



The New Engagement Framework



The Engagement Dashboard



1.2m
unique
email
opens



16.8k
social
media
interactions



2.4m
unique
website
visits



40.6k
contact
centre
interactions



17.6k
online
reviews
responses



92.6k
volunteer
hours
given



2.9k
youth
organisation
visits



31.3k
donations
made by
supporters

Stay

761,265
hostel guests

Join

163,502
members

Give

22,123
donors

Volunteer

2,940
volunteers

Subscribers

286,830
email openers

Total engagement interactions: **3.9m**

Total active supporters: **760k**

U26 digitally engaged **3.2m**

General
Public

Booker

Subscriber

Member

Volunteer

Donor

Communicating Our Purpose

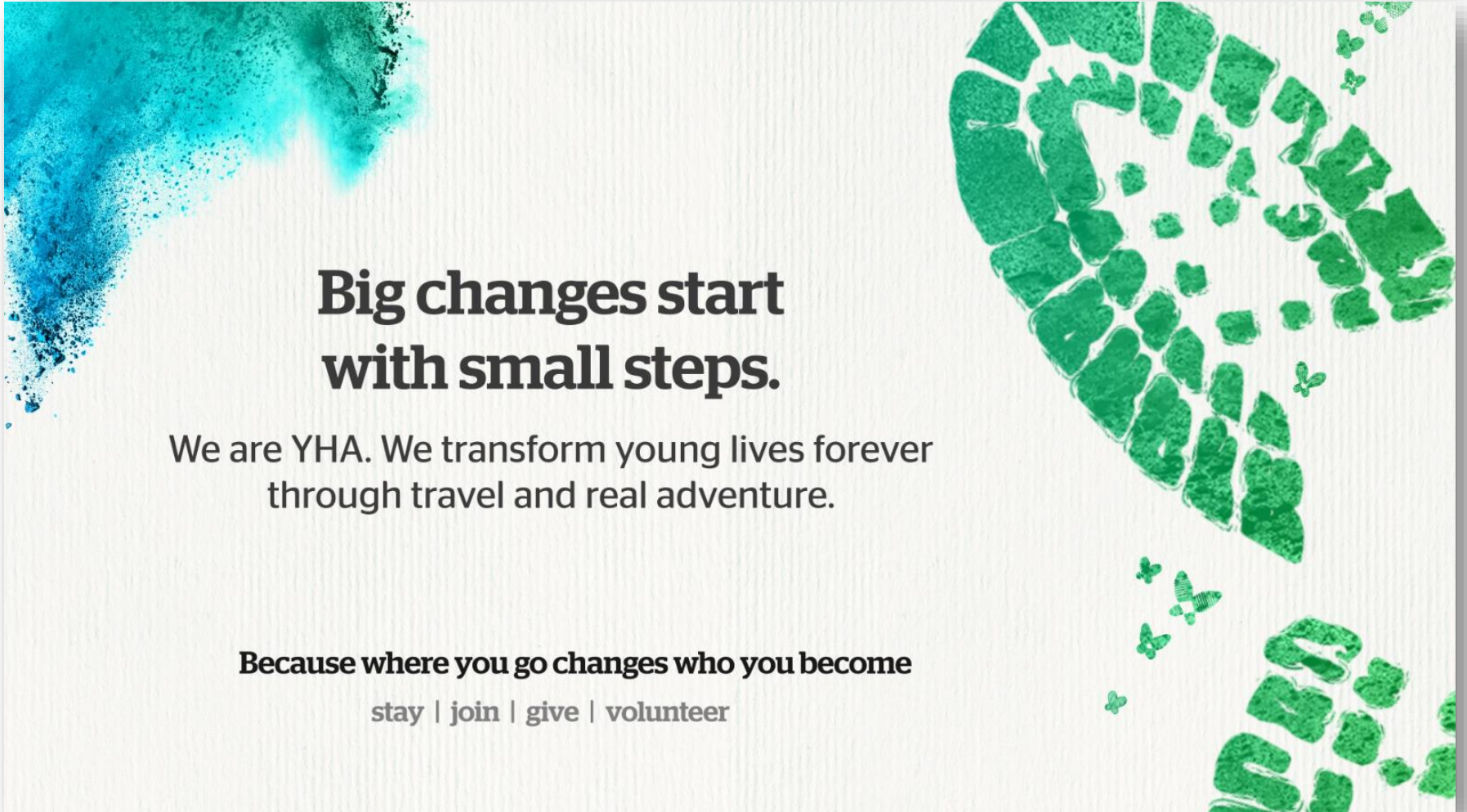


**Big changes start
with small steps.**

We are YHA. We transform young lives forever
through travel and real adventure.

