

YMCA Website Services (aka Open Y).

A Drupal-Powered Platform
for Good

image^x



Introduction.



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About ImageX.

ImageX was founded in 2001, has been a specialized Drupal web agency since 2006 and is **the top-ranked Drupal agency globally**, offering a full spectrum of digital services, having launched over 500 Drupal initiatives.

Our team includes 90+ full-time, permanent staff with expertise in Drupal projects, including a robust digital experience team that has specializations in UX, UI Design, SEO, Accessibility and Content Strategy. The development team includes 45+ full-time, Drupal-specialized developers.

Headquartered in Vancouver, with offices in Brazil and Ukraine, along with remote workers across North America, the team offer time-zone coverage, 20+ hours/day.

ImageX by the Numbers

90+

Full-time staff

45+

Senior Drupal developers

90+

Ongoing Drupal partnerships



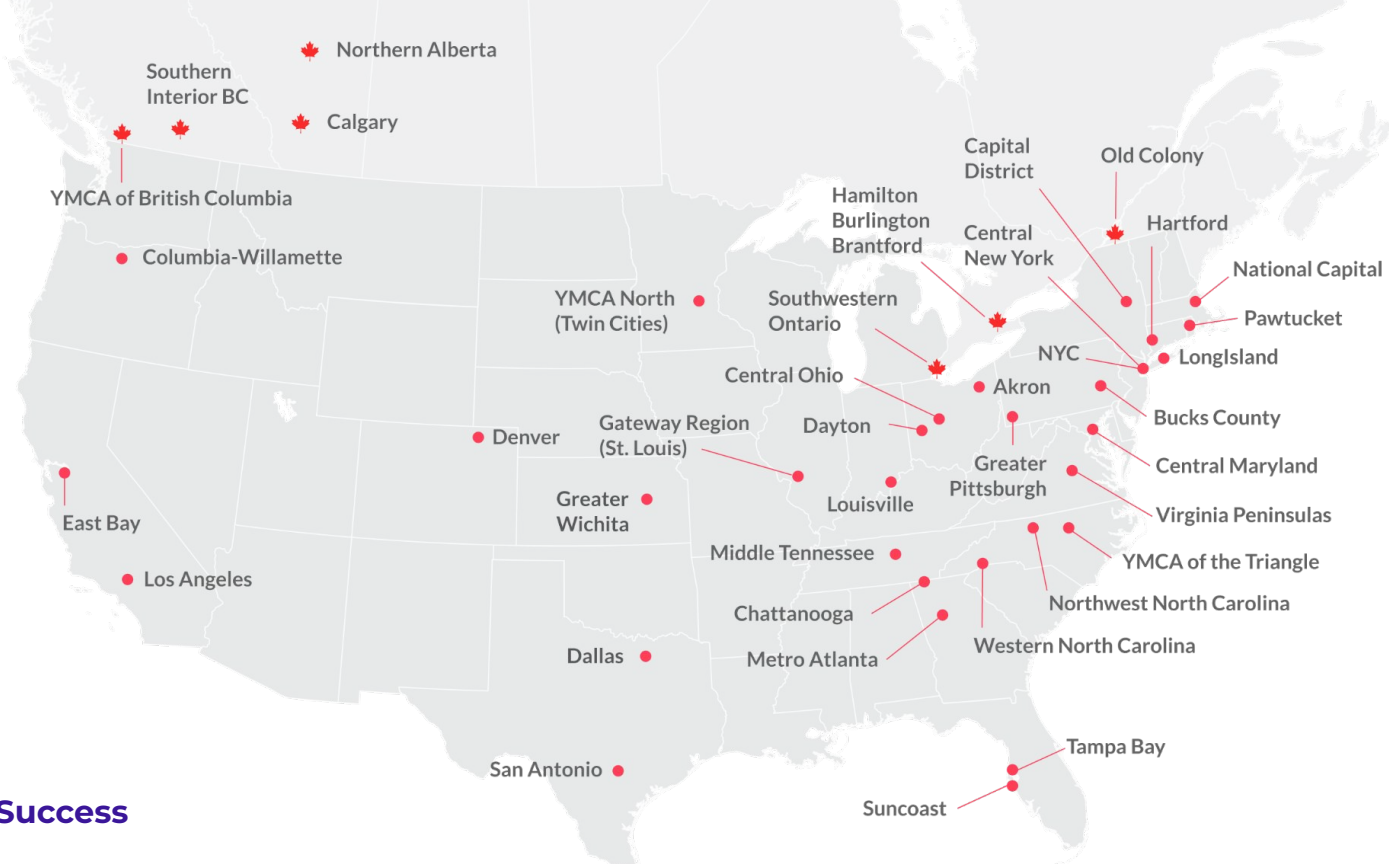
Who We Work With



A Partnership Based on Success

ImageX has been a preferred vendor to the YMCA since 2016 when we were first engaged by the YMCA North (then known as Twin Cities) to contribute to the first release of the Open Y (now Web Services) platform.

