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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 2 | Summer 2011

## ENSURING THE GIFT—SOMEWHERE BETWEEN 'KEEKEE' AND 'DEATH'



### Jerry Panas

Executive Partner  
Jerold Panas, Linzy & Partners  
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twitter.com/jerrypanas

I spoke at the NAYDO Conference in Anaheim about the two missionaries in the New Guinea jungle. They had to choose Keekee or Death when confronted by the chief of a fierce, wild tribe. (What? You don't know what Keekee is? I'll explain.) The first missionary, reasoning that nothing can be worse than Death, elects for Keekee. This turns out to be a protracted and horrible form of torture and mutilation.

The second missionary is offered the same choice. "I choose death," he says with resignation.

"Very good — death," grins the chief. "But first Keekee."

That's how some Y board members and volunteers feel when they have to ask for a gift. That's what made me think of the story. The other day, I was at a Y that is one of our clients. An important board member says, "I hate to call on anybody for a gift. I just hate it. I can't do it." For him, it's a question of choosing Death or Keekee. Anything would be better than calling on someone for a gift. I tell the board member that I know the feeling. I've been there, done that, too.

I say it's a severe case of the dreaded disease — doorknobphobia. I explain that this is what I went through in my early career.

"Where am I?"

"In the hall."

"Where do I want to be?"

"In that man's office."

"What will happen if I go inside?"

"The worst is I'd be thrown back in the hall."

"Well that's where I am now, so what have I got to lose?"

Then I tell about my 17 "Golden Rules of Fundraising." I explain that if the board member follows these, he will get the gift.

1. Know everything possible about the Y, its mission and vision for the future, its programs and the project.
2. Make certain, in your heart-of-hearts, you're completely committed to the "worthwhileness" of the Y and the significance and value of the project.
3. Learn everything you can about the probable donor you'll be calling on.
4. Determine a specific amount you should ask for. This is after a careful assessment, with the assistance of the Y staff.
5. Give some thought as to how you'll express the amount of your request. Say it out loud several times before your visit. This will build your confidence.
6. Now you're ready to get the appointment. Setting up the visit is 85 percent of getting the gift. If you get the visit, you'll get the gift.
7. Practice, practice, practice. I tell him I still write out what I'm going to say when I make the call.

"It's not about money and it's not about the Y. It's all about mission and the people who are served and where lives are touched."



## SUSTAINING A HEALTHY FUTURE

### NAYDO 2012: Thirty-first Annual Conference on YMCA Philanthropy

The next NAYDO conference will be held April 25–28, 2012 at the David L. Lawrence Convention Center in Pittsburgh. Online registration opens August 15 and hotel reservations are available now. Visit [naydo.org](http://naydo.org) for 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

Welcome to the summer issue of NAYDO Developments. Here we take a look back at the 2011 NAYDO Conference in Anaheim and reflect on what we learned and what we can bring back to each of our YMCAs that will enable us to be more effective in our development work.

I left the conference filled with excitement about the potential of the YMCA.

We were encouraged by Chip Heath to focus on the bright spots, and those “changes for the better” will happen if we can say, from the depths of our hearts, “We can do this better.”

We were inspired by the humility and grace of Father Gregory Boyle. Through his important message of kinship, he explained that we belong to one another. He added that we should be careful not to misinterpret a call for help to be an interruption in our day.

We were challenged by Dr. Robert K. Ross who said that charity is good, but change is better. He shared a Persian proverb that says if we are bold with our plans, mighty forces will come our way.

And finally, Dr. Milton A. Gordon emphasized the importance of investing in youth and a good education.

Neil Nicoll, President and CEO of the YMCA of the USA, and Scott Haldane, President and CEO of YMCA Canada, presented updates on their strategic plans and the very exciting work their teams are doing with the YMCA brand in North America. As we know, our brand is strong, but not well understood or consistently delivered. An effective implementation of these plans will enable the YMCA to come together as one, cause-driven organization with measurable outcomes that strengthen communities and position us as worthy of increased philanthropic support.

