



# Y Buckeye Bulletin

A Newsletter for the Ohio Alliance of YMCAs

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## ALLIANCE UPDATES

### NEXT LEADERSHIP ACADEMY STARTS SOON!

The Leadership Academy Cohort #4 Application period will launch on July 1, and sessions will start August 2. If you are interested in learning more, contact Ruth Knous at [rknous@ohioymcas.org](mailto:rknous@ohioymcas.org) or Craig Greenlee at [cgreenlee@ohioymcas.org](mailto:cgreenlee@ohioymcas.org). Watch this short video to see what's in store for participants <https://vimeo.com/834862402?share=copy>

### SUPPORT OUR OVERNIGHT CAMPS IN OHIO

As your Y families are lining up summer plans, don't forget that our YMCAs offer not one but eight overnight camps across Ohio! Each camp offers a unique blend of fun, learning, and adventure, ensuring every child comes home with stories they'll tell all year long. Dive into more details and pick your summer adventure on our new Alliance website page dedicated to Ohio YMCA camps. Visit [Ohio YMCA Camps](#) to learn more and get ready for a summer to remember!



## IN THE NEWS

### YMCA OF SANDUSKY COUNTY RECEIVES GRANT

The YMCA of Sandusky County has been awarded a \$20,000 grant from the Ohio Department of Aging/Healthy Aging to fund programs for Ottawa County seniors. Planned programs include a diabetes prevention program, the Rock Steady boxing program for people with Parkinson's Disease, and no costs memberships for county residents over age 65 who don't receive fitness benefits from their Medicare Advantage or Supplement Plan. Read more about it [here](#).



### YMCA MID-EAST REGIONAL PICKLEBALL TOURNAMENT WINNERS TO PLAY IN 2025 US OPEN

NAPLES, Fla., April 30, 2024 – Pickle4 and YMCA of the USA (Y-USA), the national resource office for the 2,600+ YMCAs across the country, is excited to announce an expanded partnership with the [YMCA Mid-East Regional Pickleball Tournament](#) to be held June 28-30, 2024 at the Upper Main Line YMCA in Berwyn, PA.

The YMCA Mid-East Regional Pickleball Tournament's 39 gold medal winners will receive a special invitation to the [2025 US Open Pickleball Championships](#). Registration is now open for the regional tournament (see next page for more information). Last week, Pickle4 announced switching software platforms to Pickleball Den, enabling the expansion by ten percent of the US Open lottery starting in 2025. The additional Y-USA invites have no impact on the incremental 350 slots announced last week resulting in the largest lottery in US Open history in 2025.

"We are ever mindful of the thousands of athletes who do not win a lottery slot at the US Open Pickleball Championships, and our vision is to expand the opportunities to compete in the US Open to a greater number of athletes," said Mike Dee, Pickleball4America Chairman and CEO of the parent company of Spirit Promotions, which owns the US Open Pickleball Championships. "To that end, last week we announced we are increasing the size of the successful lottery winners by approximately 350 athletes for the 2025 US Open Pickleball Championships and today we are announcing a further expansion to utilize a special invitation to the US Open for the 39 gold medal winners in this Y-USA tournament. Y-USA represents an excellent partnership match with our shared visions of the growth of amateur pickleball!"

"We couldn't be more excited to partner with Pickle4 in this special opportunity supporting the growth of pickleball," said Meredith Griffin, Manager for National Competitive Events for Y-USA. "We are equally delighted that our gold medal winners will receive a special invitation to the US Open Pickleball Championships, the most prestigious event in the sport!"



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## PICKLEBALL

The YMCA Mid-East Regional Pickleball Tournament will take place June 28-30 at the Upper Main Line YMCA in Berwyn, PA. This is the first Y-USA sponsored pickleball tournament and will be a precursor to the inaugural YMCA National Pickleball Tournament to be held in 2025. Use this opportunity to promote the growth of the game, along with your own pickleball offerings at your Y. You can also share info on how your members can sign up for the tournament, as well as wish any athletes luck who may be competing in the tournament.

Included in this toolkit:

- Customizable social media copy
- Social media assets ([Facebook/Twitter 940x788](#), [Instagram 1080x1080](#), [Stories 1080x1920](#) & [LinkedIn 1200x627](#)) - hyperlinks to Canva files included!
- Canva social media templates (Facebook/Twitter 940x788, Instagram 1080x1080, Stories 1080x1920 & LinkedIn 1200x627)
- Customizable press release
- Customizable flyer
- TikTok content idea

If you include a photo with your post, it should be no larger than 5 MB and, in a GIF, JPEG or PNG file format. Please note: if you use a local photo, please make sure to have signed photo release forms from anyone appearing in a picture. The Y's photo release form is available on the [Brand Resource Center](#).