Since then, ImageX has been trusted by over 35 associations in the US and Canada to deliver digital strategy and technology solutions to their members.



Agenda.

1

Why Open Y?

2

Core Features

3

Community First

4

Open Y in your community

5

Get Involved

Why Open Y?

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National reach, local operations.

YMCA of the USA is a federated organization that manages 800 associates as part of their national network.

There are 2,700 physical YMCA branch locations across all 50 states, with programs in over 10,000 communities serving 22 million members and counting.“ (That’s just in the USA!)



National guidance, local implementation.

YMCA of the USA provides guidance on branding, but implementation is up to each individual branch or association.

Physical branding is strongly aligned, but digital strategy is still very much an ongoing process for each organization.



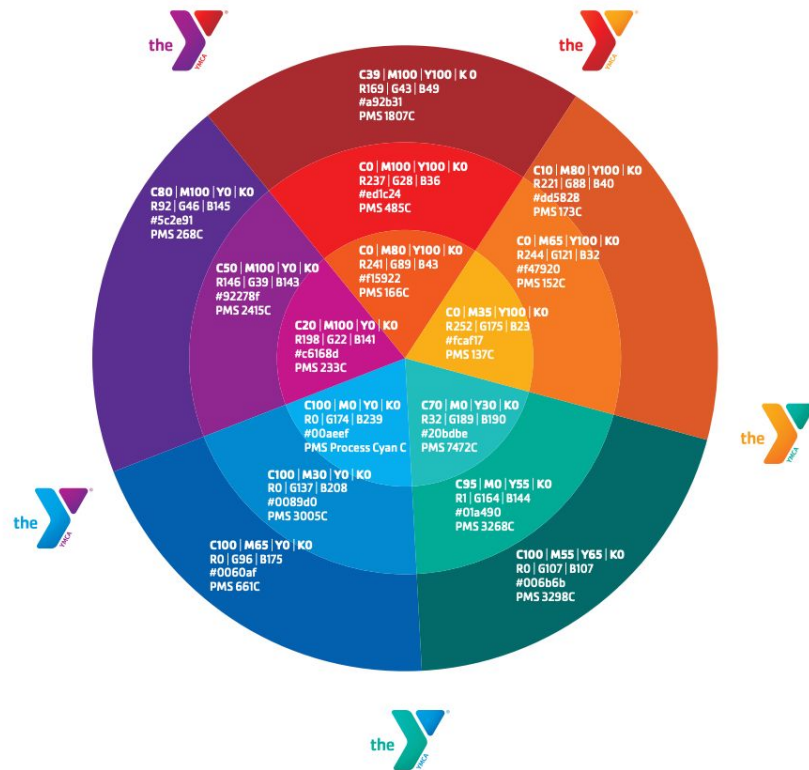
Image By Zlew42 - Own work, CC BY-SA 4.0,
<https://commons.wikimedia.org/w/index.php?curid=126520921>

National guidance, local implementation.

