



We build strong kids,
strong families,
strong communities.



Plus de vie à la vie
des jeunes, des familles
et de la communauté.

NAYDO, in partnership with
YMCA of the USA and YMCA Canada,
inspires and strengthens the
philanthropic culture of the YMCA.

NAYDO DEVELOPMENTS

A newsletter from North American YMCA Development Organization | Volume 25 | Number 3 | Fall 2011

GETTING IT ALL TOGETHER

Kentucky Regional Annual Giving Collaborative a Success



Gail Glasser
President and CEO
YMCA of Central Kentucky
gglasser@ymcaofcentralky.org

As the Kentucky Annual Giving Campaign Collaborative looks back on its first pilot year, we proudly count our activities a success. Nine associations participated – from active engagement to curious observation. I was privileged to serve as the facilitator to the process.

As a state, Kentucky was raising approximately \$3.3 million in campaign support annually. The participating Ys made up \$1.8 million of that total. Knowing the needs in our state, we bravely committed to working in a more coordinated manner. Our focus was to raise significantly more funds to support our mission, broaden community awareness, support the Y's charitable impact, improve our fundraising ability, benefit from shared knowledge/resources and achieve valuable efficiencies and savings. As individual Ys we had measurable successes, and yet we saw greater opportunities in collaboration.

Regular, biweekly meetings involving CEOs, executives, financial development directors, program staff and volunteer leaders added a sense of accountability

and campaign discipline unlike what many of our Ys had experienced in the past. The commitment to work year-round allowed for natural learning curves and ensured that stewardship and cultivation were built into the process. Our focus became a donor-centered fundraising cycle and the best practices of successful campaigns.

Each of the participating Ys came to the effort with vastly different perspectives – from sophisticated campaigns to first time efforts. As such in year one, we decided to get everyone to the starting line. This meant educating everyone on campaign best practices, some timeline flexibility and a good dose of improvisation as we went along.

"As our national movement looks to a nationwide campaign in 2013, Kentucky Ys are thankful to be on the leading edge of collaborative efforts."

We emphasized case development, staff and volunteer training, campaign flow and shared knowledge or resources. Our collaboration thoughtfully adopted the national case (as provided with the revitalized brand) for support as a framework for communicating our regional messages. We quickly let go of individual

campaign names and gimmicky (and time consuming) themes.

Instead, we focused on our case for support. We increased our use of real stories, instead of leading with statistics. We changed our case from a focus on the Y's size and programs to how donations allow us to better meet local needs. We ensured our case for support had a clear and compelling call to action. We quickly recognized the efficiencies of this consistent message and even shared the costs of producing collateral materials.

GETTING IT ALL TOGETHER

continues on page 11



SUSTAINING A HEALTHY FUTURE

NAYDO 2012: Thirty-first Annual Conference on YMCA Philanthropy

The next NAYDO conference will be held in Pittsburgh, April 25–28, 2012 at the David L. Lawrence Convention Center

See pages 6–10 or visit naydo.org for conference details

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MESSAGE FROM THE NAYDO COUNCIL CHAIR



Bryan Webber

VP, Financial Development
YMCA of Hamilton/Burlington/
Brantford
bryan_webber@ymca.ca

Our daughter, Maddie, came home from university for the Canadian Thanksgiving holiday. We were both doing our “homework” when I told her that I was writing my column for a newsletter that featured collaboration as its theme. Providing further evidence that our children are blessed with good learning opportunities, she shared a perspective on the topic of collaboration from one of her International Development classes (also demonstrating the difficulty her parents now have “keeping up”). This is what Maddie wrote:

“Claude Levi-Strauss’ Race and History draws the conclusion that the collaboration of cultures is necessary for a world civilization to thrive. While internal differences between cultures characterize and set groups apart from one another, their collaboration contributes to a thriving world civilization. A culture that lives alone is ossified and stationary in terms of its development, for the collaboration of cultures is a cumulative force that pushes world civilization into progression. The maintenance of cultural diversity under a unified, collaborative world civilization will result in a prosperous culture of mankind.”

I, on the other hand, gleaned my information from Wikipedia (to me it is the ultimate online collaboration tool): “Collaboration is a process where two or more people or organizations work together to realize shared goals.” It is a process of sharing knowledge and building consensus. With the complexity of our world, and the opportunities that seem to come naturally from working with others, collaboration has a positive meaning and is full of potential. One plus one can equal three or more, as is the case in our local YMCA Association.