I am grateful for the many volunteers who planned and delivered our conference in Anaheim. These volunteers were led by Paul Andresen and Andy Pierce with the unflappable support of Mary Zoller.

Your NAYDO Council and 2012 NAYDO Conference Committee have already met in Pittsburgh to begin planning next year’s conference. I was most impressed with the city of Pittsburgh – its beautiful river walks, new sports stadiums and impressive mix of old and new architecture. It almost feels like a “little Chicago.” Thanks to Eric Mann and his team in Pittsburgh for hosting this meeting and for taking on leadership of the 2012 NAYDO Conference. Pat Siger and Bill Kunert have put together another great team with some very exciting plans that will unfold in the coming months.



The beautiful city of Pittsburgh and YMCA of Greater Pittsburgh will host NAYDO 2012, the thirty-first annual NAYDO conference on YMCA philanthropy April 25–28, 2012.

Online registration opens August 15  
and hotel reservations are available now.  
Visit [naydo.org](http://naydo.org) for details.

As many of you know, our work in advancing philanthropy is never done, nor is it immune to larger economic and social conditions. Household debt is at an all time high both in Canada and the US, that can’t help but influence a family’s ability to give. Unemployment rates continue to stall the economic recovery that we thought was underway. We have also seen a decline in participation in religion in Canada and the US. This should give us pause as people of faith known for generous giving. Is it any surprise that individual giving in Canada is down more than 10% from its peak in 2007 and flat in the US?

In a recent conversation I had with researcher Penelope Burk, we reflected on the potential of the YMCA to play a more significant role in reversing this giving trend – truly teaching the joys and rewards of giving and family money management. Many would see this as part of the “social responsibility” element of our renewed cause, but on what scale could it be? Perhaps a topic for a future issue?

In the meantime, enjoy this reflective issue of NAYDO Developments. For those of you not able to join us in Anaheim, this is a taste of what took place in our wonderful workshops.

My very best to you and your families this summer.

**Bryan Webber**, Chair  
North American YMCA  
Development Organization

## KEEPING THE "SOCIAL" IN SOCIAL MEDIA



**Lora Dow**  
Vice President  
Donor By Design Group, LLC  
lora@donorbydesign.com

There's no doubt about it. Social media gets buzz. Whether you're an avid user of social media, anxious to tweet the fact that you read this article, or whether you're one of those people who only has a Facebook page because you want to see pictures of your grandkids, it's nearly impossible today not to engage with people online.

While the apps are changing every day, and the popularity of tools comes and goes, one thing remains constant about social media: it's social.

Or at least it's supposed to be.

"You wouldn't just walk into a crowded room and yell 'Sign up now for camp!' or 'Please give to our annual campaign!' over and over again," points out Dave Bell, YMCA of Greater Charlotte. But that's how many organizations use social media. It's all about their promotion, their need, or their registration deadline. It's very one-sided and not all social. If you're the only one doing the talking, how will you know if anyone is listening?

Social media at its best is a give-and-take. It's a place people go to find information, to connect, to be entertained and to share. The way you use social media should be very similar to the way you engage members, donors and the community in person.

**"...for social media to work, you have to give up a little control to get the benefit of meaningful relationships and interaction.**

Hope Caldwell from the YMCA of Greater Fort Worth shared many examples of using fun, even silly, contests to engage members with the YMCA via social media. On the surface, the goal of those contests may have been to increase the number of "fans" of their Facebook page, but the reality was that by competing to get a piece of Y wear or a special space in the parking lot, members were showing their interest in and strengthening their connection to the Y. Plus, they got to share their love of the Y with all of their friends and followers.

Everyone looks at social media through their own filter. Program staff want to fill classes. Development staff are looking for donations. Operations staff wonder how to measure social media engagement.

