order to understand one approach to re-branding an organization, this study used the steps in descriptive research as defined in Dr. Harvey Levenson's book, *Some Ideas about Doing Research in Graphic Communication*. Descriptive research studies are "designed to determine the nature of a situation as it exists at the time of study. The aim is to describe 'what exists' with respect to variables or conditions in a situation" (Levenson, 27). The descriptive research process is summarized in relation to re-branding for the Shasta Family YMCA as follows:

1. The YMCA needs to re-brand to increase the organization's presence in households across the country.
2. In order to re-brand successfully, each Y location must follow the re-branding standards produced by corporate for all of their new print and digital media.
3. Through weekly emails between the conductor of the study and Kristen Lyons from the Shasta family Y, Kristen confirmed branding standards were maintained and the Shasta Family Y's story could be told through each of the printed pieces designed. Due to schedules, a strict timeline was not followed. Kristen gathered information for printed pieces as she had time and could coordinate with other

employees of the Shasta Y. Four printed pieces were designed in this study. Two versions of a personal training brochure, and a Spring swim lesson flyer and a Summer swim lesson brochure. The personal training brochure was composed of new content that had not been put into circulation yet. The swim flyers were also new . Each piece needed to be designed following Y branding standards. Both

4. The target population for this study was the Shasta family Y.
5. The conductor of this study communicated with a contact from the Shasta family Y, Kristen Lyons, to determine how many employees at this location responded favorably, or unfavorably to each new re-branded piece created. As print media circulated to employees at the Shasta Y location, a record showed who said yes and who said no when asked, “does this piece follow the Y’s new brand standards and will it help tell the Shasta Y Family’s story?” Kristen Lyons responded to this question, as well as Sheri, the membership director, Chip, the wellness director, and Yvonne, the personal trainer. A bar graph, with “yes” documented in one column and “no” documented in another, displays the responses to the two questions asked for each design product. Yes represents a favorable response, while no represents an unfavorable response.
6. After feedback from the employees regarding the re-branded print pieces, this study determined whether the steps to re-brand the Y provided by corporate satisfy the Shasta family employees.

After the descriptive research was gathered, this study used content analysis to quantify the qualitative information. Using the responses from the question directed to the employees about the effectiveness of the print pieces, this study displayed and analyzed a graph of the responses, yes or no, to determine if following the design and branding

specifications when creating print media results in favorable response. If all respondents answer, “yes” to the question, then the pieces designed for the Shasta Y will have a good chance of obtaining the desired outcome of the nation wide re-branding goal. This response rate then determined a small portion of the overall success likelihood of the YMCA re-branding process.

Chapter 4: Results

The purpose of this study was to clearly define the steps involved with re-branding, specifically print media, for the Y, and relate the execution of these steps to the success of the Y's nation-wide re-branding effort. To do this, the conductor of this study worked with Kristen Lyons, marketing director for the Shasta family Y, in designing a brochure and flyers following the new brand guidelines.

Before designing any printed pieces, it was necessary to fully understand the details and rules of the Y's new branding standards. Kristen Lyons provided the conductor of this study with the necessary resources to understand these standards. She provided PDF handbooks on the Y "look", voice, message, and examples upon which to model printed pieces. She also provided access to a database of branding resources such as logo files, images, and the Y font. It was important to understand both the design principals and concepts as well as the reason behind this transition and the desired outcome. Substantial time was spent researching the elements of the Y's identity such as: their logo, acceptable and unacceptable versions of the logo, color choices, clear space, minimum space, imagery, font and typography. In addition to studying the elements of the organization's identity, the conductor of this study also learned who the Y is - their promise, voice, values and areas of focus as well as how they want to structure themselves through brand architecture. These elements all come together to form the Y's identity and accomplish their goal in re-branding: to better share their story with people in a unified manner. The time invested in studying these elements was necessary to design print pieces that follow the standards and help the Y achieve their goal. The more the designer understands who the organization is and what it stands for, the more likely he or she will be able to help it achieve it's purpose through print.

After the conductor of this study had knowledge of the organization and its elements of identity, the next steps in the re-branding process began. Communication, design and layout were the steps that brought the brochure together to represent the new brand. Through emails, Kristen Lyons sent Word documents with content for a personal training brochure to be designed and laid out (e.g. [figure 1]). The content had no previous brochure design it belonged to; it was simply text waiting to be formatted. Using handbooks on the Y's look as a guide, the brochure was put together. Appropriate images along with the logo were taken from the Y's brand resource database to incorporate into the brochure. After an initial design and layout for the brochure was completed, it was sent to the Shasta Y for review. After the staff gave feedback on the brochure, it was returned to the designer and edits were made. Kristen sent an additional questionnaire to be added to the brochure (e.g. [figure 2]). This additional information was formatted into two versions of the brochure: one version the designer preferred, and one version the way the Shasta Y requested. Communication and edits on this brochure continued for two months until two final versions (e.g. [figure 3] and [figure 4]) of the brochure were agreed upon. One of these two versions will be printed and distributed to members of the Shasta community.

In addition to the Personal Training brochure, a Spring swim flyer and a Summer flyer were also designed for the Shasta Family Y. Communication through emails with Kristen Lyons continued for these flyers just as for the brochure. The same branding standards were used and implemented into the designs. Word documents were provided with the content for both the Spring (e.g. [figure 5]) and Summer (e.g. [figure 6]) flyers. These documents were transformed into documents that represented the Y's new brand (e.g. [figure 7] and [figure 8]).

The concept, design and distribution of the personal training brochure, swim flyer and swim brochure, are small steps in the nation-wide re-branding process. Processes similar to the ones conducted for this study will be done at Y locations across the country for the Y's re-branding to be a success. After the five-year transition period that corporate has allowed, the Y-USA should have a cohesive look that they can use to share their story. The Shasta family Y has five years to transition all of their printed material to adhere to the new brand image. This includes modifying existing print as well as applying the standards to any new print pieces. Corporate has made a lot of resources available to ensure consistency in following standards and sharing they Y's story through re-branding.