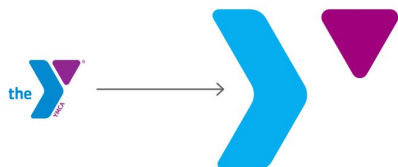
The Brand Graphics guide provides almost 50 pages of documentation on color, font, logo, voice & tone, use of imagery, and more.

Implementing those details is the tricky bit...

Main palette



Graphic elements



Chevron—Holding shapes for photography

Pointers

Chevron—Pointer

WHERE THERE'S A Y, THERE'S A WAY

Triangle—Location pointer



Triangle—Holding shapes for photography

National identity, local customizations.

Some features are almost universal:

- Swimming pool
- Gym
- Children's and family programs
- Strong community involvement

Some features are highly variable:

- Residential facilities
- Ice skating rinks
- E-sports labs



If you've seen one Y...
you've seen one Y.

Evolution of the distribution.

Grassroots organization

In 2016 a group of YMCA digital, marketing, and technology experts recognized the digital opportunities that exist if they work together as a community and established YMCA Website Services.

Community stewardship & growth

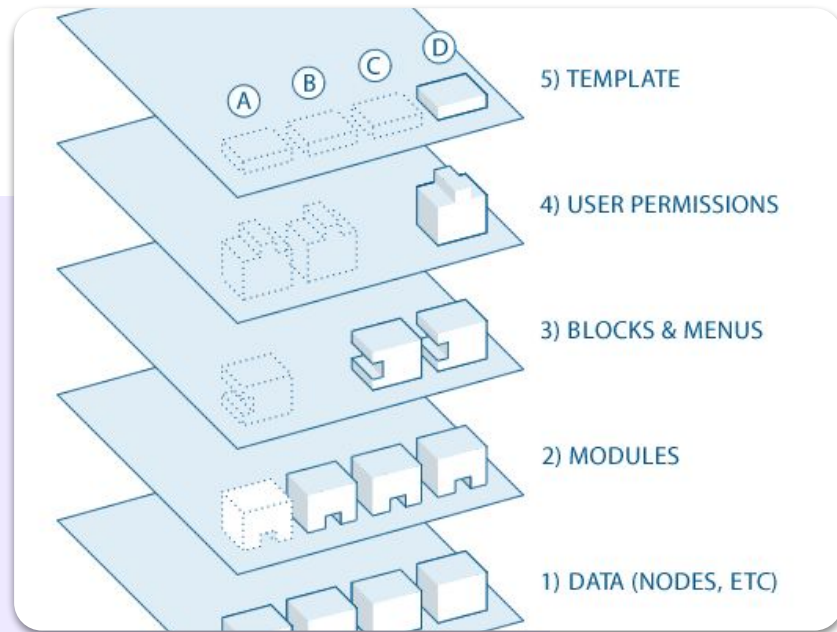
A core team led by a small group of YMCAs including the YMCA of the North (formerly Greater Twin Cities), Seattle, Houston, WNC, & others guided the distribution until 2022.

Centralization

In 2022, ownership was transferred to YMCA of the USA's Digital Services.

The core team of Y-USA, ITCare, ImageX, and Five Jars took over product management, development, and support.

