

October 3, 2025

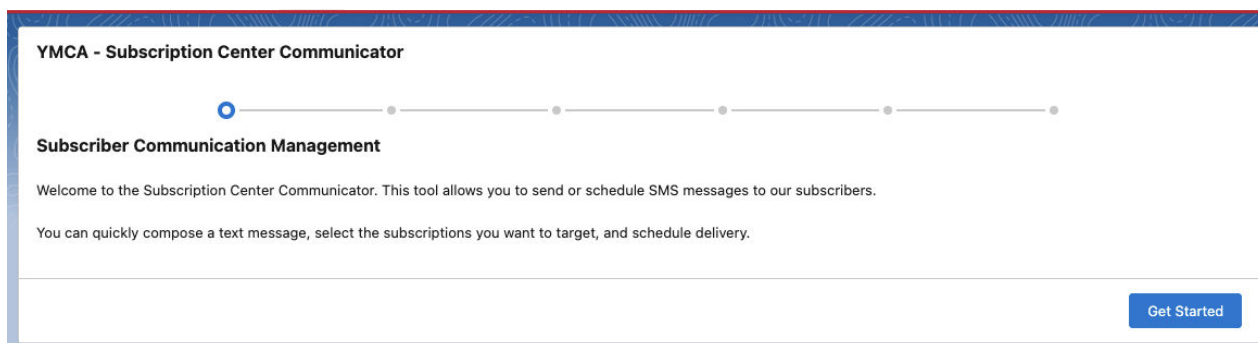
TEXT ALERTS/MESSAGING

MOGLI USER GUIDE FOR STAFF

MOGLI ACCESS

YOUR USER ACCOUNT

- **DESKTOP:** Log into Salesforce/TREC, where you should see the Subscription Center Communicator on your Front Desk home page:



- **MOBILE ACCESS:** Log in with the Salesforce app:
[Learn how to get started with this tutorial](#)
- [Review this quick Mogli tutorial](#), which walks you through sending a message.
- Note: If you do not see the subscription center in TREC, please contact Joanna Kinshofer, jkinshofer@ymcasd.org.

ADDING A USER ACCOUNT

- If you need additional accounts for your team, please submit your request via Marketing Services here – ymcasd.org/marketing-services.

SUBSCRIBE TO YOUR BRANCH GROUPS

It's a good idea to opt in to the groups to which you will send messages, so you can monitor delivery and be aware of what our members/participants see.

HOW TO OPT IN

- OPTION 1 - Subscription Center:** Visit your subscription center that lives in your My Y Community account here: <https://www.ymcasd.org/mysubscriptioncenter>. If you don't have a community account, create one here, using your personal email address: <https://community.ymcasd.org/s/login/>. The subscription center looks like this:

YMCA SUBSCRIPTION CENTER

Stay up to date on your favorite YMCA activities by subscribing to YMCA Text/SMS alerts.*

Subscriber Mobile Number
Mobile number receiving YMCA messages

* Mobile Phone

* Text/SMS Opt-In
 Yes, I would like to receive Text/SMS communication from the YMCA
 No, I do not wish to receive Text/SMS communication from the YMCA

YMCA Subscriptions
Select the YMCA subscriptions you would like receive alerts for