This study gathered data on how well the conductor of this study did in assisting they Y's re-branding effort, specifically for the Y location in Shasta, Ca. After the personal training brochure was complete, the employees at the Shasta Y including, the wellness director, the membership director, the personal trainers and the marketing director, were asked the following questions: "Does this printed piece follow the branding standards established by corporate?" and "Will this printed piece help tell the Shasta family Y's story?" Of the five employees, all five agreed that the personal training brochure followed the branding standards, while two believed that it would help tell the Shasta Y's story. Given these responses, it is safe to assume that the steps followed successfully adhere to the new Y branding standards and contribute to the nation-wide process. This process was repeated for an additional two printed pieces: a Spring swim lesson flyer and a Summer swim lesson flyer. Branding standards were closely followed for these pieces as well and were designed in a way to "share the Shasts Y's story."

Chapter 5: Conclusions

From this study, one can draw several conclusions on the process of, and steps involved with re-branding as well as determine how an individual case contributed to the nation-wide project.

This study showed that re-branding, especially for organizations as large as the Y, involved extensive effort from many levels of people, including: corporate, each Y location, and individuals assisting Y locations in transitioning their print media to the new brand. Those working for corporate are responsible for providing all of the necessary resources to locations across the country. They are also responsible for ensuring that all locations understand why they made the decision to re-brand, how this goal will be achieved, and the time period the process should take. Corporate is the driving force behind re-branding and is responsible for providing the organization's locations with a clear vision of what the new brand looks like and what it will represent. In addition to efforts from corporate, the re-branding process requires that members at each Y location across the country participate in this process. It is the employees and volunteers job at each location to use the resources provided by corporate and delegate the actual work to transition print media to the new brand. This may involve Y employees re-designing print or, in cases such as this study, finding outside human resources to do the re-designing, or a combination of the two. Each location is responsible for making sure that any print media that circulates adheres to the new branding standards. This strengthens the new brand and makes it easier for the public to identify with the new Y brand. In addition to re-designing all the new print, Y locations are responsible for sharing the Y's goal in re-branding with anyone helping to re-design. They also need to share the new Y brand with the public.

Sharing the new brand with the public is a very important step in the re-branding process. As this study mentioned, the Y hopes to better share their story with the public through re-branding. This study showed how the efforts of the Y in Shasta, Ca contributed to the overall success of the Y-USA's re-branding in sharing their story with the public. The Shasta family Y took the resources from corporate, recruited outside help to re-design their print, approved versions of this print that followed brand standards, and will distribute the new brochures and flyers that they believe contributes to the Y-USA's re-branding project.

The Y has a very structured and detailed plan for re-branding that should help them achieve their goal more easily. Corporate handbooks give designers specific guidelines to follow that lead to the desired look. They have provided ample resources for re-designing and given locations plenty of time to transition all of their material. For these reasons, the Y will hopefully find their nation-wide re-branding effort to be a success.

To get different perspectives on re-branding, it may be beneficial to do case studies on other organizations and companies that have re-branded, or are currently in the process. A brand is an organization's identity. This includes who they are and what they stand for, which is largely represented through their "look". The graphic communication industry is responsible for the print media that represents many organizations. Studying how to use print most effectively in re-branding may also give interesting insight to the process as a whole.

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Figure 7

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Figure 1: Original Personal Training brochure material received as a .doc

<p><i>Find the Program that Fits You</i></p> <p>_____ \$35 Single 1 hour session</p> <p>_____ \$190 6-One hour sessions</p> <p>_____ \$22 Single 1/2 hour session</p> <p>_____ \$116 6-1/2 hour sessions</p> <p>Partner Fitness Training (2 people)</p> <p>_____ \$295 6-One hour sessions</p> <p><i>Personalized Weight Room Orientation</i></p> <p>_____ \$35 One hour session</p>	<p><u>Back cover, when folded</u></p> <p>Start Today, We're Better Together</p> <p>For more information call us at 246-9622</p> <p>Shasta Family YMCA 1155 N. Court Street, Redding CA 96001 www.sfymca.org</p>	<p><u>PAGE 1: Front Cover, when folded</u></p> <p>We're here to help Let our Personal Trainers help you become healthier and happier.</p> <p>Image</p>
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<p><u>Inside left panel</u></p> <p>Let's Work Together</p> <p>Our Personal Trainers all have national certifications and years of experience. They can meet with you and assist you in learning, practicing and achieving your health and fitness goals.</p> <p>Y Personal Trainers can help you with:</p> <ul style="list-style-type: none"> • Weight loss • Body toning 	<p><u>Inside center panel</u></p> <p><i>Commit Today For Better Health</i></p> <p>Name _____</p> <p>M / F DOB ____ / ____ / ____</p> <p>Home Phone # _____</p> <p>Other Phone # _____</p> <p>Address _____</p> <p>City _____</p> <p>Zip _____</p> <p>Email address: _____</p> <p>Parent Name _____</p> <p>Parent's DOB ____ / ____ / ____ (if parent is under 18 years old)</p> <p>We accept cash, check or credit card.</p>	<p><u>Inside right panel</u></p> <p>Shasta Family YMCA Program Waiver</p> <p>I hereby agree for myself, my child(ren), my heirs, executors and administrators, to indemnify, defend and hold the Shasta Family YMCA and its officers, directors, board members, employees, volunteers, agents, independent contractors and other participants in the program, harmless from any and all liability and claims with respect to any bodily injury, personal injury or illness, including death, or property damage which may occur to myself or my child(ren) or which may be aggravated by participating in a YMCA program. I take full responsibility for my welfare and safety, and that of my minor children, during Shasta Family YMCA activities and know that activities should only be engaged in by those in good health and that I should consult a physician before enrolling in a YMCA</p>
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<ul style="list-style-type: none"> • Sport Specific Training • Injury Prevention and Post Rehabilitation <p>Attainment of your goals for overall lifestyle</p>	<p>Paid sessions must be used within a 3 month period. Unused sessions are non-refundable.</p>	<p>program. I understand the Shasta Family YMCA carries no medical insurance, and it is expected that I have health insurance to cover any injuries or losses. In case of accident or illness, the Shasta Family YMCA has my permission to secure the necessary medical attention if unable to contact me or if I am unable to give conscious permission. I, individually, and on behalf of any minor children, hereby release the Shasta Family YMCA from any claim whatsoever which may arise as a result of any first aid treatment or assistance provided to me in connection with any injury that arises from participating in a YMCA activity. I consent to be photographed and to allow the Shasta Family YMCA to use photos taken of me and/or my minor children for promotional purposes.</p> <p>AdultSignature_____</p> <p>Date_____</p> <p>FOR OFFICE USE: Date_____</p> <p>Amount Paid_____ Staff</p> <p>Initial_____</p>
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Figure 2: Original version of a questionnaire to be added to personal training brochure