The most important thing to realize is that you're not in charge of this relationship. Even if you choose not to participate, the conversation is happening around you. You can't always control the message, which can make many staff and volunteers anxious. But for social media to work, you have to give up a little

control to get the benefit of meaningful relationships and interaction.

Kelley Rice of the YMCA of Greater Boston shared a story that illustrates this conundrum. The Boston YMCA was in the process of constructing a beautiful new branch. As part of their communications strategy, they used Twitter and Facebook to share construction updates, show photos of the building as it progressed, introduce the new staff, etc. The excitement about a newly renovated and expanded Y helped build strong followings with a lot of positive back and forth communication. These channels were also used when the members decided that they did not like the way the pool was designed with floor-to-ceiling windows that faced the street.

You can guess what happened. No one wanted to be seen in their bathing suit by passersby and they voiced their concern on Twitter and Facebook.

Through dialogue online and in person, a decision was made to change the windows. Social media didn't create the problem, but it raised the issue before the pool even opened. Had the Y just been blasting out messages and not paying attention to the conversation, they would have missed this important chance to address members' concerns.

So what does this mean for development staff? It means that your social media strategy should be as much about cultivation as it is about asking. Before you worry about how many people will give, consider using social media to:

- Recognize the efforts of a volunteer
- Encourage participation in a community impact survey (and share the results)
- Share a testimonial about your Y
- Link to interesting information and posts from donors and supporters
- Create a contest in which people guess at which numbers most accurately reflect the need in your community and the impact your Y is making.
- Show pictures of your mission in action
- Say thank you

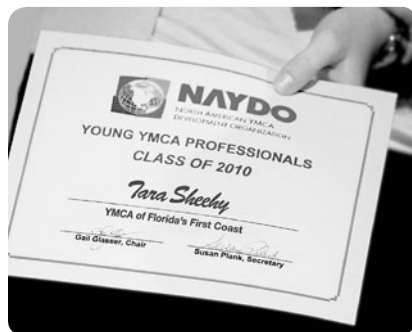
If you've spent time sharing wonderful stories and presenting your case in ways large and small, asking for support won't seem intrusive. You'll have created a relationship, doing your share of giving, before you ask your fans, followers and friends to give back.

**Lora Dow was joined by Dave Bell from the YMCA of Greater Charlotte, Hope Caldwell from the YMCA of Greater Fort Worth and Kelley Rice of the YMCA of Greater Boston in a panel discussion called "Keeping Social Media Social" at the 2011 NAYDO Conference on YMCA Philanthropy in Anaheim.**

## NAYDO YOUNG YMCA PROFESSIONALS

As part of the NAYDO strategic plan, a program for young YMCA professionals was piloted at the 2010 conference in Charlotte with 10 participants and launched with 30 participants in 2011 in Anaheim. The program targets NAYDO members in the Y movement between 21 and 31 years of age. For supervisors, this is a unique opportunity to invest in a young staff member to help them understand and contribute to a culture of philanthropy at your Y.

Here's what two of our NAYDO Young Professionals have to say about their experience:



### Chris Martinez

YMCA of the Triangle (Raleigh NC)  
NAYDO Young YMCA Professionals  
Class of 2010

I worked for the YMCA for well over a decade before I attended my first NAYDO conference. Considering I had been a part of numerous AYP, Springfield College and association conferences, you might assume that I would have felt at ease preparing to attend the 2010 conference in Charlotte. So it was strange when I felt uneasiness beforehand.

I had never really considered myself a fundraiser. Having worked almost exclusively in youth programs, I used the term "development" mostly to describe a child's progress in Y programs. How was I going to fit into this group with whom I perceived myself to have very little in common? The answer came in the form of the NAYDO Young Professionals Program.

At 31, I just made the cut and was excited to find that there would be a group of young professionals that, together, would discover and participate in this new and exciting program. I found a built-in network of folks who had similar experiences, challenges and reservations. Throughout the conference, we discussed what we learned and how we could contribute to future conferences in a meaningful way. Several of us decided to apply to serve as presenters for the 2011 Conference in Anaheim.