| | | |
|--|--|---|
| <p>Border View YMCA</p> <input checked="" type="checkbox"/> Border View - Facility <input checked="" type="checkbox"/> Border View - Group Ex <p>Cameron YMCA</p> <input checked="" type="checkbox"/> Cameron - Facility <input checked="" type="checkbox"/> Cameron - Group Ex <input checked="" type="checkbox"/> Cameron - Gymnastics <input checked="" type="checkbox"/> Cameron - Pool <input type="checkbox"/> Cameron - Team Gymnastics <input checked="" type="checkbox"/> Cameron - Water Ex <p>Copley-Price YMCA</p> <input checked="" type="checkbox"/> Copley-Price - Facility <input checked="" type="checkbox"/> Copley-Price - Group Ex <input checked="" type="checkbox"/> Copley-Price - Pool <input checked="" type="checkbox"/> Copley-Price - Water Ex | <p>Jackie Robinson YMCA</p> <input checked="" type="checkbox"/> Jackie Robinson - Facility <input checked="" type="checkbox"/> Jackie Robinson - Group Ex <input type="checkbox"/> Jackie Robinson - Pickle <input checked="" type="checkbox"/> Jackie Robinson - Pool <p>Ecke YMCA</p> <input type="checkbox"/> Ecke - Child Watch <input checked="" type="checkbox"/> Ecke - Facility <input checked="" type="checkbox"/> Ecke - Group Ex <input checked="" type="checkbox"/> Ecke - Pool <input checked="" type="checkbox"/> Ecke - Water Ex <p>Escondido YMCA - A Campus for Well-Being</p> <input checked="" type="checkbox"/> Escondido - Facility <p>McGrath YMCA</p> <input checked="" type="checkbox"/> McGrath - Facility | <p>Mottino YMCA</p> <input checked="" type="checkbox"/> Mottino - Facility <input checked="" type="checkbox"/> Mottino - Group Ex <input checked="" type="checkbox"/> Mottino - Pool <input checked="" type="checkbox"/> Mottino - Water Ex <p>Overnight Camp</p> <input type="checkbox"/> Marston - Info <input type="checkbox"/> Raintree - Info <input type="checkbox"/> Surf - Info <input type="checkbox"/> Surf - Summer <input type="checkbox"/> Surf - Weekend <p>Rancho YMCA</p> <input checked="" type="checkbox"/> Rancho - Facility <input checked="" type="checkbox"/> Rancho - Group Ex <input checked="" type="checkbox"/> Rancho - Pool |
|--|--|---|

- OPTION 2 - Keywords:** Text a keyword (like CPPOOL) to **858-293-9617**. Text one keyword per text. See our keywords here: <https://www.ymcasd.org/subscription-center/>
 - NOTE: People subscribe by texting keywords to **858-293-9617**, but the messages they receive from us will come from different numbers/gateways that are unique to each branch. This is different from our previous platform.



SEND MESSAGES

Text alerts are for timely, essential notifications that may directly affect a member's visit to the Y. Keep messages clear, concise, and **no longer than 142 characters**.

HOW TO

[Review this quick Mogli tutorial](#), which walks you through sending a message.

BEST PRACTICES

MESSAGE CONTENT

- Always identify your branch at the start of the message — example BV-YMCA or ECKE Y.
- Include date or time reference in case the send is delayed (more to come on this; but messages sometimes get held up with the carrier).
- Stick to the facts; be concise and general — it's enough to say that the pool is closed; no need to share why it's closed (poop/vomit/chemical imbalances, etc.).
- Check spelling, grammar, and typos before sending. Please don't use all caps or random upper case ("the pool is closed" rather than "The Pool Is Closed" or "THE POOL IS CLOSED.")
- We'll add some basic templates to your gateways, but you can create your own templates or use a previous message as a base.
- If you are dealing with an ongoing, lengthy situation, think about directing people to your branch home page for a web alert that can be updated as needed. Example: Check ymcasd.org/Cameron for updates
- No marketing content — it's OK to suggest a different class if you are reporting a cancellation, but we're not using alerts to promote events/programming currently.



YMCA OF SAN DIEGO COUNTY
**COMMUNITY
WELL-BEING**
& BELONGING

TIMING & AUDIENCE

- Immediate/real-time use only:
 - Unexpected closures
 - Delayed openings or early closings (weather, emergencies).
 - Schedule disruptions that impact today's visits.
- Choose the right channel. Do not use texts to remind people or inform them about future events .. we can use flyers, email, website, etc. for that.
- Be mindful of the quantity & frequency of messages you are sending. We don't want people to opt out and then miss important information.

PRESEND CHECKLIST

- ⇒ Branch name: Either abbreviated (MV-YMCA or McGrath Y, etc.), or in the body of the message (the pool at Ecke Y will be closed....)
- ⇒ Message is clear, easy to read & under 142 characters?
- ⇒ Check for typos
- ⇒ Check your groups/audience
- ⇒ Confirm the message hasn't already been sent by a colleague