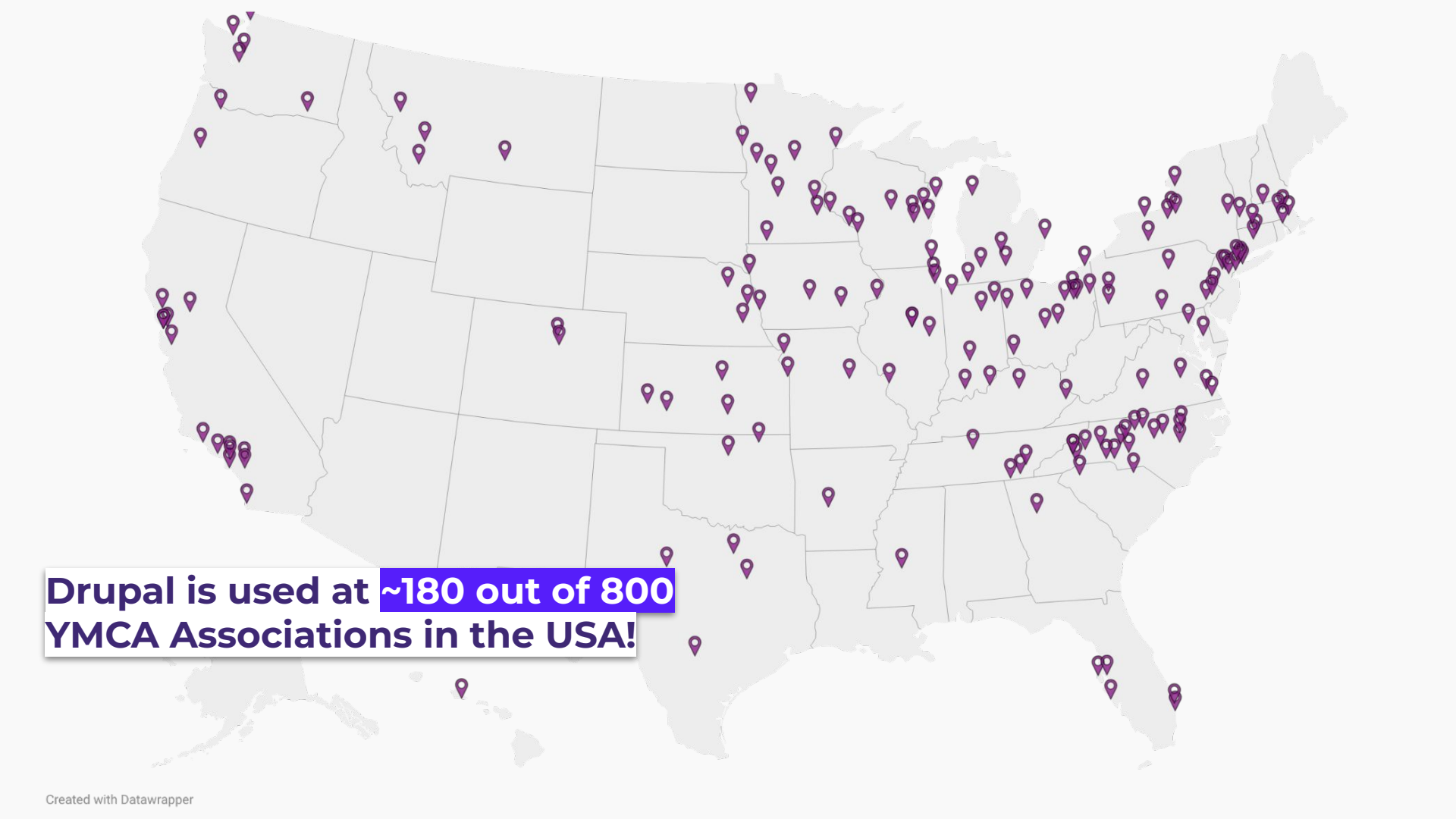
Drupal + YMCA = YMCA Website Services.



The structure of the YMCA creates autonomy but can also lead to digital waste and redundancy. Open Y solves the YMCA's digital challenges while providing a better digital experience for the customer.

Code is developed by multiple agencies for hundreds of YMCA associations and shared via GitHub and Drupal.org.

- YMCA-centric Layout Builder Blocks
- YMCA brand-compliant & WCAG AA accessible theme
- Deep integrations with 3rd-party APIs
- All the power of Drupal Core & Contrib

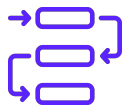
A map of the United States, including Alaska and Hawaii, with numerous purple location pins. The pins are distributed across all states, with a higher density in the Northeast, Midwest, and West Coast. A text box is overlaid on the lower-left portion of the map.