In our community, we have recently embarked on a collaborative partnership with a local university to build a new \$60 million YMCA Centre to meet the health and recreation needs of students and the broader community that includes students of two additional universities and the First Nations community. The funding strategy includes all three levels of government (federal, provincial, and municipal), capital contributions from each partner and a joint community fundraising campaign that includes making calls on a consolidated list of prospective supporters. Throughout the preliminary funding cycle, the reception to this unique collaboration has been positive. We are optimistic about a successful outcome that will lead to a healthier and stronger community with the development of this centre.

The world is presenting us with many opportunities to learn and grow in new and exciting ways. I hope you enjoy reading the stories of successful collaboration at the YMCA in this issue of Developments. Gail Glasser and her colleagues in Kentucky have a great story of success in their first year of a regional annual campaign – one of many that Monique Hanson and her team at YUSA are supporting throughout the country. Diana Deakin-Thomas shares an update on the collaborative annual campaign efforts here in Canada and its integration with the revitalized brand initiative. As well, I think you will enjoy reading our interview with YMCA of Sydney Chief Executive Phillip Hare. He shares his own story of collaboration and how our international colleagues “down under” are gaining some new perspective of philanthropy from attending the NAYDO Conference.

On that subject, Pat Siger and Bill Kunert have been very busy with their 2012 NAYDO Conference planning team, with registrations coming in fast and furiously ahead of the Members Only deadline. As a member of the conference planning team, I can tell you that this promises to be another inspiring educational opportunity for YMCA staff and volunteers.

If you haven’t been to the new NAYDO website at www.naydo.org, (another fine collaboration between the NAYDO Communications committee and Donor By Design), check it out – lots of good information on the upcoming conference and other education opportunities to help you with your fundraising programs.

Bryan Webber, Council Chair
North American YMCA
Development Organization

COLLABORATION NATION – NEW AT THE 2012 NAYDO CONFERENCE!

Want to learn more about national campaigns? Then don’t miss **Philanthropy Forums**—a new feature of the 2012 NAYDO conference in Pittsburgh. Here’s just a sample of what’s in store:

Advancing Our Cause: A Nationwide Campaign in the US

Kate M. Coleman
YMCA of the USA

Monique Hanson
YMCA of the USA

Launching a New Canadian YMCA Brand

Laura Graham-Prentice
YMCA of Greater Toronto

Hear the next steps and join the conversation—only at the NAYDO conference!

YMCA STRONG KIDS, CANADA—A NATIONWIDE APPROACH



Diana Deakin-Thomas, CFRE
General Manager,
YMCA Strong Kids
diana.deakin-thomas@
ymcagta.org
416 568 7333

YMCA Strong Kids is an annual fundraising campaign focused on raising much needed resources to support proven programs that give kids the opportunities they need to live healthier, happier lives now and grow into productive adults.

YMCA Strong Kids has made great strides in developing and strengthening a nationwide fundraising initiative since its inception in Canada in 2007. Working together, Member Associations from across the Canadian federation have created an effective campaign, increasing local capacity and efficiency every year.

YMCA Strong Kids... a process

In 2007, YMCAs in the province of Ontario determined that a common campaign with a common approach would help build brand awareness as a charity of choice. Over the years, YMCAs from across the country joined to adopt the common YMCA fundraising brand. Today, 100 percent of Member Associations in Canada report positive annual campaign results. As a result of working collaboratively, we have experienced a 60 percent increase in donors and 36 percent increase in dollars since the inception of YMCA Strong Kids in Canada.

The process has been built over time:

Year One—

We focused on building brand awareness as a cause-driven charity benefiting children, teens and young adults.

Year Two—

Peer-to-peer online fundraising was successfully introduced.

Year Three—

Best practices in fundraising were developed and defined.

Year Four—

Numerous educational webinars for volunteers and staff were provided in an effort to build capacity.

Year Five—

Our online campaign planning tool was introduced.

2012: Refreshing the brand in Canada—

All marketing and promotional assets will be redesigned to strengthen our cause message. These resources will be integral to the suite of menu items available to support each YMCA to run their local YMCA Strong Kids campaign.

Why do we think YMCA Strong Kids is successful?

We believe that strong, shared and collaborative leadership from the onset has been critical to our success thus far. YMCA Strong Kids was never mandated. Those who saw the benefits joined in and today we have 100 percent participation. Each YMCA executes its own campaign in its own way for its own community and cultivates and stewards its own donors. United, we run the public phase of the campaign at the same time each year (February 15 to March 15) in order to maximize our efforts.

One out of every eight people living in Canada is touched by the YMCA. As a movement, we are committed to ensuring access for everyone. Revenue generated from our YMCA Strong Kids campaign allows YMCAs in Canada to support over a quarter of a million people through YMCA financial assistance.