Because where you go changes who you become

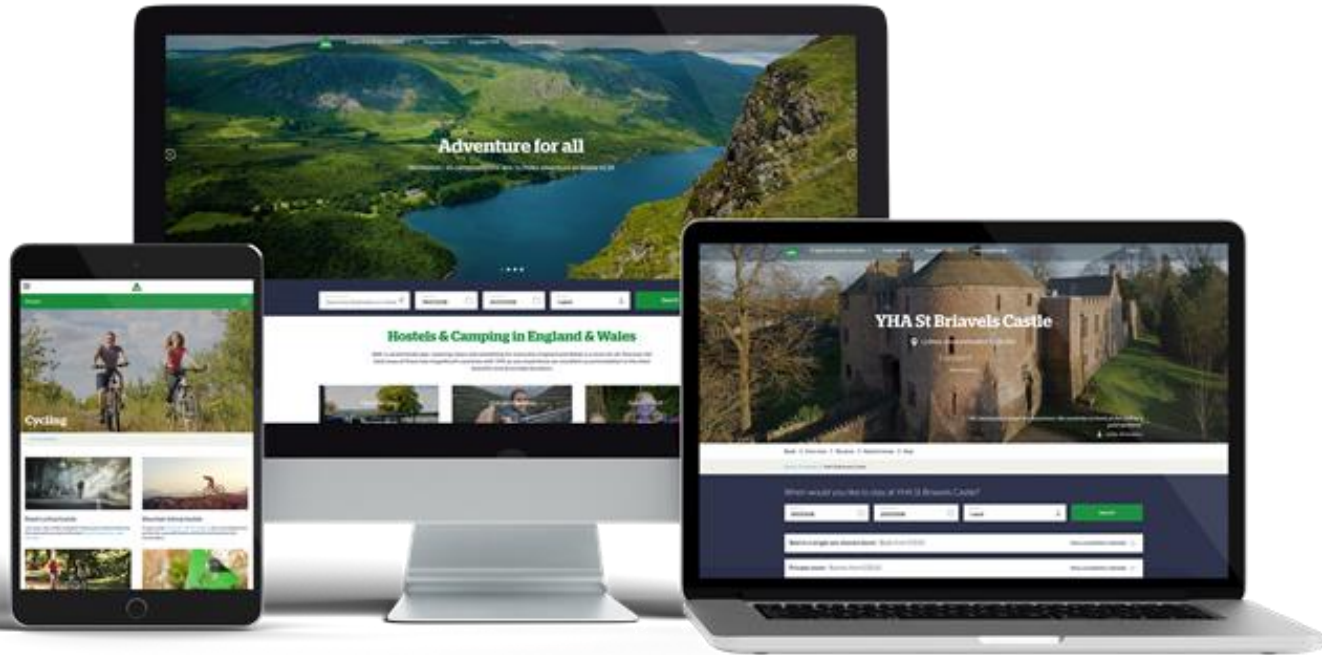
stay | join | give | volunteer



Marketing Engagement



Our New Website



Better to Book Direct



Book direct with [yha.org.uk](https://www.yha.org.uk)

Great benefits for you



Best price guaranteed
that's a promise



More choice
on where to stay



Families pay less
save on under 18s



Pre-book and save
on our breakfast



Member discounts
and exclusive offers

Preference Centre



What would you like to hear about?

We're really keen that you only receive emails from YHA about the things that interest you. Please update your preferences below to help us ensure we send you relevant content in the future.

Do we have your correct contact details?

This will help us to personalise emails to you and send them to your preferred email address.

Firstname*:

Paul

Membership Number:

0080657143

Lastname*:

Watkins

Email*:

paulwatkins@yha.org.uk

There's so much going on at YHA, but what subjects are you most interested in? Please tick as many as you like.

- News and special offers
- Charity campaigns, appeals and events
- Volunteering
- School Trips
- Group Trips

Submit your preferences

News & Special offers: **487,971**

Charity Campaigns, Appeals & Events: **491,327**

Volunteering: **51,277**

School Trips: **9,627**

Group Trips: **9,267**

Social Media Engagement



 **YHA England and Wales** was live.
about 4 months ago · 🌐

We're live at YHA The Sill at Hadrian's Wall with YHA CEO James Blake and Chairman Peter Gaines. They'll be discussing the future of YHA and its charitable purpose, and would love to hear from you and answer any questions you may have. Submit them in the comments and we'll do our best to answer them!

