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NAYDO

The North American YMCA Development Organization, in partnership with YMCA of the USA, YMCA Canada and YMCA Mexico, inspires and strengthens the philanthropic culture of the YMCA.

**2019 NAYDO IMPACT MEASUREMENT – The Impact of NAYDO**

Your feedback is essential for NAYDO to assess how the conference and the organization inspires and strengthens the philanthropic culture of your Y.

One way to do this is to bring your conference delegation (volunteers and staff) together to talk about your NAYDO experience, what was learned and how you will implement it in your Y. If you were the only representative from your Y who attended the conference, take a moment to write down your takeaways, then develop a plan to act on them this year. What are you putting into practice at your Y? How has NAYDO helped you improve your philanthropy? Also, please let us know where NAYDO could do more.

Your Y's Association membership contact will receive a link to a short, online survey (questions below) immediately after the conference. Different from the conference evaluation, this information will provide NAYDO with the impact the conference is making on local Ys. A NAYDO representative will follow-up with you in 3-6 months to check on your progress. In the future, we’ll share your successes with other NAYDO members.

**Win a 2020 Conference Registration and Three Nights Lodging!** Submit the online survey (or hard copy) to the NAYDO Office **by Friday, May 3, 2019**, and you will be entered into a drawing for a free 2020 Conference Registration, including three nights lodging at the conference hotel. The winner will be drawn at the June NAYDO Council Meeting and announced by email June 17.

If you have questions, please contact Kristen Obaranec at [kristen.obaranec@gmail.com](mailto:kristen.obaranec@gmail.com) or 404-593-7920, as Pam is transitioning into a new position with a local Y in Red Bank, New Jersey.

We look forward to hearing from you and wish you continued success with your philanthropic work.

On behalf of the NAYDO Council,

Kristen Obaranec, CFRE, APR

NAYDO Interim Year-Round Learning Coordinator

2019 NAYDO Impact Measurement

Survey Questions (link to online version sent immediately after the conference)

1. In which areas did you have educational takeaways from the conference that your Y plans to use in 2019:

\_\_Annual Support

\_\_Capital Development

\_\_Major and Planned Gifts

\_\_Board Development

\_\_Fundraising Volunteer Development

\_\_Marketing and Communicating Philanthropic Messages

\_\_Philanthropy in General

\_\_Other

(Optional) Please explain:

1. From those areas you marked in #1, which **2** areas are the most important to your YMCA’s fundraising strategy in 2019?
2. Based on the 2 areas you identified in # 2, provide 3–5 measurable goals (examples below) that your Y plans to implement in 2019.

Goal 1:

Goal 2:

Goal 3:

Goal 4:

Goal 5:

Examples of Goals (for reference only)

Goal: Increase by X% the number of member donors

Goal: Increase donor retention by X%

Goal: Incorporate X # of philanthropic messages in social media each month

Goal: Achieve 100% board participation in annual support campaign

Goal: Conduct X # of Lunch & Learn events around Planned Giving

1. Please tell us about the impact NAYDO has had on your YMCA fundraising efforts.
2. What more can NAYDO do to help you and your team be more successful in your development efforts?
3. Contact (1 per YMCA) for follow-up on progress towards goals at your YMCA: (**required**)

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Preferred Phone (\_\_\_\_\_\_) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_