Looking forward

Our YMCA is deeply rooted in Canadian communities and widely recognized for its vital role in strengthening the foundations of community. We recognize that the YMCA plays an important integrating role that contributes to a more civil society based on equality and inclusion. Along with our collaborative approach to fundraising, our new YMCA Federation Strategic Plan 2012 – 2016 has set the stage for our future success.

Find out more

For more information about YMCA Strong Kids in Canada visit: www.ymcastrongkids.ca

“YMCA Strong Kids has made great strides in developing and strengthening a nationwide fundraising initiative since its inception in Canada in 2007.”

UNITED IN FUNDRAISING – AN INTERNATIONAL VIEW OF CAMPAIGNS AND NAYDO

In recent years, the NAYDO council and conference committees have intentionally and warmly welcomed participation of YMCAs from around the world in conferences and conversation. The YMCA of Sydney participated in NAYDO conferences in 2010 and 2011. Chief Executive Phillip Hare is pleased to discuss fundraising in Australia and the benefits of being involved in NAYDO.

Phillip Hare, Chief Executive of the YMCA of Sydney, will be presenting a workshop on “Board Renewal – An Australian Way” at the 2012 NAYDO conference.



Phillip Hare:

On behalf of the YMCA of Sydney, thank you for the opportunity to discuss the YMCA of Sydney's Fundraising Plan and involvement with NAYDO over the past two years.

I would first like to highlight the cultural differences we face with fundraising in Australia, as opposed to North America. Australians give \$275 (0.68 percent) per capita compared to Americans who give \$600 (1.68 percent) per capita. This cultural challenge means, as an association, we needed to learn from the best, and we knew that NAYDO could provide us with this knowledge.

NAYDO Developments:

Is Australia currently conducting any national fundraising campaigns? If so, what are the challenges and what is the greatest success?

Phillip Hare:

The YMCA of Sydney has implemented a five year fundraising plan and is currently working towards achieving the first year's goals. Attending the NAYDO Conference was actually a fundamental first year goal. A challenge for the YMCA of Sydney is developing a culture of giving. Therefore, first year goals are aimed at building that culture through small, yet effective local events and initiatives. Examples include selling Y Water (see photo below) and installing Y Wishing Wells in centres as well as hosting local community events such as Trivia Nights. Y Water has been a particular success, raising \$36,000 for benevolent programs in one month.



NAYDO Developments:

I hear the YMCA of Sydney is leading efforts for a national Swimathon Fundraising event. What is it and when will this begin?

Phillip Hare:

Nationally, the Y is conducting the world's largest swimming event – the YMCA Swimathon – to be held in March 2012. It's very exciting as it is the first time all 30 independent member associations in Australia have worked together. Essentially, it's a local swimming event, conducted on the same day, at 177 pools across Australia. The fundraising estimate for the event is \$2 million to \$3 million nationally and the YMCA of Sydney looks forward to sharing the success of the YMCA Swimathon at NAYDO 2012.

For further details on the YMCA Swimathon, please contact:
James Ellender
Marketing and Communications Manager
YMCA of Sydney
james.ellender@ymcasysdney.org
www.ymcasysdney.org

NAYDO Developments:

The YMCA of Sydney attended the NAYDO conference in Charlotte in 2010 and increased attendance in Anaheim in 2011. Did your participation inspire any new initiatives in Australia?

Phillip Hare:

Attending NAYDO was a fundamental first step in the five year fundraising plan. Attending NAYDO inspired the YMCA of Sydney to challenge current processes, realize current opportunities and think strategically. For example, the YMCA of Sydney sells water each and every day through over 100 locations. The YMCA of Sydney realized it had a great, easily implemented opportunity – selling Y Water – it was just a matter of making it happen. While NAYDO did help delegates gather ideas, its key outcome was reinforcing the commitment to current ideas – such as the YMCA Swimathon.

NAYDO Developments:

What drove you to increase participation?

Phillip Hare:

Increasing participation to NAYDO was an important first step in winning the hearts and minds of the organization's leaders. As fundraising is a new initiative, it was integral that the YMCA of Sydney "lead from the top." The YMCA of Sydney understands that inspired leaders are able to influence an organization's direction and help shift organizational culture. In 2011, three staff and four Board Members attended NAYDO and ensuring all Board Members attend NAYDO is a five year goal.

NAYDO Developments:

What would you tell other countries outside of North America about the value of attending a NAYDO conference?

Phillip Hare:

NAYDO is a non-negotiable, integral event if a YMCA is committed to or is considering implementing a fundraising plan. Participating in the NAYDO conference reaffirms that commitment, provides inspiration and reveals what is indeed possible if a commitment is made.

