



Thrive Solutions

TO MEET INDUSTRY TRENDS

Creating a legacy of changed lives

means building meaningful connections to your mission. But every member, participant, and donor is at a different point in their journey with you. Brought to light by the last year, society is facing challenges, some new and some symptoms of underlying systemic problems. Four major trends show how the needs of communities are changing. The *Thrive Solutions* outline these trends and showcase how several organizations are charting a course to meet these emerging needs.

1. Safety Expectations & A Contactless Experience

2. Fundraising

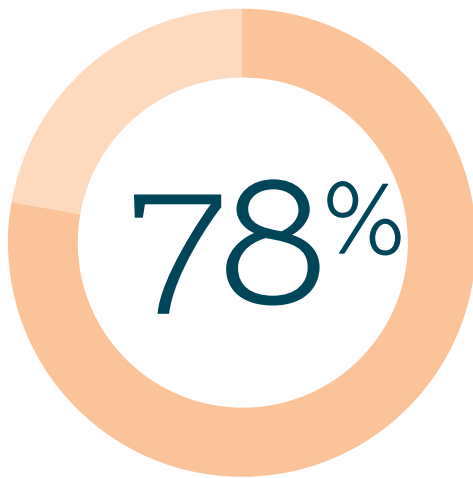
3. New Members

4. Win Back Members



Safety Expectations & A Contactless Experience

As we continue to recover from the pandemic, members and prospects have new expectations for safety and a more contactless journey with your organization. Continuing to provide vital services while reducing risk will remain paramount.



78% of Americans say the coronavirus pandemic is a significant source of stress in their life.



58% of Americans are seriously concerned with personal safety, **+18% YOY**



67% of retailers accept some form of no-touch payment at the point of sale.

Of those that have activated contactless payments, **94%** expect that the increase will continue.



57% of consumers said they will continue to use contactless payments after the pandemic.

ORGANIZATION PLANS

Safety Expectations & A Contactless Experience

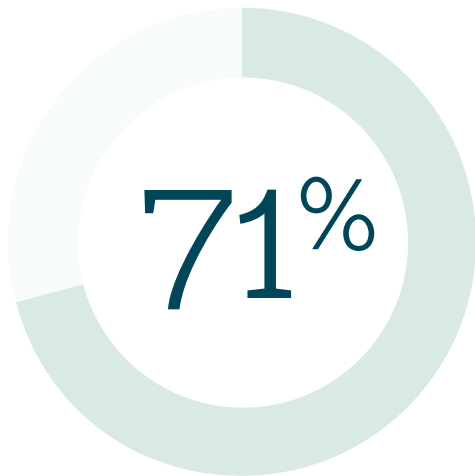
We know no two organizations are the same. You have different needs and different ways to accomplish your goals. Here are ways three organizations are meeting the challenge of safe expectations head on



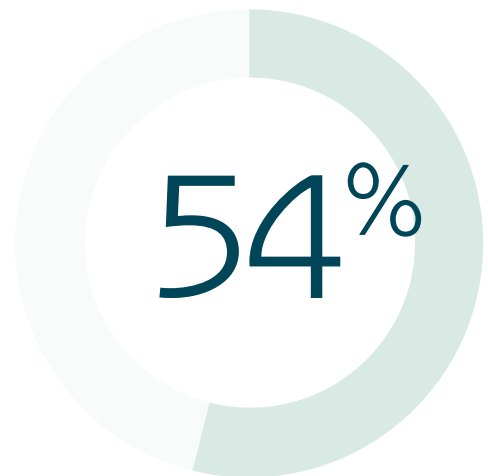
NONPROFIT INDUSTRY MEGATRENDS

Fundraising

To sustain a thriving mission, your team needs ways to expand their reach, deepen donor connection, and boost fundraising revenue. Data shows only 6% of members will become one-time donors, and 3% will become repeat donors. Give members and your community an easy avenue to become donors with powerful tracking, marketing, and engagement strategies.



After an unimaginable year, **71%** of Americans still feel hopeful about their future.



54% feel they can use their voice to make a difference.



2.0%
16%

Charitable giving in the US grew by **2.0% YOY** in 2020, with human services organizations **+16%** in the last 12 months



But pledge amounts to YMCAs and JCCs have dropped significantly since Summer 2020.

