



THE FACILITY ACCESS GUIDE

GET MORE FROM YOUR ACCESS SYSTEM

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OFFER MORE ACCESS

Don't leave potential members on the table! You can use a facility access system to attract new members and retain existing members through expanding the access you offer. Attract prospects who have alternative shift schedules with more available hours at your facility. Retain existing members through offering more convenient entrances or access points, or increasing the ability to check in with their mobile device. Members will love the ease of being able to access your facility with their smart phone or watch.

24-HOUR ACCESS

Knox County YMCA in Illinois saw 24-hour access as more than a growth opportunity; they saw it as a way to better serve their community.

“In our community, there are a number of businesses and organizations that work non-typical hours and we wanted to be able to serve everyone.” explains Kelly Corbin, Associate Executive Director of the Knox County YMCA. Corbin emphasized that integrating facility access with their membership software was a “huge advantage” for their organization.

1000 MORE MEMBERS

The increased services are benefitting both members and the Y. “It has been a great success. Year over year, we are up 1,000 members!”

Look at your facility and see if an integrated access system could help you expand the options you offer your members!

MARKET YOUR SECURITY

Your childcare center is one of the most important places to secure in your entire facility. According to Security Magazine, “Along with the holy grail of tighter overall security, the benefits of electronic access control systems include a better handle on who’s coming and going, the ability to restrict access to certain times of day based on a person’s function in the organization, the ability to remotely control access, and the lack of need for re-keying doors or replacing lost keys.”

Here are three additional things you can highlight that members and staff will love about integrated access controls:

EFFICIENCY

A simple, easy to use, access control solution that integrates with your existing member-management software saves training time, and staff headaches. A cloud-based solution can remove the IT burden of onsite servers and ongoing maintenance. By using an integrated system, you’ll also have visibility to see who is utilizing child care which can be helpful for follow-up with members.

PEACE OF MIND

Members want to know their children are in a safe environment and that need extends beyond the caring staff that work in your child care center. Parents will be able to focus on their workout or their work day if they know their child is in a safe place and access to child care is strictly controlled based on their preferences.

FREEDOM

An integrated and cloud-based system allows staff to change permissions on any device, anywhere - freeing them to be present in their facility and with their members instead of stuck behind a desk.

EDUCATE YOUR MEMBERS

Once you've decided to tap into some options to attract and retain members through enhanced facility access, you'll want to make sure you promote these new features! Launch a strategic campaign to educate your members about your facility access and attract potential members with competitive options. Informed members who are excited about what your facility offers can serve as ambassadors to help retain, engage, and attract other members.

USE YOUR DATA

One advantage of integrated facility access is getting a new source of insight about how your members interact with your facility. You'll have access to data that can help you continue to market your facility. Knowing how and when members are utilizing the options you offer can help your staff better anticipate and meet member's needs to optimize their experience in your facility.

TAILOR YOUR MESSAGE

Identify how your new options will most appeal to your members and send them information tailored to their interests. Let your families know about the integrated security in your childcare facilities. Advertise a 24-hour option to members that might have alternative schedules, like students or professionals that work night shifts.

SHOW OFF YOUR FACILITY

Host an event at your facility to highlight new options and show members your enhanced facility access. Give members the option to tour specific areas that are newly enhanced. Offer branded swag as giveaways or even take this opportunity to rebrand your membership cards with a new look.

**L E A R N
M O R E**



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