The Young Professional's Program allowed me to find my niche in NAYDO. In fact, I felt very comfortable at the conference in Anaheim, feeling as though my presence was a bold statement that NAYDO was investing deeply in building a culture of philanthropy in our movement's up-and-coming leaders. Presenting at the conference opened up doors for me including an opportunity to volunteer for next year's conference. Hopefully my experiences will help pave the way for other young professionals who are unsure of how their YMCA position and experience fit into the "big picture" especially as they relate to Philanthropy and NAYDO.

### Faith Flemming

Fundraising, Community Development and  
Membership Services Manager  
YMCA of Cumberland (Canada)  
NAYDO Young YMCA Professionals  
Class of 2010

Sometimes it's hard to see outside of our little YMCA community bubble. We get so focused on the here and now, the incidents of the day, the scheduling, the problem solving, troubleshooting and deadlines that we can lose sight of the bigger picture. And I assure you; there is a bigger picture. Sometimes, it's just hard to see because we are focusing on the details.

I had the opportunity to be a presenter at the NAYDO conference this past year with a group of my peers. It was a pleasure to work with such an organized, enthusiastic, thoughtful and unique group of individuals. A lot can be learned about one's self through working with others. Our presentation focused on identifying generational tendencies of Generation Y (our up-and-coming Young Professionals) and using engagement as a strategy to buy into our charitable mission.

NAYDO engages young professionals. It has challenged me to become more involved in my YMCA, but also with organizational projects outside of my Y. It has centered and motivated me, updating my learned skills and imparting years of wisdom that I haven't personally invested. The social networking opportunities at NAYDO (structured and unstructured) have proven to be immensely valuable to me. I now have handfuls of contacts across North America that can relate to me and my work with the YMCA. I can contact these wonderful YMCA folks anytime and, no matter how busy they are, they always seem to have time to help.

NAYDO has helped me step back from what I am working on and look at the masterpiece that I – that my YMCA, that our YMCAs, that world YMCAs – have been working on for years. It is a very special feeling to be able to show something that has always been there in a new light. The YMCA is a special place full of special people doing special things – and so, of course, is NAYDO.

I would like to thank everyone who has made my experience such a positive, valuable and memorable one. Your guidance, support and enthusiasm makes a difference every day.



## TEEN LEGACY CLUB AND TEEN NAYDO 2012



**Loy Adkins**

Teen Association Director  
Gaston County Family YMCA  
ladkins@gastonymca.org

**T**een Legacy Club (TLC) is a hands-on philanthropy program provided by the Gaston County Family YMCA in North Carolina in which teens put designated grant funding to use in teen-led community service projects. For 10 years, our Y has been a catalyst for teen leadership programs: nurturing physical development through Leaders Club, encouraging critical thinking through Youth & Government and developing spirit through Christian leadership conferences. However, we felt the opportunity was missing for teens to discover their role in the community on a philanthropic level. TLC service projects create a sense of ownership among TLC members and inspire them to motivate their peers into becoming more involved in their community. In five years, TLC has engaged more than 500 area teens in projects that have changed the lives of thousands of local people.

**“Members of the Teen Legacy Club discover the power of philanthropy first-hand, while learning the basic principles of service.**

Members of the Teen Legacy Club discover the power of philanthropy first-hand, while learning the basic principles of service. Participants soon understand that giving comes in three forms: time, talent and treasure. They share their knowledge of passion for giving with friends by creating innovative service projects. Groups begin by developing a Request for Proposals (RFP) for projects. They present and promote their own RFPs to other groups who take the responsibility for deciding what projects will receive funds. Instead of adults making the disbursement decision, the teens recruit groups to turn in proposals. Club members do the research and manage the interview process, make decisions and provide all follow up. Since teens know best what would succeed within their own peer groups, their management of the projects put resources to the best use.