**Drupal is used at ~180 out of 800
YMCA Associations in the USA!**

Core Features.

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The Best of Drupal Core & Contrib.



Structured Data

An Open Y site starts with robust Content Types that support a broad array of data:

- Locations
- Programs/Activities
- Articles/Events

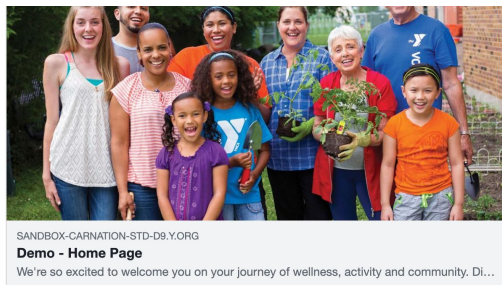
field_session_class

class	
entityRefActivity	field_class_activity
paragraph	field_bottom_content
paragraph	field_content



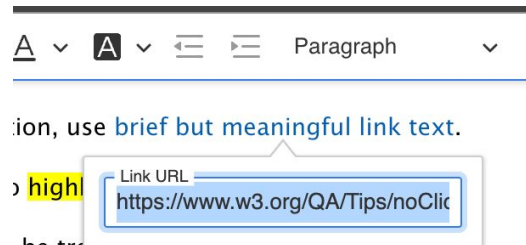
Meta tags & Schema.org Support

Whether the data is going into URL share cards, rich search suggestions, or AI-scrapers, good data makes the results better.



CKEditor 5, Webform, and more

When structured content won't cut it, Drupal gives content editors even more tools, like CKEditor 5 and Webform.



Deep API Integrations



Drupal-powered

Between Core and Contrib, most integrations just require putting the building blocks together.

- Powerful migrations
- Complex API integrations
- Strict security



Community-honed

There are dozens of systems to integrate, but hundreds of Y's.

When a Y works with a new vendor, their agency works to open source as much of the integration as possible.

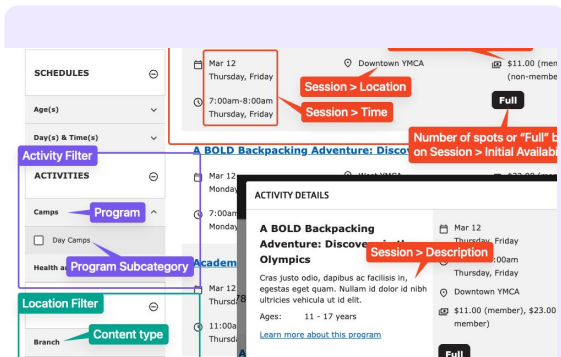


APIs are NOT created equal

Some endpoints are fast enough for us to call them directly or be used as a backend for SearchAPI in a complex application.

Other endpoints have strict call limits or are just slow and can only be run daily.

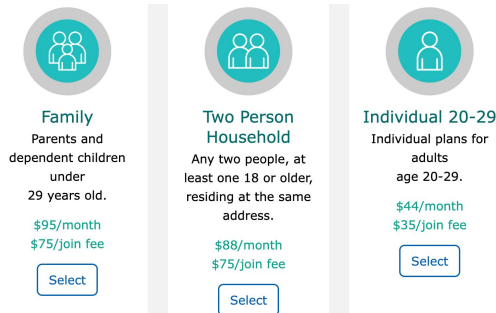
Decoupled apps connect members to goals



Activity Finder

Provides an interactive tool to help members find and book activities like child care, camps, and swim lessons.