ORGANIZATION PLANS

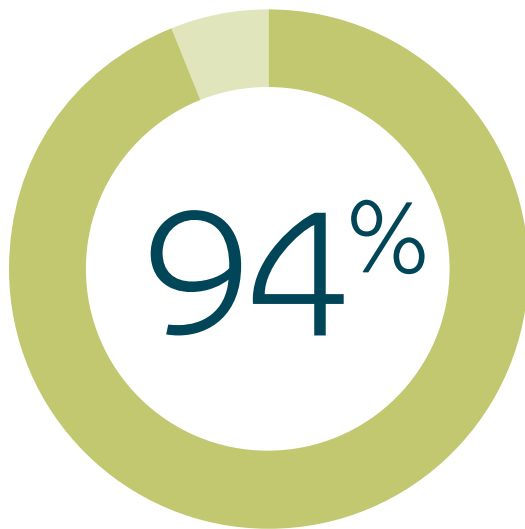
Fundraising

We know no two organizations are the same. You have different needs and different ways to accomplish your goals. Here are ways three organizations are meeting the challenge of fundraising expectations head on



New Members

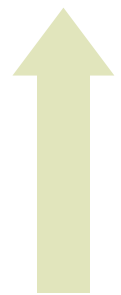
The widespread, permanent closure of many fitness facilities has created huge numbers of members without access to the same health resources they had before. Pandemic related health issues have prompted many to consider joining a facility. Knowing what services your organization offers with a robust prospecting and new member communication strategy can help your organization this new audience.



94% of people say they plan to return to their gym in some capacity.

61%

61% gained or lost more weight than they wanted in the pandemic (+29 lbs/-26lbs on avg)



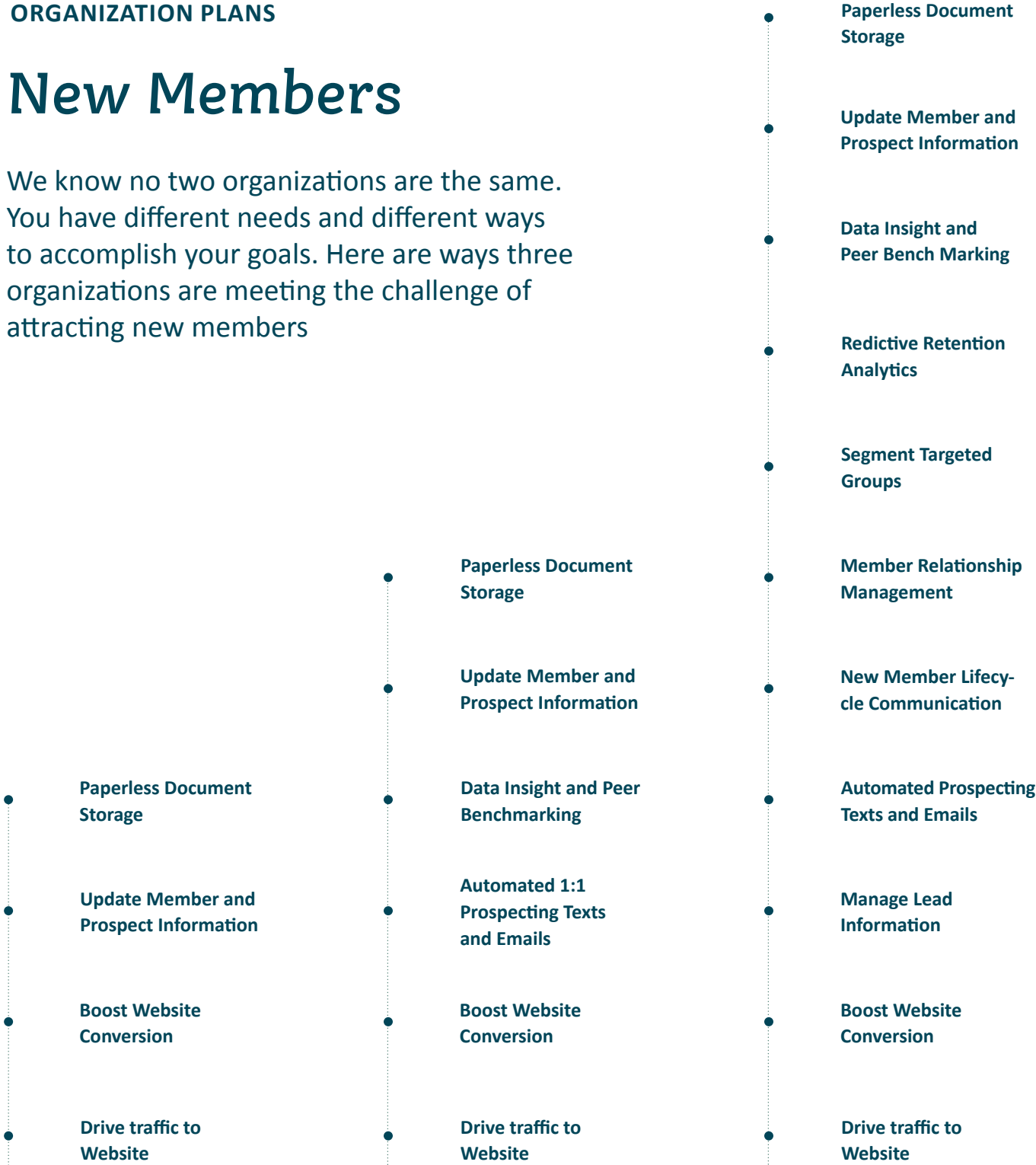
36%

36% of Americans report serious loneliness, including an alarming 61% of those 18-25%

