



**NAYDO
WEBINAR**

DBD Group

Radical Stewardship
June 5, 2020

Visit us at dbd.group



Robyn Furness-Fallin



Bruce Berglund



Jan Brogdon



Jon Simons



WHAT WE LEARNED SO FAR

- Annual Giving for 2020 needs to **adapt** to the changing environment.
- Fundraising dollars are **critically important** for helping finish out the year.
- A **focused case** works.
- 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.**





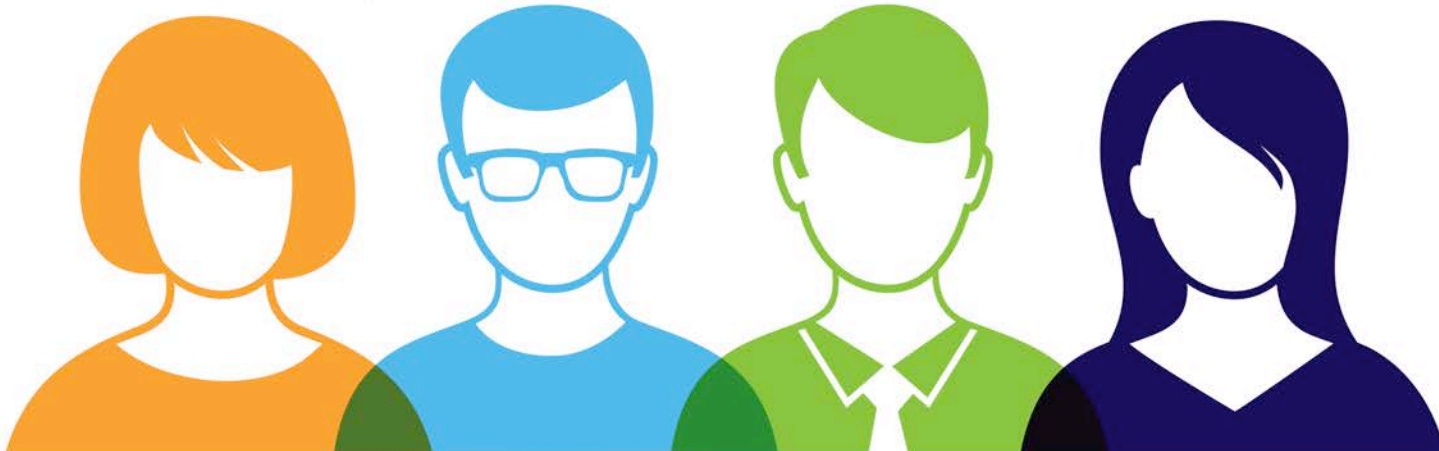
LEARNINGS FROM THE PAST

Organizations that pulled back and stopped soliciting after 9/11 and the 2008 recession took *years* to recover from their losses.

Organizations that continued to solicit their donors with messages of need and impact emerged stronger and healthier.

GivingTuesdayNow (2020): Donors gave \$503MM, just shy of the \$511MM given on December 2019's Giving Tuesday. Donors will give AGAIN.







STAYING CONNECTED

- Don't stop calling
- Share your plan. Ask for advice.
- The new face-to-face: ZOOM!
- Face-to-face...at a distance
- Short video (i.e. ThankView)
- Handwritten note from CEO
- Get volunteers involved





TO DO

Relationships Matter

1. Continue to call your friends in the tent.
2. Share your plan. Ask for advice.
3. Activate other voices. Cut through the clutter.

WHO STAYED WITH YOU?





**MEMBERSHIP /
COMMUNITY-SERVING
ORGANIZATION**



THANK THEM!

- Authentically.
- Equip Frontline staff to welcome them back.
- Special giveaway/recognition.
- Returning member videos & instructions.
- Use screens, hallways, signage, app, website to THANK & share impact.
- Re-think standard acknowledgement letters, receipts, and online gift messages.