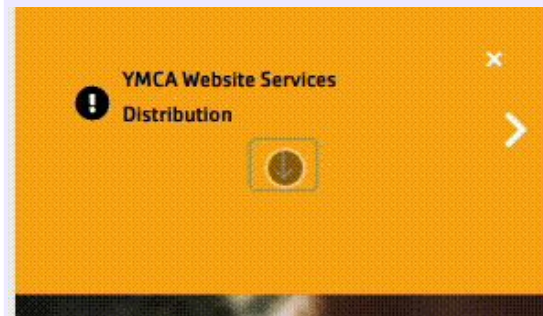
Built with Vue and SearchAPI, with Solr or API backend.



Membership Calculator

Provides an interactive "membership wizard" with location and pricing options to attract members.

Built with Vue, FormAPI, and AJAX.

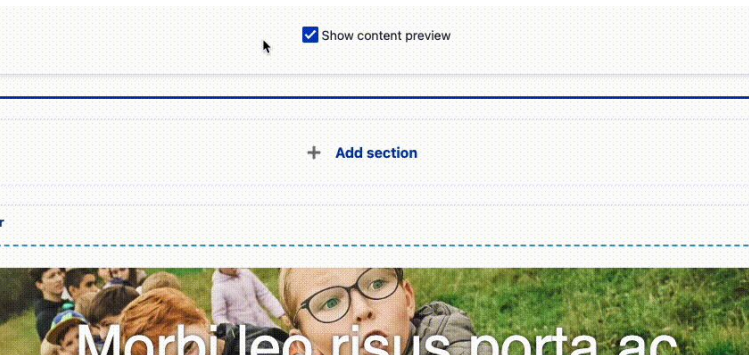


Site Alerts

Displays timely information in a thin banner across your site, just below the header or above the footer.

Built in React with a custom route serving Alert data.

Brand-compliant page building with Layout Builder



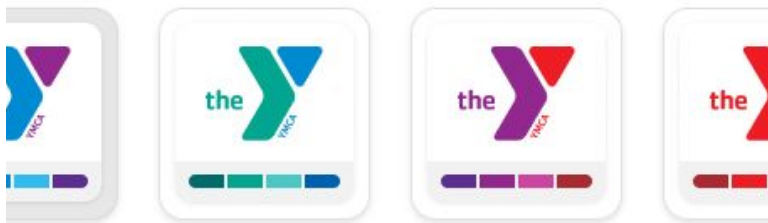
20+ YMCA-specific block types

The core team analyzed 100k's of instances of 100s of block & paragraph types from dozens of client sites. We narrowed the list down to ~20 block types. Designs are based on standard Bootstrap design patterns and customized for YMCA content & branding.

Customization out of the box

Content editors can change the color scheme and many other design elements at a content type, page, or block level, while still keeping within the brand guidelines.

Built on top of Bootstrap Styles, Layout Builder Blocks, and Bootstrap Layout Builder contrib modules, and making heavy use of CSS variables.



Community first.

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A rising tide...

As with many franchise-based nonprofits, there's little competition among regions.

YMCA's "swim & gym" memberships are often competing with national commercial gyms, so cooperation with each other is a must.

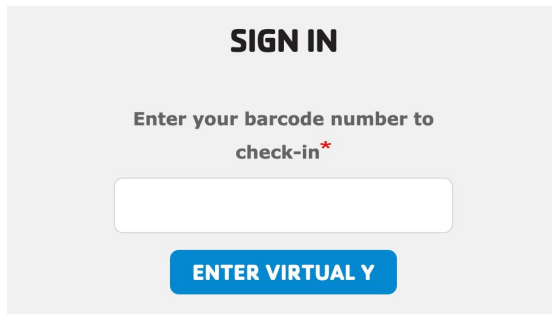


Features when Ys need them



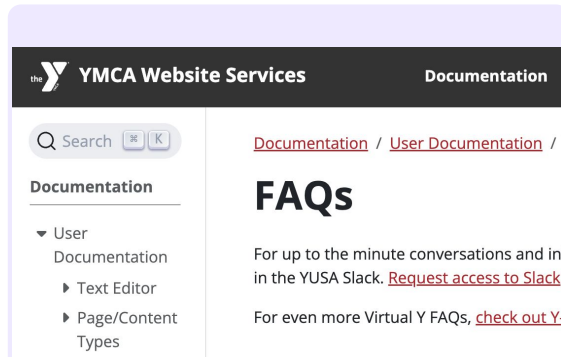
Themes

- Rose - Twin Cities, 2017
- Lily - Long Island, 2018
- Carnation - Dayton, 2018
- Layout Builder - YUSA, 2022
- Small Y - VMLYR, 2024