Personalized Weight Room Orientation
Experience and Medical Questionnaire Form

1. Do you have any experience with weight training? Please rate (x) yourself:
() A. Not experienced () B. Semi-experienced () C. Experienced

 2. *Using the above scale*, rate your level of experience with the following weight training equipment:

	A	B	C
Cybex	_____	_____	_____
Free Weights	_____	_____	_____
Others (list)	_____	_____	_____

 3. Have you ever participated in a weight training program on a *regular* basis (i.e., at least twice a week)?
Yes _____ No _____

 4. If you answered yes to question 3, how *recently* have you been weight training?
_____ presently training
_____ not training now, but I was _____ weeks ago
_____ not training now, but I was _____ months ago
_____ not training now, but I was _____ years ago

 5. If you answered yes to question 3, circle the *best* answer below that describes the length of training:
a. 1-2 months b. 3-5 months c. 6 months - 1 year d. more than 1 year
-
1. What is your age? _____

 2. Do you have any medical limitations? Circle all those that apply and provide a brief description.
 - A. Recent surgery
 - B. Past/present bone, muscle, tendon, ligament, and/or joint injury
 - C. Respiratory problems (e.g., asthma, bronchitis)
 - D. Cardiovascular problems (e.g., hypertension, heart irregularities)
 - E. Physical impairments
 - F. Other, please list here: _____

Description: _____

Figure 3: Version 1 of the personal training brochure. Includes the weight room questionnaire as a separate insert for the brochure.

FIND THE PROGRAM THAT FITS YOU

- _____ \$35 Single 1 hour session
- _____ \$190 Six 1 hour sessions
- _____ \$22 Single 30 minute sessions
- _____ \$116 Six 30 minute sessions

Partner Fitness Training (2 people)

- _____ \$295 Six 1 hour sessions

Personalized Weight Room Orientation

- _____ \$35 1 hour session



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

START TODAY WE'RE BETTER TOGETHER

Shasta Family YMCA
1155 N. Court Street
Redding, CA 96001
www.sfymca.org

For More Information call us at 530-246-9622

WE'RE HERE TO HELP

LET OUR
PERSONAL TRAINERS
HELP YOU BECOME
HEALTHIER AND HAPPIER



LET'S WORK TOGETHER

Our Personal Trainers all have national certifications and years of experience. They can meet with you and assist you in learning, practicing and achieving your health and fitness goals.

Work with us to become healthier and happier. According to the American Council on Exercise, working with a personal trainer has the following advantages:

Customized programming: Our professional trainers will design a personalized exercise program

Correct technique: Our Y personal trainer will maximize your workouts by teaching you proper form.

Encouragement: We will motivate you to become your best.

Alleviate boredom: Our trained professionals will help you select activities you enjoy.

Y Personal Trainers can help you with:

- Weight loss
- Body toning
- Sport specific training
- Injury prevention and post rehabilitation
- Attainment of your goals for overall lifestyle

COMMIT TODAY FOR BETTER HEALTH

Name _____
M / F _____ DOB ____ / ____ / ____
Home Phone # _____
Other Phone # _____
Address _____
City _____
Zip _____
Email address _____
Parent Name _____
Parent's DOB ____ / ____ / ____
(if participant is under 18 years old)

We accept cash, check or credit card.

Paid sessions must be used within a 3 month period. Unused sessions are non-refundable.



SHASTA FAMILY YMCA PROGRAM WAIVER

I hereby agree for myself, my child(ren), my heirs, executors & administrators, to indemnify, defend & hold the Shasta Family YMCA and its officers, directors, board members, employees, volunteers, agents, independent contractors & other participants in the program, harmless from any & all liability/claims with respect to any bodily or personal injury/illness, including death, or property damage which may occur to myself or my child(ren) or may be aggravated by participating in a YMCA program. I take full responsibility for my welfare & safety, & my minor children, during Shasta Family YMCA activities. I know that activities should only be engaged in by those in good health. I should consult a physician before enrolling in a YMCA program. I understand the Shasta Family YMCA carries no medical insurance, & it is expected that I have health insurance to cover any injuries/ losses. In case of accident or illness, the Shasta Family YMCA has permission to secure the necessary medical attention if unable to contact me or if I am unable to give conscious permission, I, individually, & on behalf of any minor children, hereby release the Shasta Family YMCA from any claim which may arise as a result of any first aid treatment or assistance provided to me with any injury that arises from participating in a YMCA activity. I consent to be photographed & allow the Shasta Family YMCA to use photos taken of me and/or my minor children for promotional purposes.

Adult Signature _____

Date _____

For Office Use Only

Date _____

Amount paid _____

Staff Initial _____

PERSONALIZED WEIGHT ROOM ORIENTATION EXPERIENCE & MEDICAL QUESTIONNAIRE FORM

1. Do you have any experience with weight training? Please rate (x) yourself:
☐ A, Not experienced
☐ B, Semi-experienced
☐ C, Experienced

2. Using the above scale, rate your level of experience with the following weight training equipment;

	A	B	C
Cybox	___	___	___
Free Weight	___	___	___
Others (list)	___	___	___

3. Have you ever participated in a weight training program on a regular basis? (i.e., at least twice a week)
 Yes ___ No ___

4. If you answered yes to question 3, how recently have you been weight training?

___ presently training
 ___ not training now, but I was ___ weeks ago
 ___ not training now, but I was ___ months ago
 ___ not training now, but I was ___ years ago