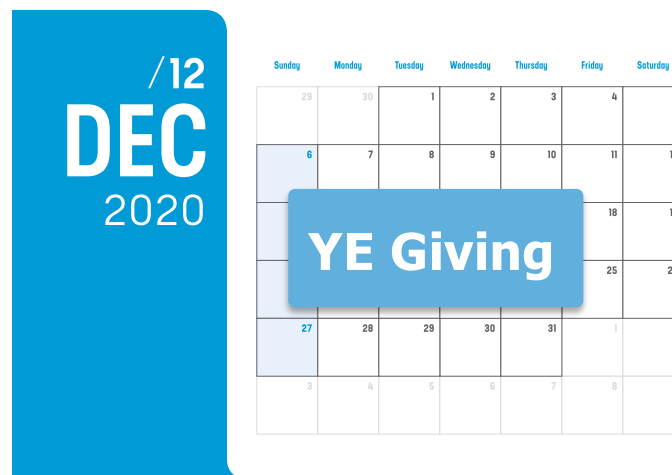
ASK THEM.

- Why did they stay?
- What matters to them?
- What does the Y mean to them?
To the community?
- How are you prepared to invite people to “staywithyou” again? Social responsibility membership.



THINKING AHEAD

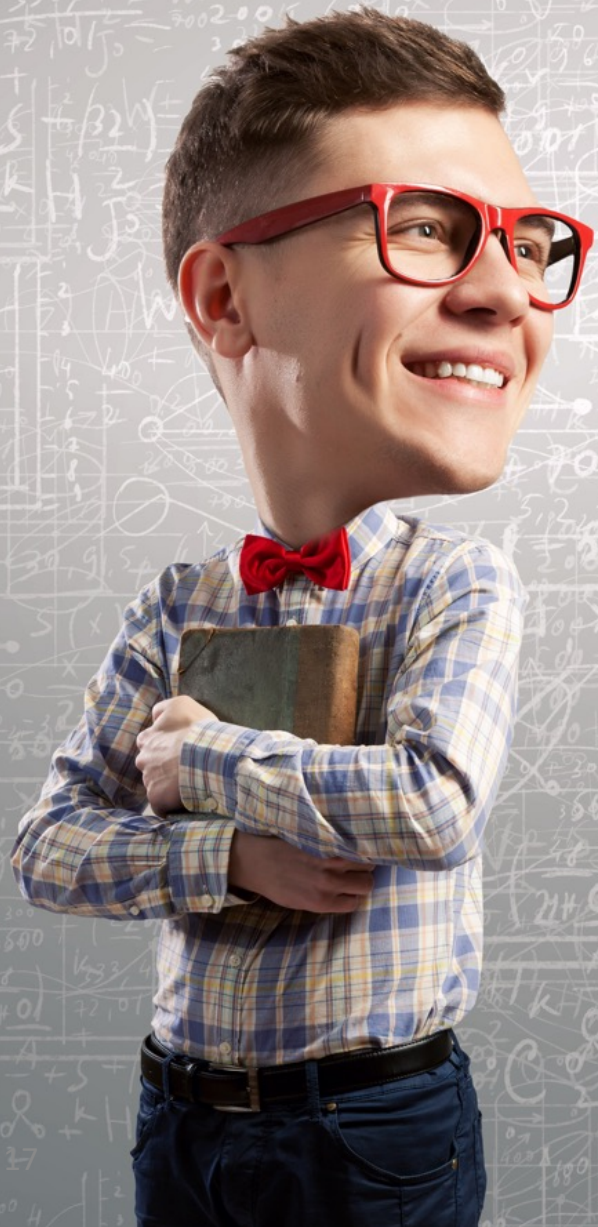
- Clean and segment data
- How are you creatively and radically thanking donors?
- What story do you want to tell?
- Extend stewardship into the community





TO DO

1. Help staff integrate “thank you” into “welcome back.”
2. Ask your members what matters to them.
3. Share stories of impact everywhere.
4. Don’t stop!
5. One clear voice as a community-serving organization.



Donors *enjoy* recognition, but they *require* information.

Show them what they've done.