Virtual Y

- COVID response developed by YNorth
- Distributed on GitHub and run as SaaS by YUSA



Documentation

- PDF Manual was Initially developed for YMCA Brandywine
- Improved and ported to Discourse by Middle Tennessee
- Re-iterated on and migrated to Git/Hugo by YUSA/ImageX

Multi-channel community support

Support ranged from broad to in-depth, from formal to casual.

- National Office promotion on external site and intranet
- Open documentation
- Monthly virtual community meetings
- Tutorials and meetings archived to YouTube
- Message board/Slack for discussion
- Collaboration between supporting agencies

Join the conversation and keep in touch!



ds.ymca.org

the gateway to YMCA's Digital Services



ds-docs.y.org

documentation for the distribution



youtube.com/@ymcasdigitalservices

videos & tutorials



github.com/YCloudYUSA

Organization on GitHub with main code repository and components



YUSA Slack

discuss & get help. Invite in chat.



ycloud@ymca.net

Contact us with any questions

Open Y in your community.

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YMCA Western North Carolina

YMCA of WNC Web Features

Rate Estimator

Income-Based Rate Estimator

Enter your information here for a personalized membership rate.



The Y is here for all.

Your membership gives you access to all locations. Find out what center is closest to you.

1

Select Your YMCA

2

Select Your Membership Type

3

Annual Household Income

4

Summary

☐ Asheville YMCA

☐ Corpening Memorial YMCA

☐ Hendersonville Family YMCA

☐ Reuter Family YMCA


☐ Woodfin YMCA

☐ Ferguson Family YMCA


Great for prospecting.
Warm leads.

Activity Finder


How would you like to start?




AGE



DAY



LOCATION



ACTIVITY

Search by keyword instead

SEARCH BY KEYWORD

Search all programs

See all programs

Significantly reduced member complaints about program sign up process.

Schedules

GROUP EXERCISE SCHEDULES

View Edit Delete Revisions Clone

128 results My Bookings Download Weekly PDF

FILTERS Clear Filters

DATE Today (Thu Jul 3)

LOCATION

CATEGORY

5:00am Westridge CrossFit Ferguson Family YMCA Mandy Martin Add to calendar 11 spots left Register

5:30am Total Body Training Corpening Memorial YMCA Cynthia Pena Add to calendar 15 spots left Register

5:45am BODYPUMP Express Hendersonville Family YMCA Mimi Cervi Add to calendar 19 spots left Register

5:45am Athletic Conditioning Reuter Family YMCA Emily Sever Add to calendar 7 spots left

Better user experience and more aesthetically pleasing.

Rate Estimator

Based on the Open Y Membership Calculator, this module is great for prospecting new members and bringing in warm leads.

Your estimated rate

\$67.20/month

+ \$25 Joining Fee

Click the button to apply for financial assistance online:

[Apply for financial assistance](#)

Income-Based Rate Estimator



1

Select Your YMCA

2

Select Your Membership Type

3

Annual Household Income

4

Summary

☐

Asheville YMCA

☐

Household

ANNUAL HOUSEHOLD INCOME *

\$

35000

.00

✓

Select Your YMCA

2

Select Your Membership Type

3

Annual Household Income

4

Summary

☐

Household

✓

Select Your YMCA

✓

Select Your Membership Type

3

Annual Household Income

4

Summary

ANNUAL HOUSEHOLD INCOME *

\$

35000

.00

Activity Finder

With minor customizations on the Open Y version, WNC's Activity Finder significantly reduced member complaints about the program sign up process.