5. If you answered yes to question 3, circle the best answer below that describes the length of training.

a, 1-2 months
 b, 3-5 months
 c, 6 months - 1 year
 d, more than 1 year

1. What is your age? _____

2. Do you have any medical limitations? Circle all those that apply and provide a brief description.

A, Recent surgery
 B, Past/present bone, muscle, tendon, ligament, and/or joint injury
 C, Respiratory problems (e.g., asthma, bronchitis)
 D, Cardiovascular problems (e.g., hypertension, heart irregularities)
 E, Physical Implants
 F, Other, please list here: _____

Description: _____

PERSONALIZED WEIGHT ROOM ORIENTATION EXPERIENCE & MEDICAL QUESTIONNAIRE FORM

1. Do you have any experience with weight training? Please rate (x) yourself:
☐ A, Not experienced
☐ B, Semi-experienced
☐ C, Experienced

2. Using the above scale, rate your level of experience with the following weight training equipment;

	A	B	C
Cybox	___	___	___
Free Weight	___	___	___
Others (list)	___	___	___

3. Have you ever participated in a weight training program on a regular basis? (i.e., at least twice a week)
 Yes ___ No ___

4. If you answered yes to question 3, how recently have you been weight training?

___ presently training
 ___ not training now, but I was ___ weeks ago
 ___ not training now, but I was ___ months ago
 ___ not training now, but I was ___ years ago

5. If you answered yes to question 3, circle the best answer below that describes the length of training.

a, 1-2 months
 b, 3-5 months
 c, 6 months - 1 year
 d, more than 1 year

1. What is your age? _____

2. Do you have any medical limitations? Circle all those that apply and provide a brief description.

A, Recent surgery
 B, Past/present bone, muscle, tendon, ligament, and/or joint injury
 C, Respiratory problems (e.g., asthma, bronchitis)
 D, Cardiovascular problems (e.g., hypertension, heart irregularities)
 E, Physical Implants
 F, Other, please list here: _____

Description: _____

PERSONALIZED WEIGHT ROOM ORIENTATION EXPERIENCE & MEDICAL QUESTIONNAIRE FORM

1. Do you have any experience with weight training? Please rate (x) yourself:
☐ A, Not experienced
☐ B, Semi-experienced
☐ C, Experienced

2. Using the above scale, rate your level of experience with the following weight training equipment;

	A	B	C
Cybox	___	___	___
Free Weight	___	___	___
Others (list)	___	___	___

3. Have you ever participated in a weight training program on a regular basis? (i.e., at least twice a week)
 Yes ___ No ___

4. If you answered yes to question 3, how recently have you been weight training?

___ presently training
 ___ not training now, but I was ___ weeks ago
 ___ not training now, but I was ___ months ago
 ___ not training now, but I was ___ years ago

5. If you answered yes to question 3, circle the best answer below that describes the length of training.

a, 1-2 months
 b, 3-5 months
 c, 6 months - 1 year
 d, more than 1 year

1. What is your age? _____

2. Do you have any medical limitations? Circle all those that apply and provide a brief description.

A, Recent surgery
 B, Past/present bone, muscle, tendon, ligament, and/or joint injury
 C, Respiratory problems (e.g., asthma, bronchitis)
 D, Cardiovascular problems (e.g., hypertension, heart irregularities)
 E, Physical Implants
 F, Other, please list here: _____

Description: _____

Figure 4: Version 2 of the personal training brochure. Includes the weight room questionnaire as part of the brochure as the Shasta Y requested.

**PERSONALIZED WEIGHT ROOM
ORIENTATION EXPERIENCE &
MEDICAL QUESTIONNAIRE FORM**

1. Do you have any experience with weight training? Please rate
() yourself;
() A, Not experienced
() B, Semi-experienced
() C, Experienced
2. Using the above scale, rate your level of experience with the
following weight training equipment:
- | | A | B | C |
|---------------|-----|-----|-----|
| Cyber | ___ | ___ | ___ |
| Free Weight | ___ | ___ | ___ |
| Others (list) | ___ | ___ | ___ |
3. Have you ever participated in a weight training program on a
regular basis? (i.e., at least twice a week)
Yes ___ No ___
4. If you answered yes to question 3, how recently have you been
weight training?
___ presently training
___ not training now, but I was ___ weeks ago
___ not training now, but I was ___ months ago
___ not training now, but I was ___ years ago
5. If you answered yes to question 3, circle the best answer below
that describes the length of training.
a. 1-2 months
b. 3-5 months
c. 6 months - 1 year
d. more than 1 year

1. What is your age? _____
2. Do you have any medical limitations? Circle all those that apply
and provide a brief description.
- A. Recent surgery
B. Past/present bone, muscle, tendon, ligament, and/or joint injury
C. Respiratory problems (e.g. asthma, bronchitis)
D. Cardiovascular problems (e.g., hypertension, heart irregularities)
E. Physical impairments
F. Other, please list here: _____
- Description: _____



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

**START TODAY
WE'RE BETTER
TOGETHER**

**WE'RE
HERE TO
HELP**

LET OUR
PERSONAL TRAINERS
HELP YOU BECOME
HEALTHIER AND HAPPIER



Shasta Family YMCA
1155 N. Court Street
Redding, CA 96001
www.sfyymca.org

For More Information call us at 530-246-9622

**LET'S WORK
TOGETHER**

Our Personal Trainers all have national
certifications and years of experience.
They can meet with you and assist you
in learning, practicing and achieving your
health and fitness goals.

Work with us to become healthier and
happier. According to the American Coun-
cil on Exercise, working with a personal
trainer has the following advantages:

Customized programming: Our
professional trainers will design a
personalized exercise program

Correct technique: Our Y personal
trainer will maximize your workouts by
teaching you proper form.

Encouragement: We will motivate you to
become your best.

Alleviate boredom: Our trained
professionals will help you select activi-
ties you enjoy.

Y Personal Trainers can help you with:

- Weight loss
- Body toning
- Sport specific training
- Injury prevention and post
rehabilitation
- Attainment of your goals for overall
lifestyle

**COMMIT TODAY
FOR BETTER HEALTH**

Name _____
M / F _____ DOB ____ / ____ / ____
Home Phone # _____
Other Phone # _____
Address _____
City _____
Zip _____
Email address _____
Parent Name _____
Parent's DOB ____ / ____ / ____
(if participant is under 18 years old)

We accept cash, check or credit card. Paid
sessions must be used within a 3 month period.
Unused sessions are non-refundable.