GATEWAY REGION YMCA COVID-19 RESPONSE: BY THE NUMBERS

- 9 EMERGENCY CHILD CARE LOCATIONS
- 224 CHILDREN SERVED AT EMERGENCY CHILD CARE
- HOURS OF VIRTUAL GROUP EX AND ENGAGEMENT OPPORTUNITIES
- 1,200 VIRTUAL CLASS PARTICIPANTS
- SENIORS CONTACTED FOR WELLNESS CHECKS
- 45 TEENS ENGAGED THROUGH ONLINE GROUPS AND ACTIVITIES
- 20 BRANCHES COLLECTED FOOD FOR THE ST. LOUIS AREA FOOD BANKS
- DISTRIBUTED TO KIDS IN O'FALLON IL; 200 MEALS PER DAY FOR SCHOOL KIDS IN MARION COUNTY
- OPEN THROUGH BLOOD DRIVES
- 70 CAMPUS Y STUDENTS PROVIDED ONLINE HOMEWORK HELP
- 55 HOURS OF VIRTUAL SERVICE THROUGH THE UNITED WAY VOLUNTEER PORTAL
- \$279,336 DONATED TO THE Y FOR COVID RESPONSE EFFORTS
- ADMITTED TO STAY WITH MEMBERSHIP DUES. VALUE \$424,138.25
- FREE AWESOME FITNESS INSTRUCTORS WERE BUSY MAKING 60 LUNCHES FOR FIRST RESPONDERS AND 1500+ MASKS

Like Page

YMCA of the Suncoast
4 hrs

Meet Ethan. His mom works in a senior living facility and for the last nine weeks, he has been in the Y's Essential Care program while his mom helps our community through this crisis. It was because of contributions from members and donors like you who Stayed With Us that the Y was able to provide a safe place for him.

Now more than ever, we need your help to continue our work in Summer Programs so kids like Ethan can stay happy and safe. Through a generous \$50,000 dollar-for-dollar match from our volunteer Board members and a Champion donor, your donation can make double the impact for a total of \$100,000 today!

HELP the Y HELP Ethan and his family by donating TODAY!