ACTIVITY DETAILS

HCY One Hour 6 Sessions - Health Coaching at the Y

Health coaching is a partnership between a coach and a client that guides the client toward the changes they want to make. Through skillful conversation, coaches and clients develop a relationship built on trust and respect that allows them to explore clients' values, reasons for change, and what is possible. Sessions range from half-hour to one hour and can be done in-person at the Y or online in a virtual setting.

Ages: 14-99yrs

[Learn more about this program](#)

Oct 01-Sep 30

Asheville YMCA

\$370.00 (member), \$390.00 (non-member)

10+ spots

Register

Activity Finder

Find activities that suit your interests, age, location, and schedule!

How would you like to start?

AGE

DAY & TIME

LOCATION

ACTIVITY

CENTERS

1264 of Results 1

☒ **Asheville YMCA**
200 results

☐ **Black Mountain YMCA**
175 results

☐ **Community Health**
5 results

☐ **Corpening Memorial YMCA**
185 results

☐ **Ferguson Family YMCA**
158 results

☐ **Hendersonville Family YMCA**
172 results

Group Schedules

Integrating with their third party vendor, The Group Schedules module creates a better and more aesthetically pleasing user experience.

GROUP EXERCISE SCHEDULES

103 results
My Bookings
Download Weekly PDF

FILTERS

Clear Filters

DATE

Today (Fri Jul 11)

LOCATION

+

CATEGORY

-

☐ Aquatics
☐ Barre

5:45am

35min

HIIT

Combination

Hendersonville Family YMCA Gym

Jennifer Cauley

[Add to calendar](#)

27 spots left

Register

5:45am

Cycle

Reuter Family

Audra

[Add to](#)



Hendersonville Family YMCA | July 14th - July 20th

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
BODYCOMBAT Fitness Studio Sign Up	6:00AM-6:45AM (Cardio) Allyson B.	5:00PM-5:55PM (Cardio) Ashley B.	8:00AM-8:45AM (Cardio) Allyson B.	5:00PM-5:55PM (Cardio) Ashley B.	8:00AM-8:45AM (Cardio) Allyson B.	8:30AM-9:15AM (Cardio) Allyson B.
Pilates Gym Sign Up	8:00AM-8:45AM (Pilates) Linda C.		8:00AM-8:45AM (Pilates) Linda C.		8:00AM-8:45AM (Mind Body) Wendy S.	
BODYCOMBAT Community Room Sign Up	8:00AM-8:45AM (Cardio) Allyson B.					
BODYPUMP Express Fitness Studio Sign Up	8:00AM-8:45AM (Combination) Ann F.	5:45AM-6:30AM (Strength) Emily D. 11:00AM-11:45AM (Combination) Mimi C.	8:00AM-8:45AM (Combination) Ann F.	5:45AM-6:30AM (Strength) Emily D. 11:00AM-11:45AM (Combination) Ann F.		

Independent Camp Site

YWNC also has an independent camp site that runs on the same codebase using Drupal Multisite. This means the Y's limited staff and budget can build multiple digital experiences efficiently and consistently.



A North Carolina sleepaway camp where kids can dare, discover, and dream

Summer 2026 registration opens June 20 for returning campers.

Registration for new campers opens September 1.

Dates and rates

Enroll

An overnight camp in the Blue Ridge Mountains

Add-on activities at YMCA Camp Watia

Looking for even more adventure? Here are a few ways to make the most of your camper's stay.



STAYOVER
WEEKENDS



HORSEBACK RIDING



WHITewater
RAFTING



WATIA ADVENTURES





Get involved.

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Try Open Y yourself



Explore the Sandboxes

sandboxes.y.org



Start the Forge

drupalforge.org/template/openy



Pull the Code

ds-docs.y.org/community

github.com/YCloudYUSA
drupal.org/project/openy/ecosystem

Questions.

image**x**

Thank you.



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