

**NAYDO**  
**WEBINAR**



**DB** **DBD Group**

**From Emergency to Emerging:  
YMCA Fundraising for the Next Phase**

**May 1, 2020**

**Learn more at  
[dbd.group/uncertainty](https://dbd.group/uncertainty)**



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# LET'S REVIEW

- Who is in your tent?
  - Around the campfire?
- First pivot of your emergency case

# WHO'S IN YOUR TENT?



# PIVOT #1: EMERGENCY CASE

## Emergency Needs

- Child Care
- Food
- Senior Isolation
- Staff Care

## Highly Focused

- 2-3 pillars



# WHAT WE LEARNED SO FAR

- A **focused case** works
- Donors will give to **emergency cases**
- Our **members** are generous
- Our communities **value the work** the Y is doing to respond to the crisis
- There is a **greater awareness for our cause**



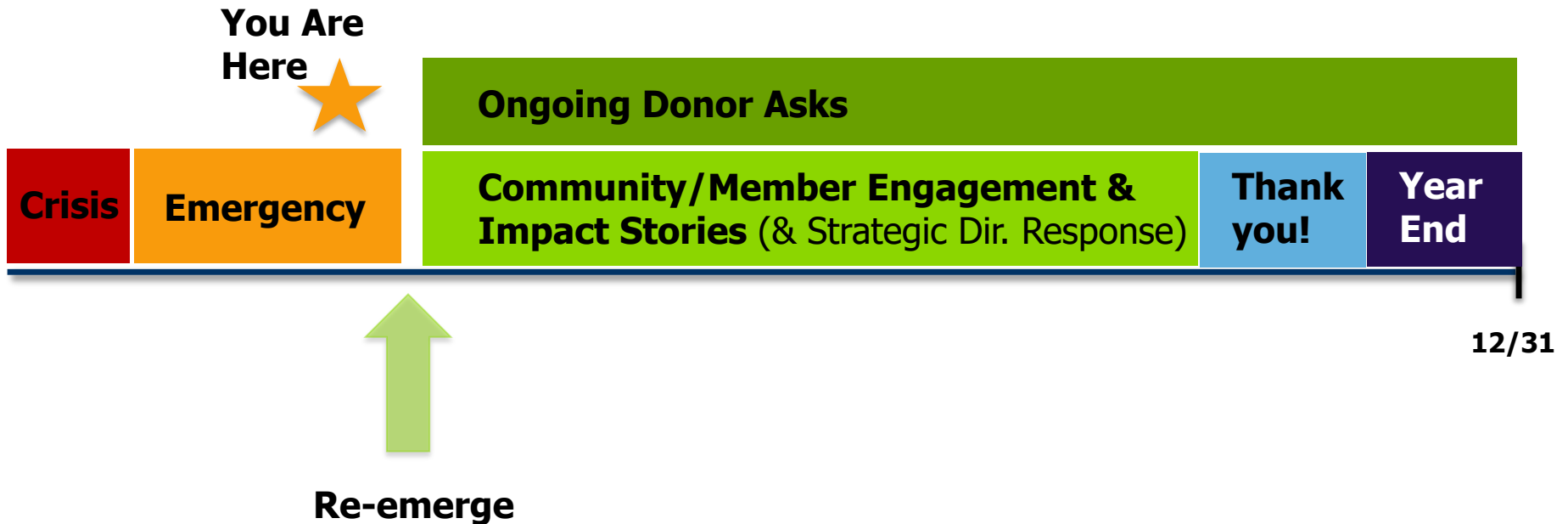
# NAVIGATING THE NEXT PIVOT







# FROM CRISIS TO YEAR END





# TO DO

1. Continue to talk to those in the tent/around the fire
2. Re-think your plan - be ready to plan in sprints
3. Get mail/e-mail lists ready