Perhaps the most important thing about Teen Legacy Club, however, has little to do with what teen members are taught. The true value lies in the culture of philanthropy that they create throughout the process. Each year, the club – which consists of roughly 20 participants – inspires at least 150 additional teens to

serve the greater good. When the world can seem so large, teens are learning that young people can work together to create positive changes in those who surround them.

The commitment that teens must make to the club is relatively small compared to the impact they create. Teens meet once a month for two hours. For a Y, there's little to no cost for running TLC and the foundations for the program have already been mapped out.

During the summer of 2012, the Gaston County Family YMCA will host other TLCs to the Teen NAYDO conference at the YMCA Blue Ridge Assembly in Black Mountain, NC. We are looking forward to learning the results of all TLCs combined efforts and, most importantly, expanding efforts to engage teens in a life-long love of philanthropy and leadership.

### There are three steps to starting a Teen Legacy Club at your Y:

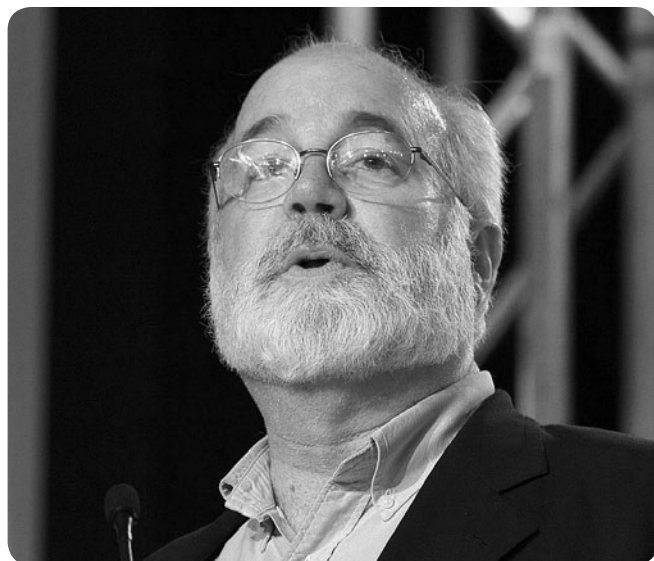
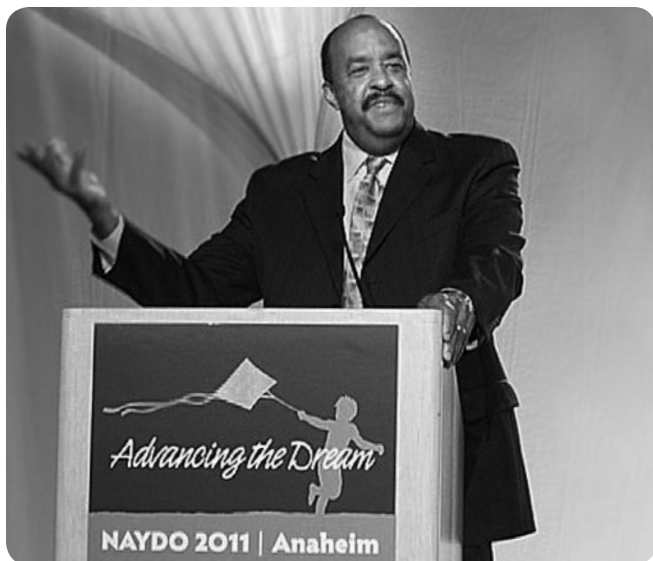
1. Designate funds from a grant, donor, and/or foundation to support project efforts. Our Y designates \$5000 from local grants and donors.
2. Recruit teens. The best recruitment tool is the message that the program only takes up a few hours each month. Our goal is to have representation from all nine high schools in our area and participation from all high school grade levels.
3. Follow the created calendar and agendas which are available for your use from the Gaston County Family YMCA:  
[www.gastonymca.org](http://www.gastonymca.org)

## NAYDO 2011 REVIEW:

# ADVANCING THE DREAM IN ANAHEIM

The thirtieth annual NAYDO conference on YMCA Philanthropy in Anaheim this past April 27–30 was a sellout success with over 1300 people at the event. Here are a few captured moments including pictured on the right from the top: NAYDO chair Bryan Webber and conference co-chairs Andy Pierce, CFRE and Paul Andresen.







