



Updated April 2026

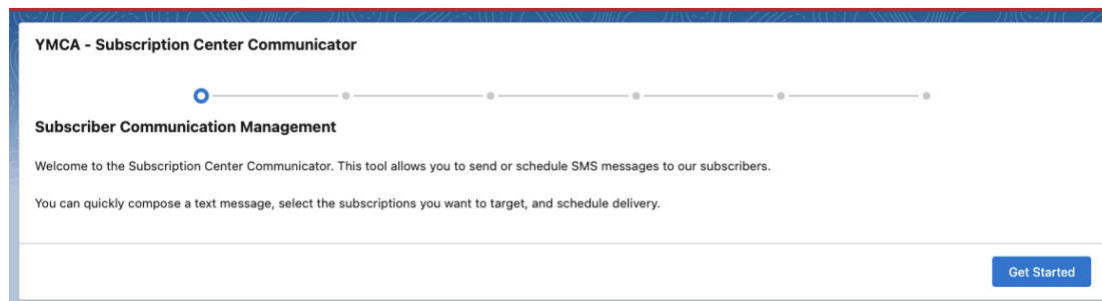
YMCA OF SAN DIEGO

MOGLI USER GUIDE FOR SMS (TEXT) MESSAGES

HOW TO ACCESS MOGLI

(our text-messaging platform)

YOUR USER ACCOUNT



- **DESKTOP:** Log into Salesforce/TREC, where you should see the Subscription Center Communicator on your Front Desk home page. Note: If you do not see the subscription center in TREC, please contact Joanna Kinshofer, jkinshofer@ymcasd.org.
- **MOBILE ACCESS:** Log in with the Salesforce app: [Learn how to get started with this tutorial](#)

NEED TO ADD A STAFF ACCOUNT?

New accounts require ED/AED approval.

If you need additional accounts for your team, please submit your request here: <https://helpdesk.ymcasd.org/app/business/HomePage.do>

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

8587617406

* 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

Border View YMCA

☒ Border View - Facility

☒ Border View - Group Ex

Cameron YMCA

☒ Cameron - Facility

☒ Cameron - Group Ex

☒ Cameron - Gymnastics

☒ Cameron - Pool

☐ Cameron - Team Gymnastics

☒ Cameron - Water Ex

Copley-Price YMCA

☒ Copley-Price - Facility

☒ Copley-Price - Group Ex

☒ Copley-Price - Pool

☒ Copley-Price - Water Ex

Jackie Robinson YMCA

☒ Jackie Robinson - Facility

☒ Jackie Robinson - Group Ex

☐ Jackie Robinson - Pickle

☒ Jackie Robinson - Pool

Ecke YMCA

☐ Ecke - Child Watch

☒ Ecke - Facility

☒ Ecke - Group Ex

☒ Ecke - Pool

☒ Ecke - Water Ex

Escondido YMCA - A Campus for Well-Being

☒ Escondido - Facility

McGrath YMCA

☒ McGrath - Facility

Mottino YMCA

☒ Mottino - Facility

☒ Mottino - Group Ex

☒ Mottino - Pool

☒ Mottino - Water Ex

Overnight Camp

☐ Marston - Info

☐ Raintree - Info

☐ Surf - Info

☐ Surf - Summer

☐ Surf - Weekend

Rancho YMCA

☒ Rancho - Facility

☒ Rancho - Group Ex

☒ Rancho - Pool

- **OPTION 2 - Keywords:** Opt in by texting a keyword to this number: <https://www.ymcasd.org/subscription-center/ia> text message by sending a keyword (like CPPOOL) to **858-293-9617**. Text one keyword per text. See our keywords here: <https://www.ymcasd.org/subscription-center/>

SEND ALERT 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.