# YOUR EMERGING CASE



# PIVOT #2: EMERGING CASE



**Combat Learning Loss**



**Increased Financial Assistance**



**Mental Health**



**Summer Camp**

**Choose 2-3  
Tell your BETTER story  
(not your WHOLE story)**



**Food to Vulnerable  
Kids and Families**



**Community Collaborations**



**Other**

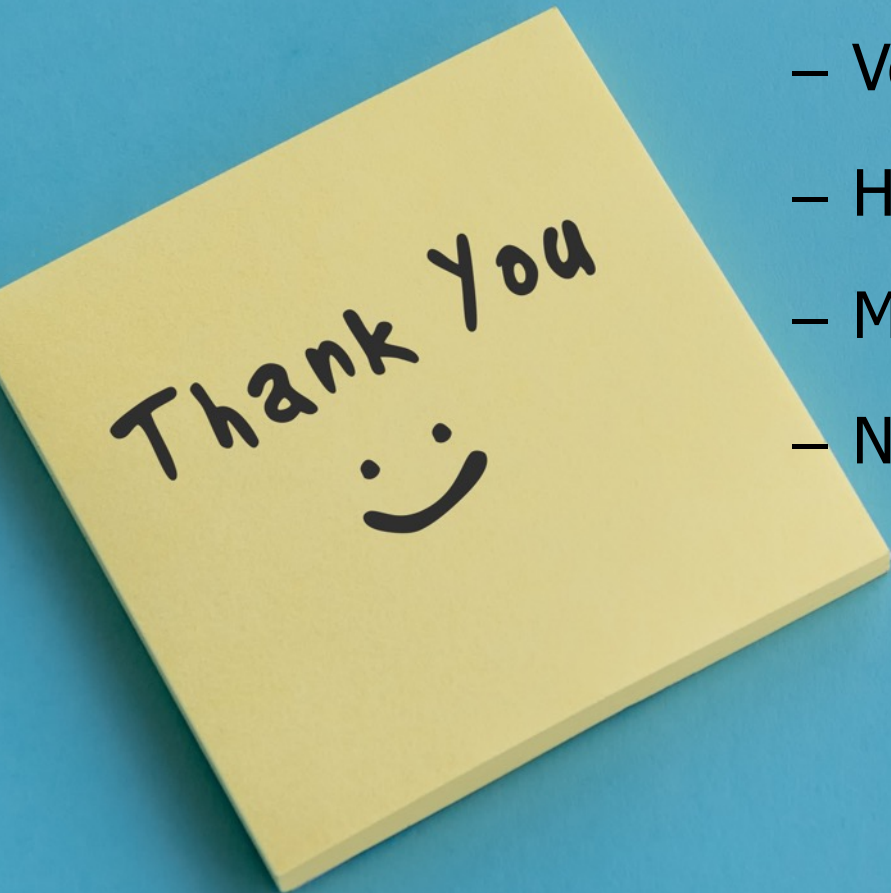


# TO DO

1. Work with team to identify emerging programs/services
2. Create a concise, simple, focused case (3 most compelling points)

# RADICAL STEWARDSHIP

- Especially your **brand new member donors!**
  - Let others speak on your behalf
    - Volunteers
    - Hospital CEO
    - Mayor
    - Nurse whose child was in your care



**Feeling grateful is good.  
Sharing gratitude is better.**



# WHAT DOES YEAR-END LOOK LIKE?

- Assess Summer/Early Fall at your Y and in your community



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
Stewardship						21
Stewardship						28
29	30	1	2	3	4	5
6	7	8	9	10	11	12



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	YE Giving				18	19
20	YE Giving				25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9





# TO DO

1. What is the impact you want to share?
2. Gather photos, stories and impact numbers now
3. Identify who can speak on your behalf

**LOOK AT ALL YOU'VE  
ACCOMPLISHED**



# YOUR TO-DO LIST

1. Continue to talk to those in the tent/around the fire
2. Re-think your plan - be ready to plan in sprints
3. Get mail/e-mail lists ready
4. Work with team to identify emerging programs/services
5. Create a concise, simple, focused case (3 most compelling points)
6. What is the impact you want to share?
7. Gather photos, stories and impact numbers now
8. Identify who can speak on your behalf



# More Resources

- [dbd.group/podcasts](http://dbd.group/podcasts)
  - **New Podcast:** The New Shape of Philanthropy  
An interview with Julie Sistrunk  
CDO of YMCA of Middle Tennessee
  - Also: Rethinking Financial Strategies, Pivoting Your Case, Major Gifts Conversations, etc.
- [dbd.group/uncertainty](http://dbd.group/uncertainty)
  - Sample Communications
  - Blogs
  - Previous Webinars
  - Free Advice Request. Just Ask!





**DBD Group**

**We're here  
to help!**

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