Often, cost is seen as a barrier to such international conferences. The YMCA of Sydney's experience is that the return on investment for staff attending the NAYDO conference is far higher than, for example, a management course. Due to this unique and unparalleled training value, the YMCA of Sydney will continue to send delegates to NAYDO as part of its five year fundraising plan.

NAYDO Developments:

Why do you feel it is important for YMCAs to connect globally?

Phillip Hare:

Disconnectedness is a real issue across YMCA's internationally. NAYDO removes barriers and allows associations to share resources, prevents us from "reinventing the wheel" and builds an immediate network of colleagues. Our YMCA has one Fundraising Manager. After NAYDO, he can draw on hundreds of like-minded and equally inspired colleagues.

The YMCA of Sydney has found North American YMCAs to be incredibly generous, and in the YMCA of Sydney's opinion, world leaders in fundraising initiatives. By associating with the North American YMCAs, we can leverage their successes.

The value of attending NAYDO can be seen immediately. An association leader can literally implement fundraising activities the day after they step off the plane. Attending NAYDO is non-negotiable for the YMCA of Sydney and should be non-negotiable for any other association considering fundraising.

"The YMCA of Sydney's experience is that the return on investment for staff attending the NAYDO conference is far higher than... a management course."

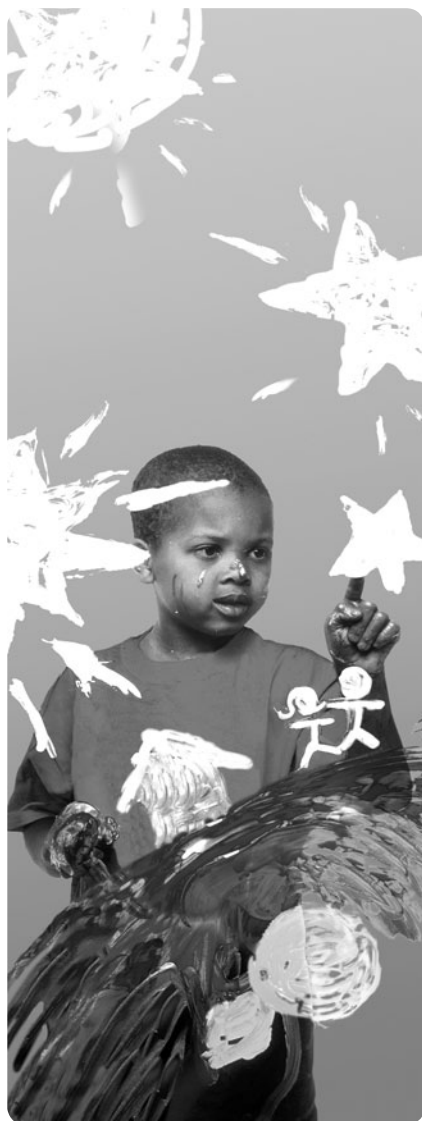
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KEYNOTE ADDRESSES

Thursday April 26, 12:00–1:45 pm

OPENING LUNCHEON

Sponsored by Daxko

Responsibility Creates Champions

Lynn Swann

What happens to the youngest of three boys, whose name is Lynn, when his mother enrolls him in dance school as an eight-year-old child? The answer



is he grows up to dance on stage with Gene Kelly and Twyla Tharp along with becoming a legendary Pittsburgh Steeler and

ABC sportscaster. Winner of four Super Bowls, his accomplishments also include being named to the All-Rookie Team in 1974, All-Pro in 1975, MVP of the Super Bowl in 1976, NFL Man of the Year in 1981 and in 2001 induction into the Pro Football Hall of Fame.

Lynn Swann is an active community volunteer serving on several boards of directors and has been a spokesperson for several national organizations including Big Brothers Big Sisters. In 2002 Lynn Swann was selected by President Bush to chair the President's Council on Physical Fitness and Sports. As Chairman, Swann passionately traveled the country educating Americans on health and fitness issues. He has received numerous honors for outstanding service and contributions for the continued growth and development of our nation's young people. Hear his story of how responsibility creates champions in a community.

Thursday, April 26, 7:15–9:15 pm

EAGLE AWARD BANQUET

Sponsored by Blackbaud

Love Builds Brains— Our Case for Philanthropy

Dr. Jean Clinton

Love Builds Brains—what does that have to do with philanthropy you ask? Dr. Jean Clinton, a renowned child psychiatrist will help us understand



why we do what we do as YMCA fundraisers, and why it matters so much. As an advocate for children's issues, Dr. Clinton's special

interest lies in brain development and the crucial role relationships and connectedness play therein. She speaks to the importance of relationships, early childhood development and brain development, parenting and asset building.