**FIND THE PROGRAM
THAT FITS YOU**

___ \$35 Single 1 hour session
___ \$190 Six 1 hour sessions
___ \$22 Single 30 minute sessions
___ \$116 Six 30 minute sessions

Partner Fitness Training (2 people)

___ \$295 Six 1 hour sessions

Personalized Weight Room Orientation

___ \$35 1 hour session

**SHASTA FAMILY
YMCA PROGRAM WAIVER**

I hereby agree for myself, my child(ren), my heirs,
executors & administrators, to indemnify, defend
& hold the Shasta Family YMCA and its officers,
directors, board members, employees, volunteers,
agents, independent contractors & other
participants in the program, harmless from any
& all liability/claims with respect to any bodily or
personal injury/illness, including death, or
property damage which may occur to myself or my
child(ren) or may be aggravated by participating
in a YMCA program. I take full responsibility for
my welfare & safety, & my minor children, during
Shasta Family YMCA activities. I know that
activities should only be engaged in by those in
good health. I should consult a physician before
enrolling in a YMCA program. I understand the
Shasta Family YMCA carries no medical
insurance, & it is expected that I have health
insurance to cover any injuries/ losses. In case of
accident or illness, the Shasta Family YMCA has
permission to secure the necessary medical
attention if unable to contact me or if I am unable
to give conscious permission, I, individually, & on
behalf of any minor children, hereby release the
Shasta Family YMCA from any claim which may
arise as a result of any first aid treatment or
assistance provided to me with any injury that
arises from participating in a YMCA activity. I
consent to be photographed & allow the Shasta
Family YMCA to use photos taken of me and/or my
minor children for promotional purposes.

Adult Signature _____

Date _____

For Office Use Only

Date _____

Amount paid _____

Staff Initial _____

Figure 5: Original format of the content sent for the Spring swim flyer.

Safe Swimming Saves Lives And, it's fun too

The reason the Y is referred to as "America's Favorite Swim Instructor" is because we don't just focus on swimming fundamentals but also on building self-confidence, making friends and building the whole person – from the inside out.

Spring Break, April ** to **

30-minute classes, Monday through Friday

6 months to 14 years old

YMCA Heated Pool

Member Fees: \$20

Non-Members Fees: \$30

Sessions:

9:15–9:45a.m.

Tadpole _____

Polliwog _____

Starfish _____

9:50–10:20 a.m.

Starfish _____

Tadpole _____

Guppy _____

10:25–10:55a.m.

Minnow/Fish _____

Guppy _____

Tadpole _____

11:00–11:30a.m.

Seahorse _____

Shrimp _____

Starfish _____

Pre-registration and payment required.

Swim Lesson Registration Form

Find your class level, dates and times on back.

Class Name: _____

Session Date: _____ Time: _____ Staff Initial: _____

Child's Name _____ Mbr # _____

Home Phone # _____

Male / Female DOB _____ / _____ / _____

Address _____ City _____
Zip _____

Parent/Emergency
Contact _____

Home Phone # _____ Cell # _____ Work Phone # _____

YMCA WAIVER:

I agree to allow the YMCA to use photos taken of my child for promotional materials. I also agree to abide by the rules of the YMCA in regard to my child being in their program. The YMCA reserves the right to dismiss a child for continual behavioral problems. I understand that the YMCA carries no medical insurance, and I, intending to be legally bound hereby for myself, my heirs, executors, and administrators, waive and release all rights, claims and damages that my son or daughter may incur against the Shasta Family YMCA, and its representatives, successors,

and assigns, for any and all injuries suffered by my son or daughter in this program. I also understand that all items brought from home must be clearly labeled with my child's name and that the YMCA is not responsible if these items become lost, stolen, or damaged.

PARENT SIGNATURE _____ DATE _____

FOR OFFICE USE: Date _____ Amount Paid _____ Receipt _____ Inside
Left

Group Swim Lessons

Whether your child knows how to swim or needs to learn the basics, the Shasta Family YMCA has an aquatic class waiting. Our classes are designed to build confidence and self-esteem as well as teach swimming, safety and survival skills. For more than 100 years, the Y's certified staff and volunteers have been leaders in the aquatics field, which is why we're called "America's Favorite Swim Instructor".

Shrimps 6 months to 3 years with adult

This class helps build self-confidence, parent-child relations and interactions, and leads to a life-long enjoyment of the water. This parent-child class creates a fun and supportive environment for learning and sharing special moments with your child. All non-potty trained children must wear a swim diaper.

Seahorse 16 months to 4 years with adult

This class is for toddlers and preschoolers who love the water but still need a parent to be in the water with them, and is designed to instill confidence in the aquatic environment. Children learn and become accustomed to submerging in water; bubble blowing; moving about comfortably and how to safely have fun. All non-potty trained children must wear a swim diaper.

Starfish 2.5 to 5 years

This class instills confidence in the aquatic environment without direct parent contact. The child will gain an understanding of pool rules, safety and partake in aquatic games. Children learn and become accustomed to submerging in water; bubble blowing; mobility; comfort, and fun. All non-potty trained children must wear a swim diaper.

Tadpole 3 to 7 years

This class focuses on comfort in the water without direct parent contact. Instructors will introduce personal safety skills, rhythmic breathing, how to float and glide on the child's front and back and encourage comfort and confidence in the water. All non-potty trained children must wear a swim diaper.

Polliwog 5 to 10 years

During the Polliwog class, the instructor takes a larger focus on mobility in the water, including rhythmic breathing. Children review the basics of floating, are introduced to the paddle stroke and to proper kicking on front & back. Polliwog participants will become more comfortable in deeper water, personal safety and survival skills.

Guppy**5 to 12 years**

This class spends time enhancing the children's ability to swim. The main focus is on developing the front crawl and rotary breathing, introduction to back crawl and underwater swimming, as well as dealing with personal safety, rescue skills and games.

Minnow**5 to 12 years**

In this class children learn refinements of the front crawl and are introduced to more advanced strokes such as the back crawl, breaststroke and elementary backstroke. They also learn rescue skills and personal safety issues. Minnow and Fish level classes are held in the heated outdoor pool.

