



---

## Austin YMCA Gets Big Return From Online Registration

---

Opening a new branch can be a daunting task as Hays Community Branch Executive Director Jim Pacey can attest. While preparing to open the newest branch for the Austin Metropolitan YMCA, Pacey realized that he needed a versatile tool to make a difficult process easier and more efficient. He turned to DAXKO Operations.

For the Hays Community Branch launch, Pacey decided to use DAXKO Operations' online registration to its fullest extent. "I found the decision to be a no-brainer," he said. "The setup was very similar to the last branch we opened, except this time we offered potential members the option of registering online. It was a perfect complement for opening a new YMCA branch - it saved us time and energy."

Pacey had never used online registration when launching a new branch. The last time he was involved in opening a new facility was in 2002, when Austin completed the Northwest Family Branch. Online registration wasn't possible with the current system, so Pacey and his staff had to do it the hard way – by hand. He had his entire staff registering members while the facility was being built. The process proved to be time-consuming because staff had to be trained in registering members. This included gathering emails, processing checks and credit cards, and other personal information manually.

Pacey found DAXKO Operations' online registration to be the answer. It gave him time to focus on other important things – like the construction of the new facility. This ensured that the new branch would be up and running and serving members as soon as possible. He was also able to save money by using and training fewer staff in registration and by sending updates through email versus multiple direct mail campaigns.

By the time the Hays branch opened its doors, 750 members were already registered and ready to go. Four hundred of these registrations were completed online using DAXKO Operations. "People in Austin are pretty tech-savvy and they appreciated the option of being able to register online," Pacey said. "Members also really enjoyed receiving updates by email."

With more than half of all new Hays Community members registering online, the Austin Metropolitan YMCA has found that DAXKO Operations' online registration is a great way to streamline the new member process.

Looking back on the Hays Branch launch, Pacey is convinced DAXKO Operations' online registration was the way to go. "I don't think I'll ever look at the process the same way again," he said.

### Fast Facts:

---

- At Launch, over half of the members had registered online
- Updates on the construction of the YMCA facility were sent via email versus direct mail, saving time and money
- Branch Executive Director, Jim Pacey, was able to use and train fewer staff in the registration process