## NAYDO 2011 REVIEW: COMMUNICATIONS AWARDS

### CRITERIA

- Each entry must have been used in the previous 18 months (June 2009–November 2010)
- The entry must possess a distinctive caliber of excellence in its own right.
- The piece must support a financial development effort and have demonstrated measurable success.
- The communication must inspire a gift from the target audience.
- The piece's design should be clean, easy to read or hear, attractive, easy to follow and make good use of color.
- The entry's imagery should evoke emotion and portray the Y's mission and goals.
- The piece's cost must be perceived as reasonable relative to the development goal and resources of the YMCA – both in terms of total and per piece cost.
- Audiovisual pieces must capture the audience's attention in the first few minutes.
- Audiovisual pieces must be well scripted with a focus on the case.
- All entries must follow national YMCA graphic standards applicable to the country. These standards are available at [www.naydo.org](http://www.naydo.org).

### CATEGORIES

#### Print

Annual Report  
Annual Support Campaign  
Capital Campaign  
Endowment/Planned Giving  
General Case Interpretation  
Donor Cultivation

#### Audiovisual

Annual Support Campaign  
Capital Campaign  
Public Service Announcement  
General Case Interpretation  
General Donor Cultivation  
Web Site

## 2011 PRINT AWARDS

### ANNUAL REPORT



#### GREATER THAN \$50 MILLION BUDGET

YMCA of Greater Toronto  
Contact: Jamie Slater  
[jamie.slater@ymcagta.org](mailto:jamie.slater@ymcagta.org)



#### GREATER THAN \$50 MILLION BUDGET

YMCA of Greater Houston  
Contact: Ann Herlocher  
[ann.herlocher@ymcahouston.org](mailto:ann.herlocher@ymcahouston.org)



#### \$25 TO \$50 MILLION BUDGET

YMCA of Greater Richmond  
Contact: Valerie Callahan  
[callahanv@ymcarichmond.org](mailto:callahanv@ymcarichmond.org)



#### \$10 TO \$25 MILLION BUDGET

Grupo YMCA Ciudad de Mexico  
Contact: Manuel Agustin Camarena Ocampo  
[manuelcamarena@ymcacdmex.org.mx](mailto:manuelcamarena@ymcacdmex.org.mx)



#### LESS THAN \$2 MILLION BUDGET

YMCA of the Prairies  
Contact: Kristine Jacobson  
[kjacobson@ymcaoftheprairie.org](mailto:kjacobson@ymcaoftheprairie.org)

## 2011 PRINT AWARDS

### ANNUAL SUPPORT CAMPAIGN



#### GREATER THAN \$50 MILLION BUDGET

YMCA of the Triangle Area  
Contact: Brad Davis  
[brad.davis@ymcatriangle.org](mailto:brad.davis@ymcatriangle.org)



#### \$10 TO \$25 MILLION BUDGET

YMCA of Greater Oklahoma City  
Contact: Dena Drabek  
[ddrabek@ymcaokc.org](mailto:ddrabek@ymcaokc.org)



#### \$10 TO \$25 MILLION BUDGET

Freedom Valley YMCA  
Contact: Tasha Dougherty  
[tdougherty@fvymca.org](mailto:tdougherty@fvymca.org)

### CAPITAL CAMPAIGN



#### \$25 TO \$50 MILLION BUDGET

YMCA of Kitchener-Waterloo  
Contact: Faye Bulloch  
[fbulloch@ckwymca.ca](mailto:fbulloch@ckwymca.ca)