Fish**8 to 14 years**

In the most advanced course we offer, children learn refinements to the breaststroke, an introduction to the butterfly, racing turns, and of course personal safety and rescue skills. Minnow and Fish level classes are held in the heated outdoor pool.

All non-potty trained children must wear a swim diaper.

Shasta Family YMCA
1155 North Court Street
Redding, CA 96001
246-9622

Figure 6: Original format of the content sent for the Summer spring flyer.

Front page

Safe Swimming Saves Lives And, it's fun too

The reason the Y is referred to as "America's Favorite Swim Instructor" is because we don't just focus on swimming fundamentals but also on building self-confidence, making friends and building the whole person – from the inside out.

June 6 through August 11

30-minute classes, Monday through Thursday

2-week sessions all summer

6 months to 14 years old

YMCA Heated Pool

Member Fees

\$35 (Shrimp & Seahorse = \$25)

Non-Members Fees

\$45 (Shrimp & Seahorse = \$30)

Pre-registration and payment required.

Shasta Family YMCA
1155 North Court Street
Redding, CA 96001
246-9622

Group Swim Lessons

Whether your child knows how to swim or needs to learn the basics, the Shasta Family YMCA has an aquatic class waiting. Our classes are designed to build confidence and self-esteem as well as teach swimming, safety and survival skills. For more than 100 years, the Y's certified staff and volunteers have been leaders in the aquatics field, which is why we're called "America's Favorite Swim Instructor".

Shrimps 6 months to 3 years with adult

This class helps build self-confidence, parent-child relations and interactions, and leads to a life-long enjoyment of the water. This parent-child class creates a fun and supportive environment for learning and sharing special moments with your child. All non-potty trained children must wear a swim diaper.

Seahorse 16 months to 4 years with adult

This class is for toddlers and preschoolers who love the water but still need a parent to be in the water with them, and is designed to instill confidence in the aquatic environment. Children learn and become accustomed to submerging in water; bubble blowing; moving about comfortably and how to safely have fun. All non-potty trained children must wear a swim diaper.

Starfish 2.5 to 5 years

This class instills confidence in the aquatic environment without direct parent contact. The child will gain an understanding of pool rules, safety and partake in aquatic games. Children learn and become accustomed to submerging in water; bubble blowing; mobility; comfort, and fun. All non-potty trained children must wear a swim diaper.

Tadpole 3 to 7 years

This class focuses on comfort in the water without direct parent contact. Instructors will introduce personal safety skills, rhythmic breathing, how to float and glide on the child's front and back and encourage comfort and confidence in the water. All non-potty trained children must wear a swim diaper.

Polliwog 5 to 10 years

During the Polliwog class, the instructor takes a larger focus on mobility in the water, including rhythmic breathing. Children review the basics of floating, are introduced to the paddle stroke and to proper kicking on front & back. Polliwog participants will become more comfortable in deeper water, personal safety and survival skills.

Guppy 5 to 12 years

This class spends time enhancing the children's ability to swim. The main focus is on developing the front crawl and rotary breathing, introduction to back crawl and underwater swimming, as well as dealing with personal safety, rescue skills and games.

Minnow 5 to 12 years

In this class children learn refinements of the front crawl and are introduced to more advanced strokes such as the back crawl, breaststroke and elementary backstroke. They also learn rescue skills and personal safety issues. Minnow and Fish level classes are held in the heated outdoor pool.

Fish**8 to 14 years**

In the

most advanced course we offer, children learn refinements to the breaststroke, an introduction to the butterfly, racing turns, and of course personal safety and rescue skills. Minnow and Fish level classes are held in the heated outdoor pool.

Inside Right

Session Dates and Times these dates are actually June 6 to Aug 11, please change according to a 2011 calendar.

Mornings Sessions

June 7 – 17	June 21 – July 1	July 5 – 15	July 19 – 29	August 2 – 12
9:15 – 9:45	9:15 – 9:45	9:15 – 9:45	9:15 – 9:45	9:15 – 9:45
_____ Tadpole	_____ Tadpole	_____ Tadpole	_____ Tadpole	_____ Tadpole
_____ Guppy	_____ Guppy	_____ Guppy	_____ Guppy	_____ Guppy
_____ Minnow	_____ Minnow	_____ Minnow	_____ Minnow	_____ Minnow
_____ Polliwog	_____ Polliwog	_____ Polliwog	_____ Polliwog	_____ Polliwog
9:50 – 10:20	9:50 – 10:20	9:50 – 10:20	9:50 – 10:20	9:50 – 10:20
_____ Tadpole	_____ Tadpole	_____ Tadpole	_____ Tadpole	_____ Tadpole
_____ Polliwog	_____ Polliwog	_____ Polliwog	_____ Polliwog	_____ Polliwog
_____ Fish	_____ Fish	_____ Fish	_____ Fish	_____ Fish
_____ Starfish	_____ Starfish	_____ Starfish	_____ Starfish	_____ Starfish
10:25 – 10:55	10:25 – 10:55	10:25 – 10:55	10:25 – 10:55	10:25 – 10:55
_____ Tadpole	_____ Tadpole	_____ Tadpole	_____ Tadpole	_____ Tadpole
_____ Guppy	_____ Guppy	_____ Guppy	_____ Guppy	_____ Guppy
_____ Starfish	_____ Starfish	_____ Starfish	_____ Starfish	_____ Starfish
_____ Minnow	_____ Minnow	_____ Minnow	_____ Minnow	_____ Minnow

Mornings Sessions (con't)

11:00 – 11:30	11:00 – 11:30	11:00 – 11:30	11:00 – 11:30	11:00 – 11:30
_____ Starfish	_____ Starfish	_____ Starfish	_____ Starfish	_____ Starfish
_____ Shrimp	_____ Shrimp	_____ Shrimp	_____ Shrimp	_____ Shrimp
_____ Seahorse	_____ Seahorse	_____ Seahorse	_____ Seahorse	_____ Seahorse