Dr. Clinton will provide us with an enlightening view into the brain of children and teenagers – crucial information for building our YMCA case for support. Her presentation will leave no question in your mind as to the value of all children and youth having greater access to YMCA programs and participation. "I have such admiration for the work the YMCA does. You level the playing field for all children...by giving kids the opportunity to participate fully in community life. There is no other organization that does this on this scale." Dr. Jean Clinton is Associate Clinical Professor, Department of Psychiatry and Behavioural Neuroscience, McMaster University in Canada.

NAYDO 2012 PREVIEW

Friday, April 27, 7:30–8:45 am

BREAKFAST KEYNOTE

Sponsored by Lighthouse Counsel

A Vision of Corporate Philanthropy: The Impact for Millions

Eva Tansky Blum

Eva Tansky Blum is Senior Vice President and Director of Community Affairs for PNC Bank. She also serves



as chairwoman and president of The PNC Foundation. In this role, Blum works with PNC's businesses and regional presidents in

establishing the strategy to position PNC as a leader in the community. She directs the company's philanthropic programs, including PNC Grow Up Great, a ten-year, \$100 million program to support quality early childhood education. It is a new day for corporate philanthropy and Eva Tansky Blum will share her vision and the impact it has had.

Active as a corporate and community leader including co-chairing her alma mater - the University of Pittsburgh's \$2 billion dollar capital campaign, she has been recognized numerous times. In 1999, she was honored as one of Pennsylvania's Best 50 Women in Business; in 1998, she received the YWCA's Tribute to Women award; in 2007 was named the University of Pittsburgh's Distinguished Alumnae of the Year; and in 2009 was named a Distinguished Daughter of Pennsylvania. In addition she is a member of both the Pennsylvania and Allegheny County bar associations.

Friday, April 27, 12:30–2:00 pm

COMMUNICATIONS AWARDS LUNCHEON

Sponsored by Precor

Generational Giving—The Power and Influence of History

Tom Carroll

Back by popular demand—Tom Carroll is a YMCA of Metropolitan Chicago



volunteer and RR Donnelley's Executive VP and Chief Human Resource Officer. Tom drew a standing room only crowd at his

2011 NAYDO Conference workshop.

Generational history influences views on many aspects of our lives—what we want from work, how we communicate with one another, the meaning of family life or our views on giving. Even the definition of giving is viewed differently across generations. Understanding the life experiences and beliefs of the four generations making up today's population allows development professionals to customize messages, utilize methodologies and speak the language of their potential donor. Tapping into each generation's desire to live, to love and to leave a legacy becomes a powerful skill in building lifelong supporters of the YMCA's mission. Tom will help you understand the life experiences and beliefs of each generation, how to target messages to each one in ways that have meaning, and how to utilize communication tools and social media as methods for reaching out all of which can lead to improved charitable giving to the YMCA's mission work.

Saturday, April 28, 9:30–11:00 am

CLOSING BRUNCH

Sponsored by Jules and Associates, Inc.

A Living Legend—Inspired by the Y

Bruno Sammartino

Bruno Leopoldo Francesco Sammartino is an Italian-American former professional wrestler, best known for being the longest-running champion of the



World Wide Wrestling Federation (WWWF), holding the title across two reigns for over 11 years in total, as well as the longest

single WWWF Championship reign in professional wrestling history.

Growing up in Italy as the youngest of seven brothers and sisters, his family hid from German soldiers forcing his mother to sneak into town for food and supplies for the family during the latter stages of World War II. Bruno Sammartino caught rheumatic fever but was nursed back to health by his mother during this time before moving to Pittsburgh. Here at a young age he was introduced to weight training at the YMCA, a sport that changed not only his life but the history of the sport. His inspirational story reminds us all of the long term impact the YMCA can have on one child.

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NAYDO AWARDS

COMMUNICATIONS AWARDS

Deadline for Entries: December 2, 2011

These annual communications awards provide examples and inspiration for YMCAs throughout North America and around the globe. Excellent communications efforts in support of successful YMCA financial development programs are highlighted from Canadian and American YMCAs. The awards serve to recognize YMCA excellence in development related communication pieces. The categories selected are considered critical by the NAYDO Council to achieve financial development success. Winners are selected based on criteria established by the Council. Award winning pieces receive a beautiful award at the NAYDO Conference Communications Awards Luncheon. The applicant or representative from the winning YMCA should be a registered participant at the conference to accept the award onsite.