### ENDOWMENT/PLANNED GIVING



#### GREATER THAN \$50 MILLION BUDGET

YMCA of Silicon Valley  
Contact: Judy Hayner  
[jhayner@ymcasv.org](mailto:jhayner@ymcasv.org)



## 2011 PRINT AWARDS

### GENERAL CASE INTERPRETATION



#### GREATER THAN \$50 MILLION BUDGET

YMCA of Metropolitan Atlanta  
Contact: Courtney Severson  
courtneys@ymcaatlanta.org



#### \$25 TO \$50 MILLION BUDGET

Greater Wichita YMCA  
Contact: Shelly Conrady  
shelly@wichitaymca.org

### DONOR CULTIVATION



#### GREATER THAN \$50 MILLION BUDGET

YMCA of Greater Toronto  
Contact: Jamie Slater  
jamie.slater@ymcagta.org

## 2011 AUDIOVISUAL AWARDS

### ANNUAL SUPPORT CAMPAIGN

#### GREATER THAN \$50 MILLION BUDGET

YMCA of the Triangle Area  
Contact: Brad Davis  
brad.davis@ymcatriangle.org

#### \$25 TO \$50 MILLION BUDGET

YMCA of Pierce and Kitsap Counties  
Contact: Michelle LaRue  
mlarue@ymcapkc.org

#### \$25 TO \$50 MILLION BUDGET

YMCA of Simcoe-Muskoka  
Contact: Jeanette Heywood  
jeanette\_heywood@Ymca.ca

#### \$10 TO \$25 MILLION BUDGET

YMCA of Broward County  
Contact: Shea Ciriago  
sciriago@ymcabroward.org

#### \$2 TO \$10 MILLION BUDGET

Greater Burlington YMCA  
Contact: Jane Dunbar  
jdunbar@gbymca.org

### CAPITAL CAMPAIGN

#### \$10 TO \$25 MILLION BUDGET

Grupo YMCA Ciudad de Mexico  
Contact: Manuel Agustin Camarena Ocampo  
manuelcamarena@ymcacdmex.org.mx

### WEB SITE

#### \$10 TO \$25 MILLION BUDGET

Anaheim Family YMCA  
Contact: John Guastaferro  
johnng@anaheimymca.org

### PUBLIC SERVICE ANNOUNCEMENT

#### GREATER THAN \$50 MILLION BUDGET

YMCA of Greater Vancouver  
Contact: Signi Solmundson  
signi.solmundson@vanymca.org

#### \$10 TO \$25 MILLION BUDGET

YMCA of Broward County  
Contact: Shea Ciriago  
sciriago@ymcabroward.org

## 2011 AUDIOVISUAL AWARDS

### GENERAL CASE INTERPRETATION

#### \$25 TO \$50 MILLION BUDGET

YMCA of the Rockies  
Contact: Courtney Hill  
chill@ymcarockies.org

#### \$10 TO \$25 MILLION BUDGET

McGaw YMCA  
Contact: Brian Worrall  
brianworrall@mcgawymca.org

#### 2 TO \$10 MILLION BUDGET

Chapel Hill-Carrboro YMCA  
Contact: Drew Smith  
dsmith@chcymca.org

### DONOR CULTIVATION

#### GREATER THAN \$50 MILLION BUDGET

YMCA of Metropolitan Los Angeles  
Contact: Jennifer Mau  
jennifermau@ymcala.org

#### \$10 TO \$25 MILLION BUDGET

Somerset Hills YMCA  
Contact: Vicki Baum  
vbaum@somersetillsymca.org

## **NAYDO 2011 REVIEW: EXCELLENCE IN FUNDRAISING EAGLE AWARDS**

Since 1986 the Excellence in Fundraising Eagle Award has been presented annually to both YMCA professionals and most recently YMCA associations that have demonstrated outstanding achievements in YMCA financial development. Visit [www.naydo.org](http://www.naydo.org) to view the videos that tell their award-winning stories.