<https://www.ymcasuncoast.org/give-summer-program>

dbd.group/finishstrong



YOUR EMERGING CASE



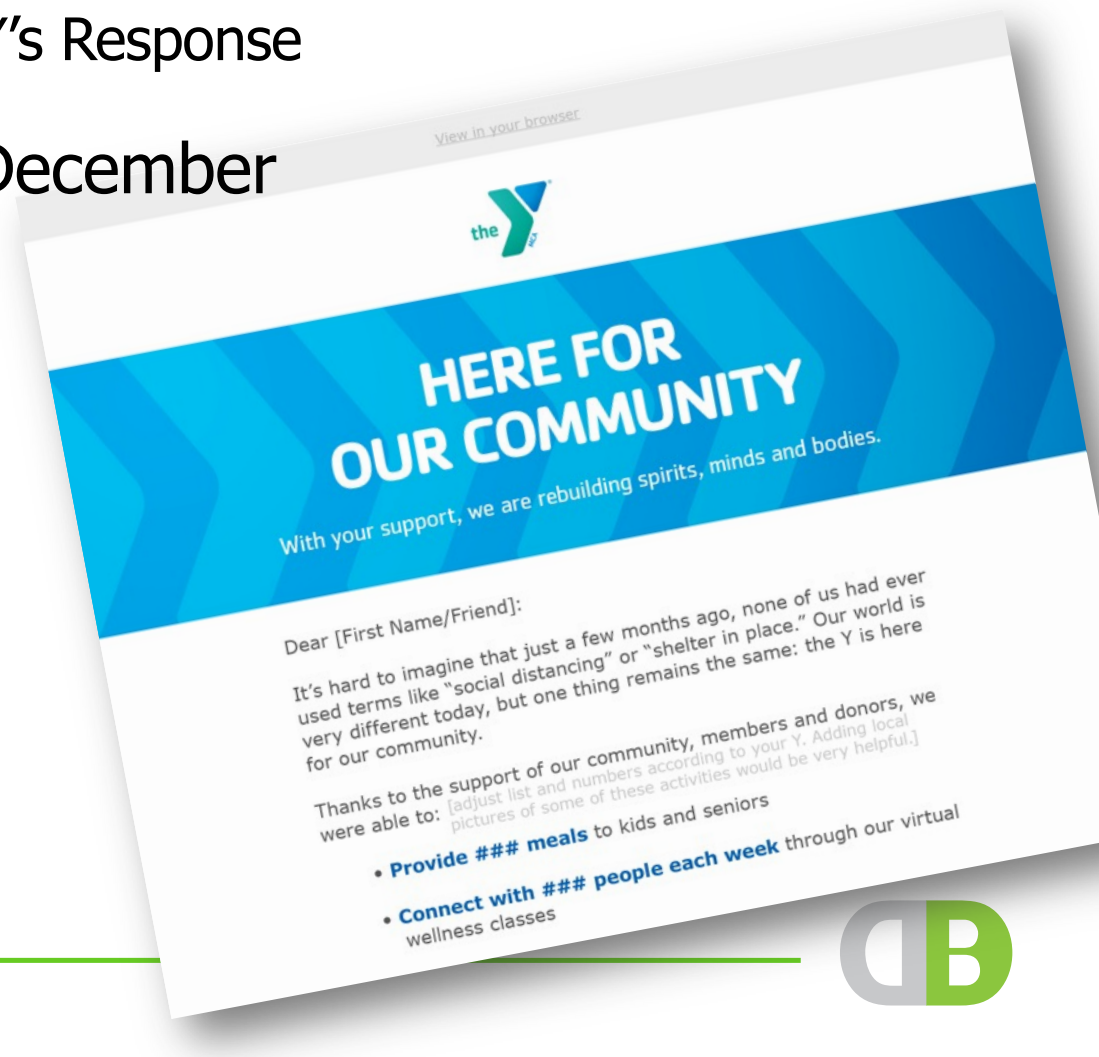
TAP INTO OTHER VOICES

- Create stewardship sub-committee
- Key community leaders - quotes
- Turn campaign volunteers into social media ambassadors
- Encourage members to post/talk about what the Y means to them



STAY IN TOUCH

- Focus on key element of your emerging case
 - Community Need/Your Y's Response
- Goal: 3 between now-December
- Social media, website, e-communications, President's message