Entries will be judged in five budget divisions (overall operations budget of your particular YMCA)

- Above \$50 million
- \$25 - \$50 million
- \$10 - \$25 million
- \$2 - \$10 million
- Less than \$2 million

CATEGORIES FOR 2012

Print

- Annual Report (that clearly support financial development)
- Annual Support Campaign
- Capital Campaign
- Endowment and Planned Giving
- General Case Interpretation
- Donor Cultivation
- Integrated Comprehensive Campaign
- PSAs
- Press Releases

Audiovisual (Video/PowerPoint/Web)

- Annual Support Campaign
- Capital Campaign
- Public Service Announcement
- General Case Interpretation
- General Donor Cultivation
- Web Site
- Integrated Comprehensive Campaign
- PSAs
- Press Releases

FOR MORE INFORMATION

For complete 2012 guidelines, criteria and entry forms, visit www.naydo.org.

For questions contact:

Michelle LaRue, Communications Awards Chair
YMCA of Pierce & Kitsap Counties
253 534 7842
mlarue@ymcapkc.org

Joan Marie Belnap, CFRE
YMCA of NW North Carolina
336 777 6225
jmbelnap@ymcanwnc.org

NAYDO 2012 PREVIEW

EXCELLENCE IN FUNDRAISING EAGLE AWARDS

Deadline for Entries: December 2, 2011

The Excellence in Fundraising Eagle Awards are presented annually to YMCA Associations who have demonstrated outstanding achievement in YMCA Financial Development. These Associations will have positioned their YMCA in the top group of most important charitable causes in their communities. The award recipient is expected to be registered for the conference and will be reimbursed for one conference registration after selection is announced. The panel of judges will consist of past Eagle Award winners and judging will occur in January 2012. Winners will be notified by the Eagle Award Chair immediately following.

Nominees will be judged in four budget divisions (overall operations budget of your particular YMCA)

- Above \$25 million
- \$10 - \$25 million
- \$2 - \$10 million
- Less than \$2 million

WHO MAY NOMINATE

A supervisor, staff colleague, Y-USA staff, board member, campaign volunteer or any other interested party with a thorough knowledge of the association's fund raising record. We also encourage association self-nomination from deserving and perhaps overlooked YMCAs.

AWARDS AND VIDEO PRESENTATIONS

Awards will be presented at the Eagle Award Banquet at the NAYDO Conference in Pittsburgh. Winners will also be invited to the VIP Awards Reception to be held immediately before the Banquet. If selected, your YMCA will be asked to participate in the making of a short video presentation that tells your YMCA's philanthropic story. Participants for the video should/may include the CEO and/or Branch Executive, CVO, Development Director and participant(s) where applicable. NAYDO will supply the guidelines and arrange the team to film it. There will be no cost to your YMCA. Your YMCA will receive a copy of the video after the conference. The video serves as your acceptance speech.

FOR MORE INFORMATION

For complete 2012 criteria and entry form visit www.naydo.org.

For questions contact:

Robyn Furness-Fallin, Eagle Awards Chair
Metro Atlanta YMCA
404 588 9622
robynf@ymcaatlanta.org

NAYDO AWARDS PRESENTATIONS

EAGLE AWARDS

The Excellence in Fundraising Eagle Awards will be presented at the 2012 NAYDO Conference during the Thursday evening Eagle Award Banquet on April 26, 2012.

COMMUNICATIONS AWARDS

NAYDO's Communications Awards will be presented at the 2012 NAYDO Conference during the Friday Luncheon on April 27, 2012.

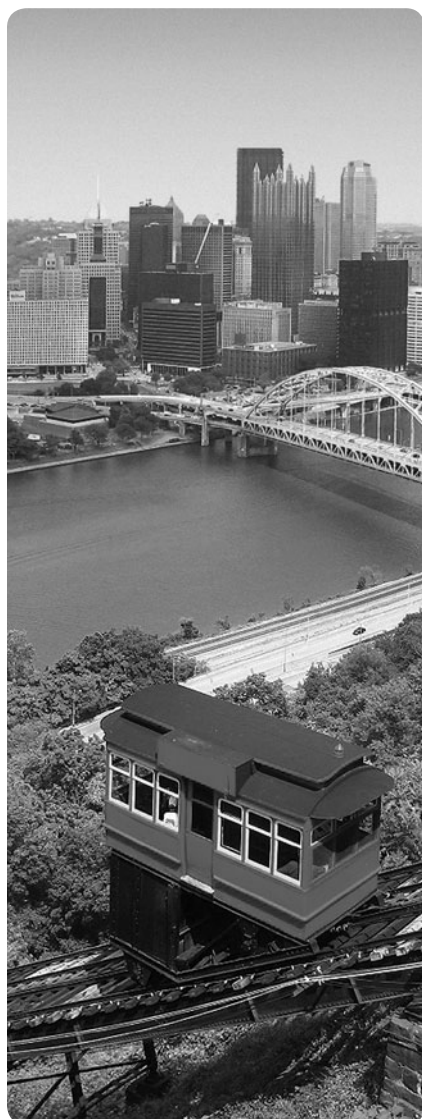
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JOIN US IN PITTSBURGH!

