

YMCA Relationships & Belonging Cohort

Summer 2025 | Led by Share More Stories + Triangle2 | Powered by the SEEQ Platform

An Opportunity to Collaborate, Learn and Innovate

Why This Matters

In today's world, relationships are under pressure. Loneliness is rising. Belonging is fragile. And transactional touchpoints often stand in for meaningful connection. If we want to deliver on the promise of the Y — not just as a service provider, but as a relationship builder — we need to do more than simply know these relationships are important. We need to understand them in depth and at scale, so we can be intentional about them in everything we do, so we can design for them, and so we can measure the impact.

That's why we're launching this project.

Together, Share More Stories (SMS), Triangle2 (T2), and a cohort of leading Associations will build a national model for understanding and advancing relationship-centered experiences.

Combining T2's deep knowledge of the Y, and SMS' employee experience (EX) and customer experience (CX) insights tool, the SEEQ Platform, we'll 1) gather 1,000 real stories from members and staff about their relationships at and through the Y; 2) explore why those relationships matter – individually and collectively; and 3) develop a relationship-based impact framework. Along the way, we'll translate those stories into deep emotional insights that reveal how connection is created, how belonging is experienced, and where the gaps and opportunities lie.



What We're Building

This is not a survey. It's a story-first study of human experience that will deliver:

- A national benchmark on relationships, belonging, and social connectedness at the YMCA
- A scalable, insights-driven framework for improving member and staff experiences
- A movement-wide proof point that belonging can be measured — and led

And we're doing it in partnership with *you*.

An Opportunity To Lead On Y Relationships and Belonging

Participating Ys	Together We Build
Story collection + emotional insights	National benchmark + best practices
Custom CX/EX topline + report	Relationship-centered CX framework
Benchmarking and strategy support	Cohort-based learning + collaboration
Actionable themes, quotes, emotions	Scalable listening model for the Y movement

Project Roles & Leadership

Share More Stories (SMS) – Research Lead + SEEQ Platform

- Serve as lead project designers and managers
- Leverage and deploy SEEQ story collection across all Associations
- Analyze emotional and thematic data
- Produce toplines, insights reports, and synthesis deliverables

Triangle2 – Cohort Lead + YMCA Advisors

- Coordinate cohort and Association communications
- Facilitate co-design, strategic insights workshops, and report framing
- Help ensure alignment with YMCA USA initiatives and innovation priorities
- Provide YMCA-branded report design direction

Participating Associations

- Identify project and advisory points-of-contact
Recruit 75 to 100 participants each (recommended: 20% staff, 80% members/donors/program participants)
- Whitelist SEEQ platform and test access pre-launch
- Participate in scheduled working sessions and the September Cohort Convening

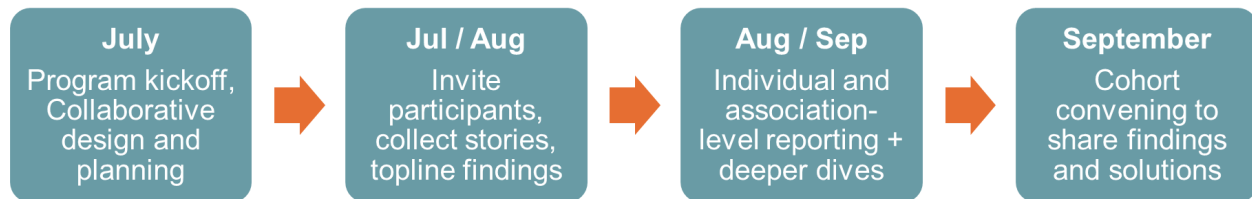
Participation and Investment Model

Investment levels will vary based on the size of the participation Association, and will include all project services such as SEEQ platform access, project design and management, analysis, reporting, and facilitation. Each Association will receive the following deliverables:

- ✓ Custom topline CX/EX report
- ✓ Thematic, emotional, and story-based insights
- ✓ Peer comparison and cohort synthesis
- ✓ Cohort-wide insights session
- ✓ Participation in national benchmark

Cohort Size	Association Investment	Association Participation
7-10 Associations	\$10,000 to \$15,000 per Assoc.	Target n=75 to 100 participants per Assoc.

Timeline Overview



Contact Information

- James Warren | Share More Stories | james@sharemorestories.com | [Book a Meeting](#)
- Darcy Celletti | Triangle2 | darcy@triangle2.com | [Book a Meeting](#)

Read the T2 Membership Innovation Summit [Pilot Topline Report](#)