VIRTUAL TOURS





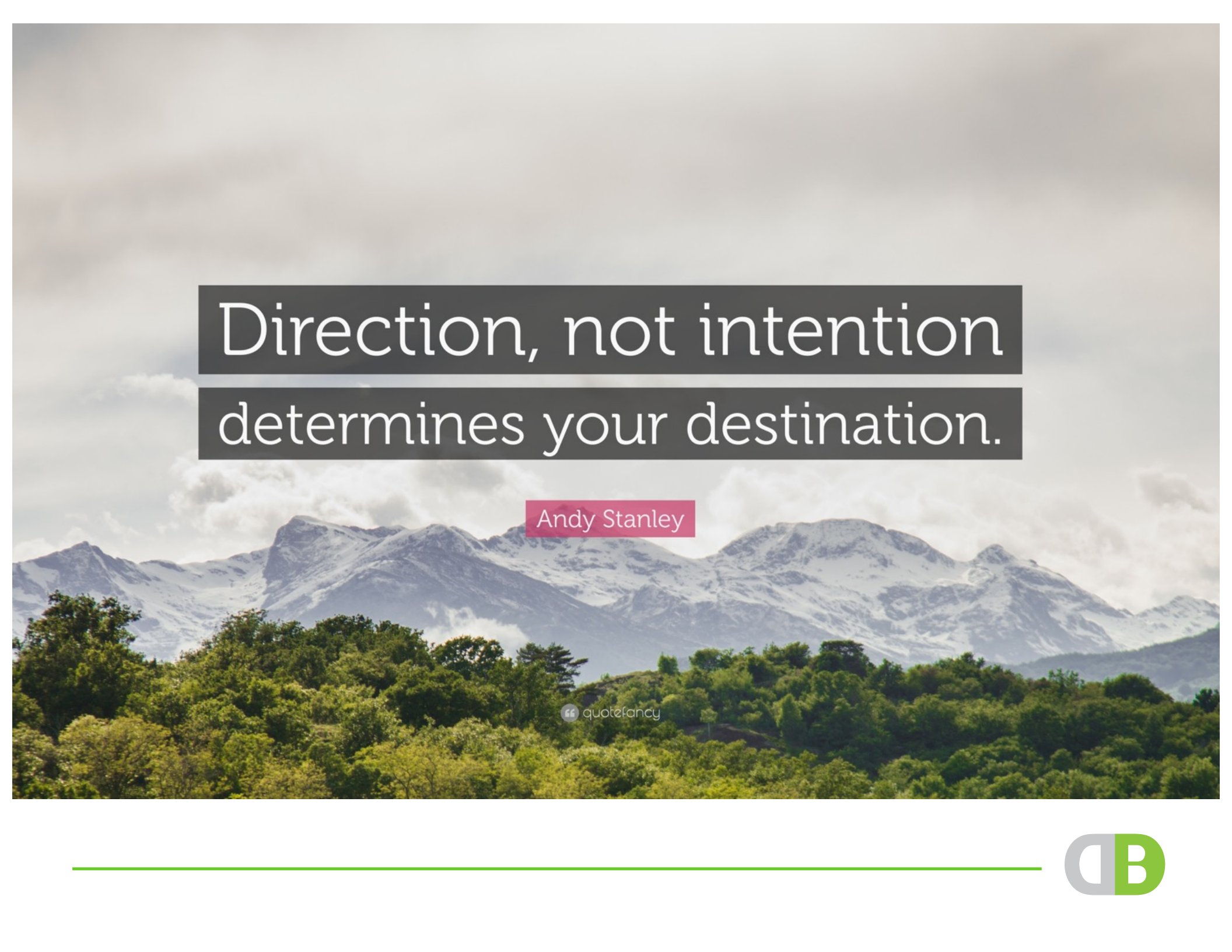
TO DO

1. Share impact and stories. Do it differently than before.
2. E-communications: continue to share your story.
3. Activate other voices.
4. Make this your way of work.

YOUR TO-DO LIST

1. Continue to call your friends in the tent
2. Share your plan. Ask for advice.
3. Activate other voices. Cut through the clutter.
4. Help staff integrate “thank you” into “welcome back.”
5. Ask your members what matters to them.
6. Share stories of impact everywhere.
7. Don’t stop!
8. One clear voice as a community-serving organization.
9. Share impact and stories. Do it differently than before.
10. E-communications: continue to share your story.
11. Activate other voices.
12. Make this your way of work.





Direction, not intention
determines your destination.

Andy Stanley

quote fancy



The background features a light blue gradient. On the left side, there are several ropes of different colors: two yellow ropes at the top, a purple rope at the bottom, and a blue rope extending horizontally across the middle. The ropes are knotted together, with an orange knot on the left and a blue knot in the center.

NAYDO

+

DBD Group



TIME



RESOURCES



A PLAN



Virtual Annual Giving Academy

A road map to support YMCA fundraising for the remainder of 2020

- Access to a DBD Group sharing site, monthly content, and a virtual learning community
- **Focus on Major Gifts, Radical Stewardship, Annual Giving**
- Monthly recorded webinar, customizable, step-by-step financial development plan, live monthly Q&A with DBD, online discussion forum and helpline