Famous for its rivers, bridges, and championship sports teams, Pittsburgh has the feeling of a small town while offering the advantages of a big city. Composed of a unique tapestry of 90 communities, Pittsburgh presents a lifestyle of cultural diversity, sustainability, affordability and safety, in addition to access to world-class education and health care.



While visiting Pittsburgh, you can enjoy a host of attractions that educate and entertain including museums, cultural attractions, performing arts and a world-class zoo and aquarium. Bring your family along and discover all that “Kidsburgh” has to offer. Join with your children and talk to robots, play in a sea of clouds, dig for dinosaurs or explore our rich historical attractions in and around the city. Volunteers and staff from YMCAs across Western Pennsylvania will be on-hand to help make the most of your stay in town.

We look forward to seeing you in Pittsburgh at the 31st Annual NAYDO Conference on YMCA Philanthropy!

More Information

For a more complete list of attractions and activities visit:
www.visitpittsburgh.com.

If you need more information in advance of your arrival, contact:
Kim Black at kblack@ymcapgh.org

CONFERENCE REGISTRATION

Register online at naydo.org or call 504 464 7845 to request a brochure.

HOTEL RESERVATION

Visit naydo.org for links to the two headquarter hotels or call them directly. Mention the NAYDO conference for a special room rate.

- **Omni William Penn Hotel**
Phone 800 843 6664. \$205 single or double plus 14% tax.
- **The Westin Convention Center Hotel** (may be sold out by the date this is received)
Phone 412 281 3700. \$195 single or double plus 14% tax.

NAYDO 2012 REGISTRATION FEES

Registration fees include meals

Registration Period:	Early Bird	Regular
	November 1– December 2	December 3–January 31, 2012
NAYDO Member: Staff	\$565	\$615
NAYDO Member: Volunteer	\$485	\$505
Non-Member: Staff	\$765	\$815
Non-Member: Volunteer	\$535	\$605
Spouse or Guest	\$295	\$295

continued from the cover

GETTING IT ALL TOGETHER

Staff and volunteer training were sometimes a luxury smaller Ys could not afford in time and talent. Regular training elements were provided to the collaboration – by phone, webinar and in-person. Thankfully, trainings were supported by Y-USA staff.

Perhaps the greatest gift of our collective effort was the frequency and quality of knowledge sharing. A culture of learning became the norm as we contemplated campaign basics as well as strategies for major gift cultivation and solicitation. This exchange allowed us to stay on track.

The collaboration promoted a culture of year-round philanthropic activity. Everyone agreed to first solicit staff gifts, then board gifts, then leadership-level gifts prior to the community phases of the campaign. We secured staff and board gifts in the fall with the community phase of the campaign running in late winter/early spring. We all agreed to “end” the active phases of solicitation at the end of March. Recognition and stewardship activities were ongoing.

Tasks that may have been carried on the shoulders of a local Y in the past could now be shared. We were pleasantly surprised that other than the biweekly one hour calls, very few other resources had to be invested by each participating Y.

Data was used as evaluation metrics during the defined 12 month period. While we watched things like member-to-donor giving and staff giving, for year one we decided to primarily measure and move-the-needle on the following:

- Total dollars raised
- Total number of gifts
- Total Major Gifts (Chairs Roundtable Gifts) of \$1,000 or more
- Total Board giving
- Number of first time donors
- Total cost of the campaign (not including an estimated value for staff time)
- Number of campaign volunteers
- Total number of gifts + 1

You might wonder if we had any success. Yes!

- The Kentucky Collaborative raised \$2,033,647 (2011) compared to \$1,829,328 (2010). An increase of more than 11 percent!
- CRT (\$1,000+ Gifts) increased more than 15 percent.
- Average board participation grew to more than 94 percent from 81 percent.
- Total Board Giving increased seven percent.
- New Donors rose nearly four percent.

With a year under our belts, we have continued our collaborative – recruiting additional Ys in our state and near-by region to join the effort. This time we are ahead of the curve, starting on the 2012 campaign in July with an all-day campaign planning event in Frankfort. Our collateral materials are created, shared media is in the works and our biweekly calls continue under the facilitation of Andy Pierce from the Louisville YMCA.