- [Review this quick Mogli tutorial](#), which walks you through sending a message.
- When composing messages:
 - **Include your location** – e.g., Ecke Y or MV YMCA or Cameron Y. Messages from each location come from a different gateway number. People won't know which location is sending the message if they haven't added it to contacts.
 - Keep it concise; **limit is 142 characters**.
 - **Don't provide unnecessary detail** – no need to say why the pool is closed, just let people know it's closed and when you expect it to reopen.
 - Avoid duplication: One message can go to multiple groups.
 - Check for **typos**
 - Check out previously sent messages for ideas, and you can create templates you're your messages to use as a base for future messages.
- **Timing** – Messaging is for **immediate/real-time use only**:
 - Unexpected closures (power, pool, gym, childcare).
 - Delayed openings or early closings (weather, emergencies).
 - Schedule disruptions that impact today's visits.
 - **Do not use texts for future or promotional info** (events, programs, reminders). Use email, social media, or flyers instead
- **Sample messages**:
 - MVYMCA: Indoor pool is closed. We expect to reopen at 5am, Tuesday, Sept. 9. Check website for updates.
 - Cameron Y: Pool is closed; expected to reopen at 5am, Tue, 09/13. Check website for updates: ymcasd.org/cameron.
 - Ryan Y: BODYPUMP at 5pm is canceled 03/05. Try HIIT at 5:30pm as an alternative.
 - Limited parking today at Toby Wells Y due to special event; add'l parking at National University.

EDITING OR DELETING A MESSAGE

Here's how to edit a message that is scheduled – [watch the steps here](#):

To edit a scheduled Mogli SMS,

Find the message in the YMCA SMS Sends view, click the **Edit** button (pencil icon), modify the content or scheduled date/time in the preview, and then **Save** your changes before it sends. You can delete it from here, too.

YMCA SMS Sends

All ▾

50+ items • Sorted by Sent • Updated 2 minutes ago

☐	Sender Gateway ▾	Created Date ▾	Create... ▾	Sender ▾	Sent ▾	Scheduled ▾	Subscriptions ▾	Reci... ▾	Message ▾	
26	☐ McKinney	4/1/2026, 1:46 PM	jmcabee	Julie Mocabee	4/1/2026...		AN	632	DMYMCA SPA is closed until further ...	⌵
27	☐ Davis	4/1/2026, 9:04 AM	kwilliam	Karen Williams	4/1/2026...		AW	101	The DAVIS 10am Deep Water Class is...	⌵
28	☐ McKinney	4/1/2026, 8:40 AM	sflatow@	Sean Flatow	4/1/2026...		AO	408	DYMYCA: The 10am Pilates class is c...	⌵
29	☐ McKinney	3/31/2026, 7:14 PM	sflatow@	Sean Flatow	3/31/202...		AO;AN;AP	1,241	DYMYCA: The 8am AquaFit class is c...	⌵
30	☐ Mission Valley	3/31/2026, 6:27 PM	gslade@y	Gary Slade	3/31/202...	4/30/2026, 12:00 PM	BN;BP;BR;BO;BQ	3,215	MVYMCA Reminder: Branch will be C...	⌵
31	☐ Mission Valley	3/31/2026, 6:25 PM	gslade@y	Gary Slade	3/31/202...	4/28/2026, 12:00 PM	BN	837	MVYMCA Reminder: Branch will be	⌵
32	☐ Mission Valley	3/31/2026, 6:22 PM	gslade@y	Gary Slade	3/31/202...	4/24/2026, 12:00 PM	BN;BP;BR;BO;BQ	3,215	MVYMCA: Branch will be CLOSED	⌵
33	☐ Ryan	3/31/2026, 4:24 PM	jbence@y	Jeff Bence	3/31/202...		BZ	226	Ryan YMCA: Tonight's 5:30pm Res	⌵
34	☐ Jackie Robinson	3/31/2026, 4:04 PM	bmendoza	Blanca Mendoza	3/31/202...		AX	123	Jackie Robinson Y: Parking will be	⌵

Edit

Delete

Change Owner

Edit Labels

PRESEND CHECKLIST

- Branch/location identified in message?
- Message under 142 characters?
- Fact-based, no extras?
- Spelling/grammar checked?
- Correct audience selected?
- Timing appropriate? (affects today/now, not the future)
- Confirm no duplicate message from colleague already sent.