### **2011 EAGLE AWARD WINNERS**

#### **YMCA of Silicon Valley San Jose, California**

Accepting the award: CVO John Baird, CEO  
Kathy Riggins, CDO Robb Hermanson

#### **YMCA of the Prairie Holdrege, Nebraska**

Accepting the award: Branch Executive  
Kristine Jacobson, CEO Jeff Morgan, Past  
Board Chair Rod Streff, Board Member  
Robert McCormick



## NAYDO WEBINAR

Free to NAYDO members  
Sponsored by Blackbaud

**TIM SANDERS**

**"Friendraising to Fundraising: Making the Connection Through Social Media"**

September 28, 2011

12:00 noon — 1:00 pm Central time

Register online at [www.naydo.org](http://www.naydo.org) beginning August 15, 2011

YMCA staff and volunteers are familiar with the concept of relationship building in relation to philanthropy. This webinar will focus on how the use of today's social media tools can take YMCA fundraising to a new level. Tim Sanders, bestselling author, former Yahoo! executive, 2010 NAYDO Conference Opening Keynote and 2011 special guest will lead this webinar.

Non-members can contact [info@naydo.org](mailto:info@naydo.org) to learn how to participate.



continued from the cover

## ENSURING THE GIFT

8. Write out in advance all the reasons your probable donor may try to put you off. Practice how to respond.
9. When you make the visit, go in pairs.
10. Call on your best probable donors first.
11. Establish rapport in your early moments with the probable donor.
12. It is essential that you probe for concerns. Ask them questions. Listen.
13. Convey the benefit to the donor. It has to be a "win-win" for the Y and the donor.
14. Remember: It's not about money and it's not about the Y. It's all about the mission, the people who are served and where lives are touched.
15. Use words such as: "I would like you to consider a gift of . . ." when you're finally ready to ask for the gift.
16. Don't let objections rattle you. They are your best friends. Probe for concerns.
17. Get a commitment to something before leaving, either the gift or a new date for a visit.

I finish. I ask the board member if this helps. He says he's still uneasy. "But I'm going to try. I think I can do it. Will you go with me to make the call?"

I explain that I won't, but there's a cracker-jack staff member who's a wiz at asking. She'll go with you.

They made the call and he got the gift.

Jerry Panas is a regular presenter at NAYDO conferences. His firm, Jerold Panas, Linzy & Partners, has worked with 700 YMCAs.

## JOIN US IN PITTSBURGH FOR NAYDO 2012

**Conference Registration Opens August 15, 2011**

Register online at [naydo.org](http://naydo.org) or call 504 464 7845. Fees include all meals and staff save an extra \$20 if paid in full by October 31, 2011. Share this with anyone who is not a NAYDO member—they can join and take advantage of the lowest Member Only rate.

### Hotel Reservations Are Open Now

Visit [naydo.org](http://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**  
Phone 412 281 3700  
\$195 single or double plus 14% tax

### NAYDO 2012 Registration Fees

Registration Period:	Members Only Aug. 15–Oct. 31	Early Bird Nov. 1–Dec. 2	Regular Dec. 3–Jan. 31, 2012
NAYDO Member: Staff	\$515*	\$565	\$615
NAYDO Member: Volunteer	\$465	\$485	\$505
Non-Member: Staff	n/a	\$765	\$815
Non-Member: Volunteer	n/a	\$535	\$605
Spouse or Guest	\$295	\$295	\$295

**\*Pay In Full Reward:** Staff who register and pay in full with one payment by October 31, 2011 qualify for a reduced fee of \$495

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**NORTH AMERICAN YMCA  
DEVELOPMENT ORGANIZATION**

21 Chateau Trianon  
Kenner Louisiana 70065

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



We build strong kids,  
strong families,  
strong communities.



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

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.

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