As our national movement looks to a nationwide campaign in 2013, Kentucky Ys are thankful to be on the leading edge of collaborative efforts.

Participants in Kentucky’s Collaborative Campaign:

- The YMCA of Central Kentucky
- Frankfort YMCA
- Paris–Bourbon County YMCA
- Hopkins County Family YMCA
- Wilderness Trace Family YMCA
- Telford Community Center YMCA
- YMCA of Greater Louisville
- Kentucky YMCA Youth Association
- YMCA of Owensboro/Davies County

**NORTH AMERICAN YMCA
DEVELOPMENT ORGANIZATION**

21 Chateau Trianon
Kenner Louisiana 70065

NAYDO, in partnership with YMCA of the USA and YMCA Canada, inspires and strengthens the philanthropic culture of the YMCA.



NORTH AMERICAN YMCA DEVELOPMENT ORGANIZATION

NAYDO MISSION

To inspire and strengthen the philanthropic culture of the YMCA.

STATEMENT OF PURPOSE

To lead, support, and advance the development of YMCA professionals, volunteers and YMCA associations in the philanthropic work of their YMCA through training, education, advocacy, research and knowledge sharing.

NAYDO OFFICE

21 Chateau Trianon
Kenner Louisiana 70065
P 504 464 7845
F 504 464 6718
E info@naydo.org
W naydo.org

NAYDO COUNCIL MEMBERS

Paul Andresen
Anaheim Family YMCA
714 635 9622
pandresen@anaheimymca.org

Jan Brogdon
YMCA of Florida's First Coast
904 265 1812
jbrogdon@firstcoastymca.org

Linton Carter
YMCA of Greater Toronto
416 413 1020 x 4567
linton.carter@ymcagta.org

Michael A. DeVaul
YMCA of Greater Charlotte
704 716 6278
michael.devaul@ymcacharlotte.org

Robyn Furness-Fallin, CFRE
Metro Atlanta YMCA
404 588 9622
robymf@ymcaatlanta.org

Gail Glasser, NAYDO Past Chair
YMCA of Central Kentucky
859 367 7330
gglasser@ymcaofcentralky.org

Pam Havlick Hearn
Central Connecticut Coast YMCA
203 777 9622 x 2105
phearn@cccymca.org

Curt Hazelbaker, NAYDO Chair Elect
YMCA of Northwest North Carolina
336 777 6239
c.hazelbaker@ymcanwnc.org

Randy Klassen
YMCA of Regina
306 757 9622 x 214
rklassen@regina.ymca.ca

Michelle LaRue
YMCA of Pierce & Kitsap Counties
253 534 7842
mlarue@ymcapkc.org

Jay Lowden, CFRE
YMCA of Superior California
916 452 9622 x124
jlowden@ymcasuperiorcal.org

Danny Maier
YMCA of Metropolitan Detroit
313 223 2498
dmaier@ymcametrodetroit.org

Andrew Minear
YMCA of Greater Seattle
206 382 4926
aminear@seattleyymca.org

Trazanna Moreno
YMCA of Greater Houston
713 758 9177
trazanna.moreno@ymcahouston.org

Nick Parkinson
YMCA of Edmonton
780 423 9603
nparkinson@edmonton.ymca.ca

Andy Pierce, CFRE, NAYDO Treasurer
YMCA of Greater Louisville
502 587 9622
apierce@ymcalouisville.org

Susan Plank, NAYDO Secretary
YMCA of Greater Tulsa
918 728 3911
splank@ymcatulsa.net

Rick Politte, CFRE
Southeast Ventura County YMCA
805 497 3081 x 110
rpolitte@sevmymca.org

Dyan Sublett
YMCA of Metropolitan Los Angeles
213 351 2285
dyansublett@ymcala.org

Bryan Webber, NAYDO Chair
YMCA of Hamilton/Burlington/Brantford
905 317 4903
bryan_webber@ymca.ca

Nick Zimmer
Montgomery County Family YMCA
712 623 2161
execdir@mcymca.com

NATIONAL REPRESENTATIVES

Carol Schmidt, CFRE
YMCA of the USA
800 872 9622 x 4201
carol.schmidt@ymca.net

Ida Thomas
YMCA Canada
416 967 9622 ext. 206
ida_thomas@ymca.ca

CONFERENCE AND MEMBER SERVICES COORDINATOR

Mary Zoller
504 464 7845
maryzoller@aol.com

DEVELOPMENTS EDITOR

Molly Thompson
YMCA of Greater Charlotte
704 716 6238
molly.thompson@ymcacharlotte.org