👍 14 4 Shares **9.1K Views**

 **The Firs School** @TheFirsSchool · 4m
Year 4 have arrived safely in Castleton **YHA!** We're loving our picnic lunch in the sunshine ☀️ 😊



 **Class 5C** @G_M_P_SClass5C · Jun 12
An amazing day today. Thank you Proactive. @CLOtC @YHAOfficial



 **GO Outdoors** ✓
May 16 at 12:00pm · €

Our friends at **YHA England and Wales** recommended taking on these 5 National Trails.

They've also recommended which hostels you can stay at along the way + GO Outdoors customers can get additional discount when booking before the end of May. <http://www.gooutdoors.co.uk/blog/national-trails-yha/>

Stay with YHA when trekking these National Trails | GO Outdoors Blog

Want to experience the Great British countryside at its most beautiful? Pack your rucksack, tug on your hiking boots and tackle the unspoilt wilderness by foot. From picture-postcard villages, to dramatic sea-torn cliffs,...

GOOUTDOORS.CO.UK

Something a little different



YHA TV



Introducing Subscribers



Combatting 3rd party booking channels

1. We are introducing a 5% discount for online Subscribers at the end of the year
2. It's free to become a Subscriber
3. This strengthens our Book Direct message
4. It will help reduce the £2 million commission we pay
5. The increased traffic to our own website will provide an opportunity to communicate our charitable message and increase engagement



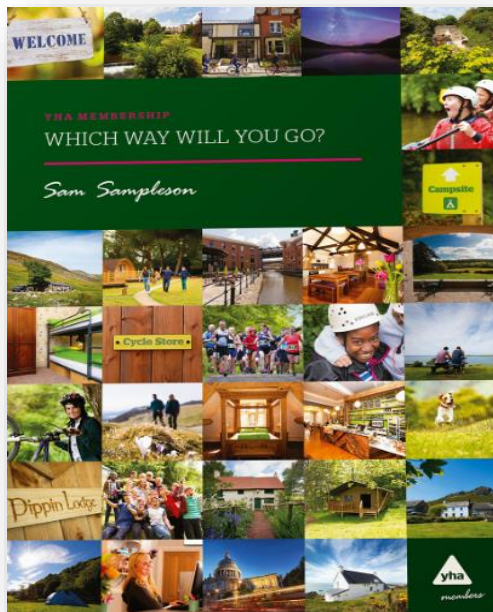
The screenshot shows the YHA website's login interface. At the top, there is a navigation bar with the YHA logo and links for "England & Wales hostels", "Inspiration", "Support YHA", and "Group bookings". The main heading is "Login to my account" in green. Below this, a message says "Please log in to proceed". A form prompts the user to "Please enter the email address and password you used to create your account". It includes input fields for "Email address" and "Password", both marked with a red asterisk. There is a "Remember me" checkbox and a "Forgotten password?" link. A green "Log in" button is positioned below the form. At the bottom, there is a section for "Guests & new customers" with a message: "If this is your first time booking with us, register an account to check out quicker next time." and a green "Register" button.

What's Changing in Membership?



Already changed:

1. Increased charity messaging
2. Reducing use of plastics
3. Improved data security
4. Simplifying membership categories
5. Clearer focus on benefits

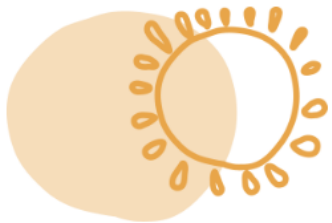


Next steps:

1. Clearer member discount
2. Young persons pricing
3. E-Membership



Lending a hand for 93,000 hours



Supporting young people

Help young people achieve their potential

- Team leader
- Camp welfare
- Camp logistics
- Evening activities coordinator



Close to home

Make a difference in your local community

- Gardener
- Handyperson
- Work experience
- DofE Volunteering
- Supporter group



Working holiday

Explore the country and give something back

- Working holidays
- Volunteer Manager
- Working holiday leader
- DofE Gold residential



Linked to Learning

Gain valuable work and life experience

- Work experience
- Hostel placements



Sharing skills

Lend your expertise and pay it forward

- Photographer
- Performer
- Trainer
- Volunteer coordinator

Fundraising Activity



Running the marathon



Changing young lives is a race against time



Question Time