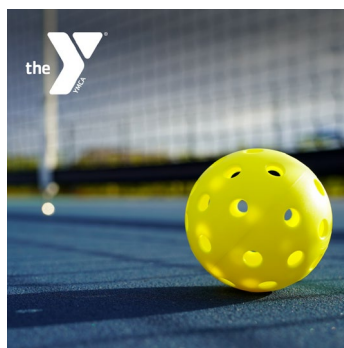
In addition, please consult the [Inclusive Language Style Guide](#) for more information on crafting messaging related to identity language.

Questions? Contact [media@ymca.net](mailto:media@ymca.net).

## CUSTOMIZABLE SOCIAL MEDIA COPY & IMAGES



The **[NAME OF Y]** is excited to celebrate one of the fastest growing sports with the YMCA Mid-East Regional Pickleball Tournament, June 28-30 in Berwyn, PA! This family-friendly, inaugural event will ultimately lead to the YMCA National Pickleball Tournament in 2025 – want to learn more about how you can get involved? Visit **[PICKLEBALL WEBSITE LINK]** for more info!



Pickleball is an inclusive sport, embracing individuals of all ages, skill levels and abilities. As one of the fastest growing sports in the country, the **[NAME OF Y]** is excited to offer opportunities to learn and grow in the game – visit **[WEBSITE/LINK]** to learn more about our pickleball offerings.

## CANVA SOCIAL MEDIA TEMPLATES & SUGGESTED COPY

Canva social media templates are now available for the Pickleball toolkit! Certain elements on the design have been made customizable. Please refer to the [Brand Graphics Guide](#) and the [Find Your Y Messaging Guide](#) for more information on the appropriate guidelines.

To change the photo in Canva, navigate to the Uploads tab. Upload a new image or choose one already in your folder. Click the desired image and it will be added to the canvas automatically (do not drag and drop.) Resize the image to be the same size or larger than the canvas. With the image still selected click the Position button. Next select Backward. This will push the new image behind the text and graphics overlays, and place it on the Background, overwriting the previous image.

For a quick Canva template FAQ, please refer to the [Canva Quick Start Guide](#).

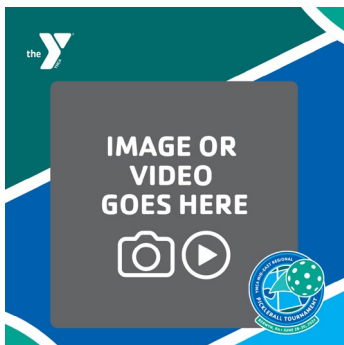
Please note: if you use a local photo, please make sure to have signed photo release forms from anyone appearing in a picture. The Y's photo release form is available on the [Brand Resource Center](#).

[CLICK HERE TO ACCESS THE CANVA DESIGN TEMPLATE \(INSTAGRAM\)](#)

[CLICK HERE TO ACCESS THE CANVA DESIGN TEMPLATE \(FACEBOOK/TWITTER\)](#)

[CLICK HERE TO ACCESS THE CANVA DESIGN TEMPLATE \(LINKEDIN\)](#)

[CLICK HERE TO ACCESS THE CANVA DESIGN TEMPLATE \(STORIES\)](#)



The [NAME OF Y] is excited to celebrate one of the fastest growing sports by highlighting [NUMBER OF] of our own athletes who will be competing in the YMCA Mid-East Regional Pickleball Tournament, June 28-30 in Berwyn, PA! Best of luck to [NAME(S)] as [HE/SHE/THEY] compete(s) in this monumental event – the beginning of a bright future for the sport of pickleball!

## CUSTOMIZABLE PRESS RELEASE

Headline: [COMMUNITY NAME] ATHLETE(S) TO COMPETE IN INAUGURAL YMCA PICKLEBALL TOURNAMENT

CITY, STATE – The [NAME OF Y] is excited to celebrate one of the fastest growing sports by highlighting [NUMBER OF] of our own athletes who will be competing in the YMCA Mid-East Regional Pickleball Tournament, June 28-30 in Berwyn, PA! This is the first Y-USA sponsored pickleball tournament within the YMCA and will be a precursor to the inaugural YMCA National Pickleball Tournament to be held in 2025.

Pickleball has been an offering at the [NAME OF Y] since [YEAR]. [INSERT INFO ABOUT LOCAL PICKLEBALL PROGRAMMING].

“Pickleball is an inclusive sport, embracing individuals of all ages, skill levels and abilities,” said [Y SPOKESPERSON, TITLE]. “The [NAME OF Y] is thrilled to be a part of the rapid growth of this family-friendly sport and wish our athletes the best of luck as they compete in this inaugural event!”

Interview and media opportunities available upon request. The Upper Main Line YMCA is located at 1416 Berwyn Paoli Road, Berwyn, PA, 19312. More information and event registration can be found [here](#).

###

[INSERT LOCAL BOILERPLATE OR USE THE FOLLOWING]

### About the Y

Driven by its founding mission, the Y has served as a leading nonprofit committed to strengthening community for more than 175 years. The Y empowers everyone, no matter who they are or where they're from, by ensuring access to resources, relationships and opportunities for all to learn, grow and thrive. By bringing together people from different backgrounds, perspectives and generations, the Y's goal is to improve overall health and well-being, ignite youth empowerment and demonstrate the importance of connections in and across 10,000 communities nationwide. Learn more at [ymca.org](https://ymca.org).