Afternoon Sessions

June 7 – 17	June 21 – July 1	July 5 – 15	July 19 – 29
3:00 – 3:30	3:00 – 3:30	3:00 – 3:30	3:00 – 3:30
_____ Tadpole	_____ Tadpole	_____ Tadpole	_____ Tadpole
_____ Guppy	_____ Guppy	_____ Guppy	_____ Guppy
_____ Minnow	_____ Minnow	_____ Minnow	_____ Minnow
_____ Polliwog	_____ Polliwog	_____ Polliwog	_____ Polliwog
3:35 – 4:05	3:35 – 4:05	3:35 – 4:05	3:35 – 4:05
_____ Tadpole	_____ Tadpole	_____ Tadpole	_____ Tadpole
_____ Polliwog	_____ Polliwog	_____ Polliwog	_____ Polliwog
_____ Fish	_____ Fish	_____ Fish	_____ Fish
_____ Starfish	_____ Starfish	_____ Starfish	_____ Starfish
4:10 – 4:40	4:10 – 4:40	4:10 – 4:40	4:10 – 4:40
_____ Tadpole	_____ Tadpole	_____ Tadpole	_____ Tadpole
_____ Guppy	_____ Guppy	_____ Guppy	_____ Guppy
_____ Starfish	_____ Starfish	_____ Starfish	_____ Starfish
_____ Minnow	_____ Minnow	_____ Minnow	_____ Minnow
4:45 – 5:15	4:45 – 5:15	4:45 – 5:15	4:45 – 5:15
_____ Starfish	_____ Starfish	_____ Starfish	_____ Starfish
_____ Shrimp	_____ Shrimp	_____ Shrimp	_____ Shrimp
_____ Seahorse	_____ Seahorse	_____ Seahorse	_____ Seahorse

All non-potty trained children must wear a swim diaper.

Back

Grow stronger together.

There is limited enrollment, sign up today!

June 6 through August 11

30-minute classes, Monday through Thursday

2-week sessions all summer

6 months to 14 years old

YMCA Heated Pool

Member Fees

\$35 (Shrimp & Seahorse = \$25)

Non-Members Fees

\$45 (Shrimp & Seahorse = \$30)

Pre-registration and payment required. Sorry no refunds available.

All non-potty trained children must wear a swim diaper.

Swim Lesson Registration Form

Find your class level, dates and times inside.

Class Name: _____

Session Date: _____ Time: _____ Staff Initial: _____

Child's Name _____ Mbr # _____

Home Phone # _____

Male / Female DOB ____ / ____ / ____

Address _____ City _____
Zip _____

Parent/Emergency
Contact _____

Home Phone # _____ Cell # _____ Work Phone # _____

YMCA WAIVER:


I agree to allow the YMCA to use photos taken of my child for promotional materials. I also agree to abide by the rules of the YMCA in regard to my child being in their program. The YMCA reserves the right to dismiss a child for continual behavioral problems. I understand that the YMCA carries no medical insurance, and I, intending to be legally bound hereby for myself, my heirs, executors, and administrators, waive and release all rights, claims and damages that my son or daughter may incur against the Shasta Family YMCA, and its representatives, successors, and assigns, for any and all injuries suffered by my son or daughter in this program. I also understand that all items brought from home must be clearly labeled with my child's name and that the YMCA is not responsible if these items become lost, stolen, or damaged.

PARENT SIGNATURE _____ DATE _____

FOR OFFICE USE: Date _____ Amount Paid _____ Receipt _____

Figure 7: The (a) front and (b) back of the Spring swim flyer designed to follow the new branding standards.

a.



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

SAFE SWIMMING SAVES LIVES AND, IT'S FUN TOO


The reason the Y is referred to as "America's Favorite Swim Instructor" is because we don't just focus on swimming fundamentals but also on building self-confidence, making friends and building the whole person - from the inside out.

Spring Break, April ** to **
30-minute classes, Mon - Fri
6 months to 14 years
YMCA Heated Pool

Member Fees: \$20
Non-Member Fees: \$30

Sessions			
9:15-9:45 a.m.	9:50-10:20 a.m.	10:25-10:55 a.m.	11:00-11:30 a.m.
Tadpole	Starfish	Minnow/Fish	Seahorse
Poliwog	Tadpole	Guppy	Shrimp
Starfish	Guppy	Tadpole	Starfish

Pre-registration and payment required.



SWIM LESSON REGISTRATION FORM

Find your class level and back.

Class Name / Level: _____

Session Date: _____ Time: _____ Staff Initial: _____

Child's Name: _____ Mbr # _____

Home Phone # _____ Male / Female DOB ____/____/____

Address _____ City _____ Zip _____

Parent/Emergency Contact _____

Home Phone # _____ Cell Phone # _____ Work Phone # _____

YMCA WAIVER
I agree to allow the YMCA to use photos taken of my child for promotional materials. I also agree to abide by the rules of the YMCA in regard to my child being in their program. The YMCA reserves the right to dismiss a child for continual behavioral problems. I understand that the YMCA carries no medical insurance, and I, intending to be legally bound hereby by myself, my heirs, executors, and administrators, waive and release all rights, claims and damages that my son or daughter may incur against the Shasta Family YMCA, and its representatives, successors, and assigns, for any and all injuries suffered by my son or daughter in this program. I also understand that all items brought from home must be clearly labeled with my child's name and that the YMCA is not responsible if these items become lost, stolen or damaged.

Parent Signature: _____ Date: _____
For Office Use, Date: _____ Amount Paid: _____ Receipt: _____

b.

GROUP SWIM LESSONS

Whether your child knows how to swim or needs to learn the basics, the Shasta Family YMCA has an aquatic class waiting. Our classes are designed to build confidence and self-esteem as well as teach swimming, safety and survival skills. For more than 100 years, the Y's certified staff and volunteers have been leaders in the aquatic field, which is why we're called "America's Favorite Swim Instructor."

SHRIMPS 6 months to 3 years with adult
This class helps build self-confidence, parent-child relations and interactions, and leads to a life-long enjoyment of the water. This parent-child class creates a fun and supportive environment for learning and sharing special moments with your child. All non-potty trained children must wear a swim diaper.

SEAHORSE 16 months to 4 years with adult
This class is for toddlers and preschoolers who love the water but still need a parent to be in the water with them, and is designed to instill confidence in the aquatic environment. Children learn and become accustomed to submerging in water; bubble blowing; moving about comfortably and how to safely have fun. All non-potty trained children must wear a swim diaper.

