



Marketing and Communication YMCA OF CENTRAL NEW YORK

What is MarComm??

The Marketing and Communication team at the YMCA of Central New York is here to work with our teams to share our story, strengthen our brand, and connect people to the mission of the Y.

We make sure every message, campaign, and conversation reflects the Y's values of caring, honesty, respect, and responsibility, while showing the impact we make together in youth development, healthy living, and social responsibility.

Our team supports the whole association by creating clear, consistent, and engaging communication that reaches members, staff, and the wider community.

From digital campaigns and media outreach to program promotions and internal updates, we work to tell the Y's story in a way that is genuine and welcoming to all.

In the end, we all work together to help people see the Y not just as a place but as a movement that connects neighbors, builds confidence, and strengthens community for all.

Scan the QR code to quickly access our Marketing and Communication tools.

From submitting photos and stories to requesting event promotion or project support, this page makes it easy to connect with the MarComm team and get the resources you need.



Or visit ymcacny.org/marketingrequestform

The best way to get in touch with our whole team at once, ensuring a quicker response, is to email:

marcomm@ymcacny.org