### TIKTOK CONTENT IDEA

If you include any of your members on TikTok, please make sure to have signed photo release forms from anyone appearing in the video. The Y's photo release form is available on the [Brand Resource Center](#).

If you have members attending the YMCA Mid-East Regional Pickleball Tournament, consider giving a trusted athlete the TikTok login and have them conduct a TikTok takeover on one or more of the days they are in Berwyn, PA. Have them document their trip, sharing their experiences from a participant perspective

## FLYER

Use this flyer template at your Y to promote the YMCA Mid-East Regional Pickleball Tournament. You can also edit it to highlight any pickleball activities or information at your local Y. You can access the Canva template [here](#).



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**YMCA MID-EAST REGIONAL  
PICKLEBALL TOURNAMENT**

**BERWYN, PA • JUNE 28-30, 2024**

Pickleball is an inclusive sport, embracing individuals of all ages, skill levels and abilities. Come be a part of the rapidly growing pickleball community!

**Upper Main Line YMCA • 1416 Berwyn Paoli Road • Berwyn, PA 19312**

For more info & to register, scan the QR code:



Or visit:  
[bit.ly/YMCAPickleball2024](https://bit.ly/YMCAPickleball2024)

Questions about Pickleball at the [NAME OF Y?] Contact [NAME] at [PHONE] or [EMAIL]



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## Ohio Alliance of YMCAs 2024 Meeting Dates

Neighborhood CEO Meetings				
	January (Virtual)	April (In Person)	August (Virtual)	December (In Person)
Northeast	1/9 10-11 am	4/9 10 am – 12 pm	8/6 10-11 am <a href="#">Zoom Link</a>	12/10 10 am-12 pm
Northwest	1/9 11:30-12:30 pm	4/10 10 am – 12 pm	8/6 11:30-12:30 pm <a href="#">Zoom Link</a>	12/11 10 am- 12 pm
South/Central	1/10 11:00 – 12:00 pm	4/11 10 am – 12 pm	8/7 11:00 – 12:00 pm <a href="#">Zoom Link</a>	12/12 10:00-12:00

Statewide CEO Meetings	
Statewide CEO/CVO Meeting	February 7 10 am – 12 pm
Statewide CEO Meeting	June 14 (location TBD) 10 am – 2 pm
Statewide CEO Conference	September 26-27 Nationwide Event Center, Lewis Center, OH

Ohio YMCAs Events/Opportunities	
Ohio YMCAs Leadership Conference	March 20-21 Columbus, OH
Leadership Academy Cohort 4	Launches August 2024
Ohio YMCAs Child Care Summit	Fall 2024 (date TBD) Columbus, OH

National Meetings	
National Advocacy Days	February 12-14 Washington, DC
NAYDO	April 3-6 Denver, CO
Mid-Major Ys CEO/CVO Meeting	September 10-13 Alabama
EMLE	October 2-4 South Hampton Roads, VA
YNAN Ys CEO/CVO Meeting	October 8-11 Tampa, FL

## Statewide Peer Community Virtual Meetings (Click Meeting Title for Zoom Link)

	May	November
<a href="#"><u>Aquatic/Swim Team</u></a>	5/7 10-11 am	11/12 10-11 am
<a href="#"><u>Resident Camp</u></a>	5/7 11 am – 12 pm	11/12 11 am - 12 pm
<a href="#"><u>Membership</u></a>	5/7 1-2 pm	11/12 1-2 pm
<a href="#"><u>DEI</u></a>	5/7 2-3 pm	11/12 2-3 pm
<a href="#"><u>Health/Wellness</u></a>	5/7 3-4 pm	11/12 3-4 pm
<a href="#"><u>COOs</u></a>	5/8 10-11 am	11/13 10-11 am
<a href="#"><u>Property/Facility</u></a>	5/8 11 am- 12 pm	11/13 11 am – 12 pm
<a href="#"><u>HR</u></a>	5/8 1-2 pm	11/13 1-2 pm
<a href="#"><u>Youth Sports</u></a>	5/8 2-3 pm	11/13 2-3 pm
<a href="#"><u>Branch Executives</u></a>	5/8 3-4 pm	11/13 3-4 pm
<a href="#"><u>CVOs</u></a>	6/13 11 am – 12 pm	11/7 11 am – 12 pm

Child Care All at 1 pm ( <a href="#">Click Here for Zoom Link</a> )	
January 17	<b>August 21</b>
February 21	<b>September 18</b>
April 17	<b>October 16</b>
<b>May 15</b>	<b>November 20</b>
<b>June 19</b>	<b>December 18</b>
<b>July 17</b>	

Financial Development All at 2 pm ( <a href="#">Click Here for Zoom Link</a> )	
February 21	
April 17	
<b>June 19</b>	
<b>August 21</b>	
<b>October 16</b>	
<b>December 18</b>	