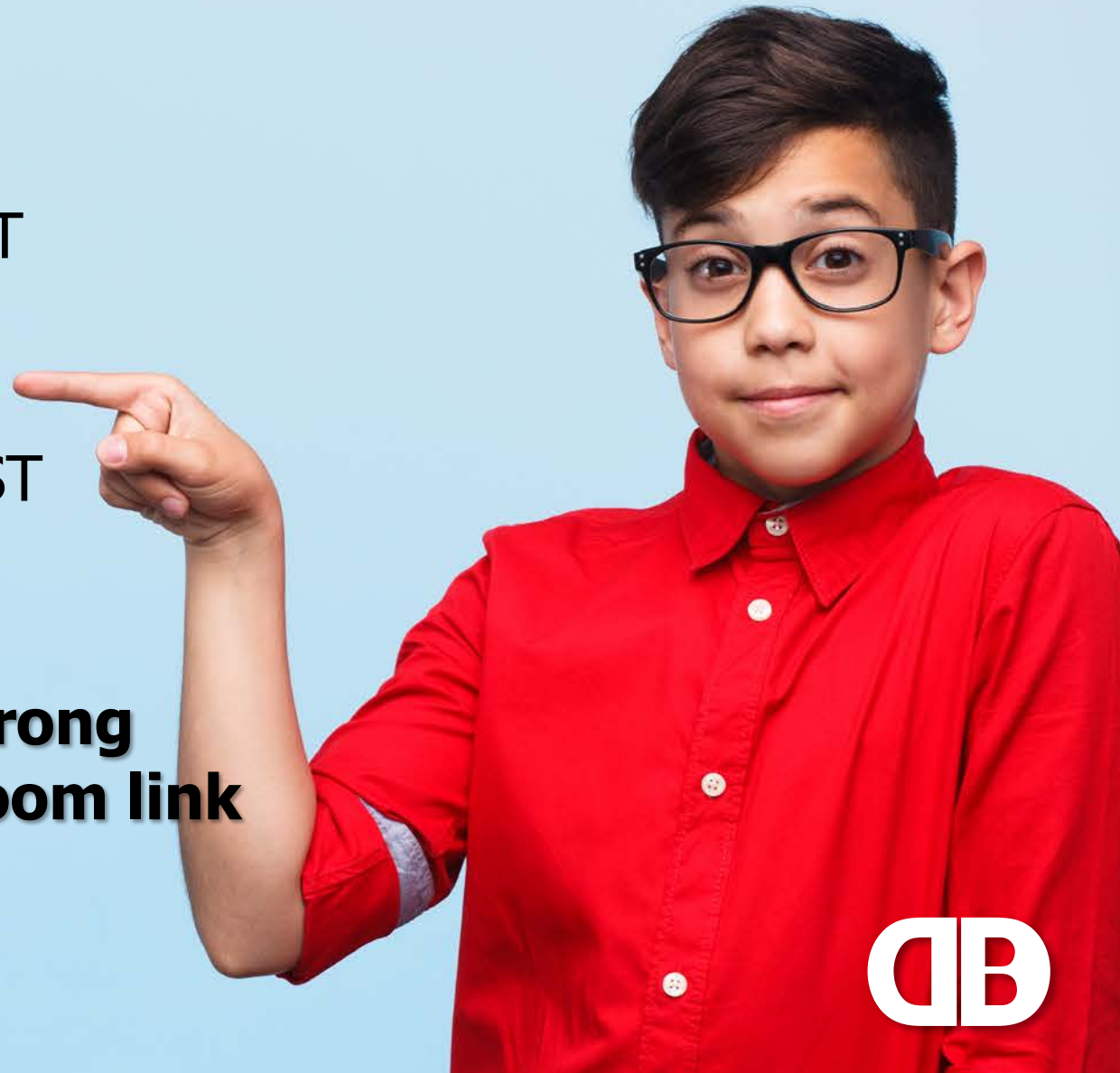
Your participation in the DBD Virtual Annual Giving Academy supports NAYDO, an organization committed to inspiring and strengthening the philanthropic culture of the YMCA.

\$300/month thru Dec.
(\$1,800 total investment)

WANT TO KNOW MORE? LIVE Q&A SESSIONS

- June 8, 2 pm EST
- June 11, 11 am EST
- June 16, 4 pm EST
- June 19, 11 am EST

**dbd.group/finishstrong
to register & get Zoom link**



A male runner in a grey t-shirt and dark shorts is captured in motion, crossing a red finish line banner. The banner has the word 'FINISH' repeated in white capital letters. The background shows a large stadium with tiered seating under a clear blue sky. A bright sun flare is visible on the left side of the image.

NAYDO
WEBINAR

dbd.group/finishstrong

DBD Group