ORGANIZATION PLANS

New Members

We know no two organizations are the same. You have different needs and different ways to accomplish your goals. Here are ways three organizations are meeting the challenge of attracting new members



ORGANIZATION A



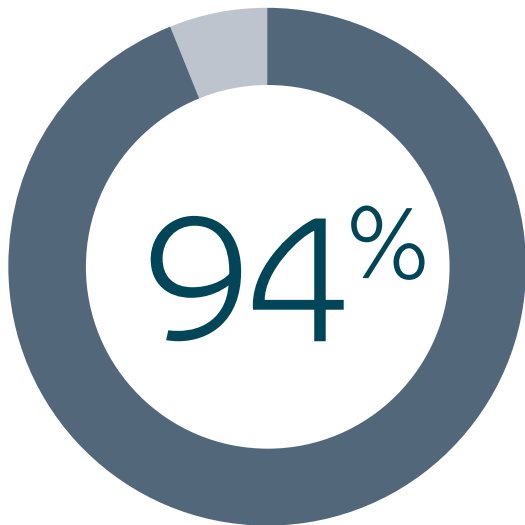
ORGANIZATION B



ORGANIZATION C

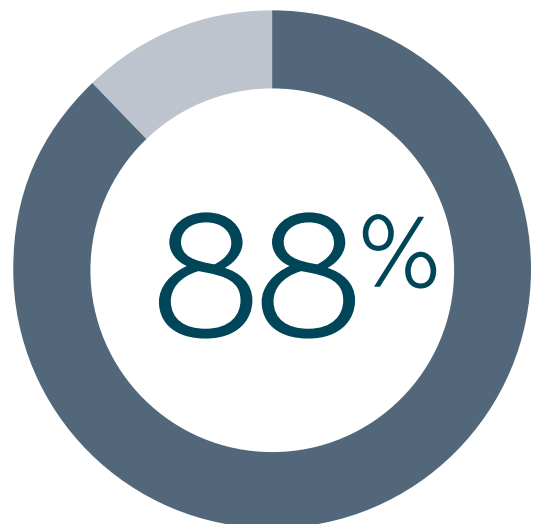
Win Back Members

Hit by financial hardship or unable to access services when you had to close your doors, many members put their account on hold or potentially even terminated their membership. Now that the fight against COVID 19 is looking up, your team needs a way to target and recapture these members, showcasing how your services have improved since the pandemic.



94% of people say they plan to return to their gym in some capacity.

88% of those who have returned are confident in the safety precautions in place.



ORGANIZATION PLANS

Win Back Members

We know no two organizations are the same. You have different needs and different ways to accomplish your goals. Here are ways three organizations are meeting the challenge of winning back members



DAXKO PRODUCTS

Thrive Solution Packages

Building meaningful connections to your mission isn't easy work, especially when the future has never felt so uncertain. You deserve a technology partner who is devoted to your mission and provides an infrastructure of solutions that enable community transformation. We've spent more than 20 years partnering with YMCAs, JCCs, and similar mission-driven organizations to build and refine best-in-class solutions that are strengthening 600+ communities and counting. **Our Thrive Solution packages** are designed to fit a range of needs and organization types. See how different organizations partner with us to empower their teams and transform their communities.

Safety Expectations/Contactless	ORGANIZATION A	ORGANIZATION B	ORGANIZATION C
Daxko Operations -Schedule a Visit (Free Enhancement)	✓	✓	✓
Daxko Operations -Area Check-in (Free Enhancement)	✓	✓	✓
Scheduling - Orientations	✓	✓	✓
GroupEx PRO - Reservations		✓	✓
Facility Access			✓
Daxko Engage - Follow feature			✓
Daxko Engage - SMS Texting			✓
PlayerSpace - Incare/Camp for COVID Screening			✓
PlayerSpace - RiskMgmt			✓
Document Storage	✓	✓	✓
Community Connect			✓

Fundraising	ORGANIZATION A	ORGANIZATION B	ORGANIZATION C
Daxko Engage - SMS Texting			✓
Convesica - Virtual Fundraising Assistant		✓	✓
Daxko Digital Marketing & Website Team	✓	✓	✓
Data Cleansing	✓	✓	✓
Document Storage	✓	✓	✓

New Members	ORGANIZATION A	ORGANIZATION B	ORGANIZATION C
Daxko Engage - SMS Texting			✓
Conversica - Virtual Engagement Assistant		✓	✓
Data Cleansing	✓	✓	✓
Daxko Digital Marketing & Website Team	✓	✓	✓
Prospecting			✓
Performance Analytics		✓	✓
Document Storage	✓	✓	✓

Win Back	ORGANIZATION A	ORGANIZATION B	ORGANIZATION C
Daxko Engage - SMS Texting			✓
Conversica - Virtual Engagement Assistant		✓	✓
Data Cleansing	✓	✓	✓
Daxko Digital Marketing & Website Team	✓	✓	✓
Document Storage	✓	✓	✓

Data Sources

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