STARFISH 2.5 to 5 years
This class instills confidence in the aquatic environment without direct parent contact. The child will gain an understanding of pool rules, safety and partake in aquatic games. Children learn and become accustomed to submerging in water; bubble blowing; moving about comfortably and how to safely have fun. All non-potty trained children must wear a swim diaper.

TADPOLE 3 to 7 years
This class focuses on comfort in the water without direct parent contact. Instructors will introduce personal safety skills, rhythmic breathing, how to float and glide on the child's front and back and encourage comfort and confidence in the water. All non-potty trained children must wear a swim diaper.

POLLIWOG 5 to 10 years
During the Polliwog class, the instructor takes a larger focus on mobility in the water, including rhythmic breathing. Children review the basics of floating, are introduced to the paddle stroke and to proper kicking on front and back. Polliwog participants will become more comfortable in deeper water, personal safety and survival skills.

GUPPY 5 to 12 years
This class spends time enhancing the children's ability to swim. The main focus is on developing the front crawl and rotary breathing, introduction to back crawl and underwater swimming, as well as dealing with personal safety, rescue skills and games.

MINNOW 5 to 12 years
In this class children learn refinements of the front crawl and are introduced to more advanced strokes such as the back crawl, breaststroke and elementary backstroke. They also learn rescue skills and personal safety issues. Minnow and Fish level classes are held in the heated outdoor pool.

FISH 8 to 14 years
In the most advanced course we offer, children learn refinements to the breaststroke, an introduction to the butterfly, racing turns, and of course personal safety and rescue skills. Minnow and Fish level classes are held in the heated outdoor pool.

All non-potty trained children must wear a swim diaper.

Shasta Family YMCA
1155 North Court Street
Redding, CA 96001
246-9622

Figure 8: The Summer swim brochure designed to follow the new branding standards.

GROW STRONGER TOGETHER.

There is a limited enrollment, sign up today!

June 6 through August 11
25-minute classes, Monday through Thursday
2-week sessions all summer
6 months to 14 years old
YMCA Heated Pool

Member Fees
\$35 (Shrimp & Seahorse = \$25)

Non-Member Fees
\$45 (Shrimp & Seahorse = \$30)

Pre-registration and payment required. Some no refund available.
All non-potty trained children must wear a swim diaper.



SWIM LESSON REGISTRATION FORM

Find your class level and back.

Class Name / Level: _____

Session Date: _____ Time: _____ Staff Initial: _____

Child's Name: _____ Mbr # _____

Home Phone # _____ Male / Female DOB ____/____/____

Address _____ City _____ Zip _____

Parent/Emergency Contact _____

Home Phone # _____ Cell Phone # _____ Work Phone # _____

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Parent Signature: _____ Date: _____

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SUMMER SESSION DATES & TIMES

Morning Sessions

June 6 - 16	June 20 - 30	July 4 - 14	July 18 - 28	August 1 - 11
9:15-9:45 Tadpole Guppy Minnow Polliwog	9:15-9:45 Tadpole Guppy Minnow Polliwog	9:15-9:45 Tadpole Guppy Minnow Polliwog	9:15-9:45 Tadpole Guppy Minnow Polliwog	9:15-9:45 Tadpole Guppy Minnow Polliwog
9:50-10:20 Tadpole Polliwog Fish Starfish	9:50-10:20 Tadpole Polliwog Fish Starfish	9:50-10:20 Tadpole Polliwog Fish Starfish	9:50-10:20 Tadpole Polliwog Fish Starfish	9:50-10:20 Tadpole Polliwog Fish Starfish
10:25-10:55 Tadpole Guppy Starfish Minnow	10:25-10:55 Tadpole Guppy Starfish Minnow	10:25-10:55 Tadpole Guppy Starfish Minnow	10:25-10:55 Tadpole Guppy Starfish Minnow	10:25-10:55 Tadpole Guppy Starfish Minnow
11:00-11:30 Starfish Shrimp Seahorse	11:00-11:30 Starfish Shrimp Seahorse	11:00-11:30 Starfish Shrimp Seahorse	11:00-11:30 Starfish Shrimp Seahorse	11:00-11:30 Starfish Shrimp Seahorse

Afternoon Sessions

June 6 - 16	June 20 - 30	July 4 - 14	July 18 - 28	August 1 - 11
3:00-3:30 Tadpole Guppy Minnow Polliwog	3:00-3:30 Tadpole Guppy Minnow Polliwog	3:00-3:30 Tadpole Guppy Minnow Polliwog	3:00-3:30 Tadpole Guppy Minnow Polliwog	3:00-3:30 Tadpole Guppy Minnow Polliwog
3:35-4:05 Tadpole Polliwog Fish Starfish	3:35-4:05 Tadpole Polliwog Fish Starfish	3:35-4:05 Tadpole Polliwog Fish Starfish	3:35-4:05 Tadpole Polliwog Fish Starfish	3:35-4:05 Tadpole Polliwog Fish Starfish
4:10-4:40 Tadpole Guppy Starfish Minnow	4:10-4:40 Tadpole Guppy Starfish Minnow	4:10-4:40 Tadpole Guppy Starfish Minnow	4:10-4:40 Tadpole Guppy Starfish Minnow	4:10-4:40 Tadpole Guppy Starfish Minnow
4:45-5:15 Starfish Shrimp Seahorse	4:45-5:15 Starfish Shrimp Seahorse	4:45-5:15 Starfish Shrimp Seahorse	4:45-5:15 Starfish Shrimp Seahorse	4:45-5:15 Starfish Shrimp Seahorse

All non-potty trained children must wear a swim diaper.



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

SAFE SWIMMING SAVES LIVES AND, IT'S FUN TOO

The reason the Y is referred to as "America's Favorite Swim Instructor" is because we don't just focus on swimming fundamentals but also on building self-confidence, making friends and building the whole person - from the inside out.

June 6 through August 11
25-minute classes, Monday-Thursday
2-week sessions all summer
6 months to 14 years old
YMCA Heated Pool

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6 months to 3 years with adult

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SEAHORSE

16 months to 4 years with adult

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STARFISH

2.5 to 5 years

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FISH

8 to 14 years

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