

USE CASE: NON-PROFIT/COMMUNITY ORGANIZATION

Jewish Community Center of Denver: Connecting SmartRec Registration Data with Timely Community Messaging

Client: Jewish Community Center of Denver

Website: jccdenver.org

Vertical: Non-Profit/Community Organization (Community Center, Recreation & Cultural Programs)

Platform Solutions Implemented: API/Integration, Real-Time Contact Sync, Program-Based Audience Selection, Campaigns, SMS, Email, and Bulk Messaging

The Challenge: Coordinating Facility and Program Communications Across a Diverse Community

The Jewish Community Center of Denver, commonly known as JCC Denver or the J, is an inclusive nonprofit community center serving individuals and families through fitness, recreation, education, cultural programming, social services, camps, and community events.

JCC Denver uses Amilia SmartRec to manage memberships, programs, registrations, household relationships, and online transactions. This gives the organization a centralized record of who is enrolled, which family members are connected, and which programs or facilities they use.

That operational breadth creates distinct communication needs. Facility closures, HVAC issues, pool repairs, and nearby construction may require immediate outreach to more than 2,000 members, while schedule changes or cancellations should reach only the participants and families affected. Messaging volume increases during November through January and May through July, exceeding 3,500 outbound messages per month during peak periods. Relying on manual exports, disconnected lists, or individual outreach would slow response times and increase the risk of missed contacts or outdated registration data.

To keep its community informed, JCC Denver requires a communication solution that provides:

- **Seamless integration with SmartRec (Amilia)** via API to retrieve current registration and membership data without manual exports or separate contact-list maintenance.
- **Precise contact categorization** for targeted outreach to contacts enrolled in a specific class, camp, event, or recreational program.
- **Immediate high-volume messaging** for facility, access, and operational disruptions.
- **Unified SMS and email campaigns** under a single administrative dashboard to eliminate repetitive, fragmented workflows.
- **Scalable campaign delivery** during seasonal registration and programming peaks.

The Solution: SmartRec + SmartText - An Integrated Registration and Community Communication Hub Powered by Pidj

The integration between Amilia SmartRec (SmartRec) and Pidj powers Amilia's SmartText service, connecting JCC Denver's registration data directly to its messaging workflow.

Staff can retrieve current SmartRec contact lists in real time by program, activity, membership, or household relationship. This allows them to build audiences from actual enrollment data without exporting spreadsheets, importing contacts, or manually recreating lists. It also supports communication with parents, guardians, and other relevant household contacts.

JCC Denver then uses Campaigns to send SMS, email, or coordinated multi-channel updates. Broad alerts, such as facility closures, can reach large audiences quickly, while swim lesson cancellations, camp changes, tennis updates, and cultural program notices can be limited to the participants affected.

SmartRec remains the operational system for memberships and registrations, while SmartText converts that data into timely, targeted outreach without requiring separate communication lists for each program.

Core Platform Capabilities in Action:

- **API & SmartRec Integration:** Syncs directly with JCC Denver's SmartRec environment. Staff can retrieve current participant contact records by program, activity, or membership, reducing manual exports, duplicate data entry, and the risk of communicating from outdated enrollment lists.
- **Program- and Membership-Based Audience Selection:** Staff can select the SmartRec participants connected to a specific class, camp session, aquatics program, tennis activity, fitness offering, cultural event, or membership group, ensuring that critical notifications reach only those directly affected without creating unnecessary outreach to the full community.
- **Multi-Channel Campaigns & Email Integration:** JCC Denver can create campaigns using SMS, email, or both channels within one workflow. Text provides immediate visibility for urgent changes, while email provides space for detailed instructions, revised schedules, alternative arrangements, and supporting links.
- **Bulk Messaging & Campaigns:** Staff can rapidly distribute facility-wide notifications concerning HVAC failures, pool repairs, campus closures, construction, or access disruptions to a wide audience while maintaining a consistent, coordinated message.
- **Campaign Scheduling & Message Management:** Staff can prepare campaigns in advance, save drafts, schedule communications for a future date and time, or send urgent messages immediately. This supports both planned seasonal outreach and unexpected operational changes across facilities and programs.

The Result: Faster Communication, More Accurate Targeting, and a Better-Informed Community

By integrating SmartRec with Pidj, JCC Denver creates a direct connection between program registration, membership data, and community communication.

Staff gain a faster way to identify and contact the people affected by a program change, cancellation, facility issue, or access disruption. Real-time SmartRec audience selection reduces manual list preparation and helps ensure that communications reflect current enrollment information.

Members and families receive relevant updates tied to the programs and facilities they use. Broad alerts provide timely notice of closures and access issues, while targeted campaigns keep individual program participants informed without overwhelming the full contact group.

The result is a more responsive and scalable communication model that supports JCC Denver's seasonal message volume, reduces administrative effort, and strengthens the community experience across its memberships, programs, camps, classes, facilities, and cultural events.