



NAYDO
North American YMCA
Development Organization

NAYDO NETWORK

**WELCOME TO STAFF NEW TO
YMCA DEVELOPMENT**

October 17, 2023

WHO ARE WE?

PAM HAVLICK HEARN, CFRE

NAYDO Council Member and Chief Development Officer
YMCA OF GREATER MONMOUTH COUNTY
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NAYDO Conference Committee and Director of Development
YMCA of FREDERICTON
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**THANK YOU,
SCORE SPORTS!**

WELCOME!

AGENDA

1. WELCOME & TODAY'S PURPOSE
2. CULTURE OF PHILANTHROPY ASSESSMENT
3. HOT TOPICS
4. NAYDO RESOURCES
5. Q&A

PURPOSE OF NAYDO NETWORKS

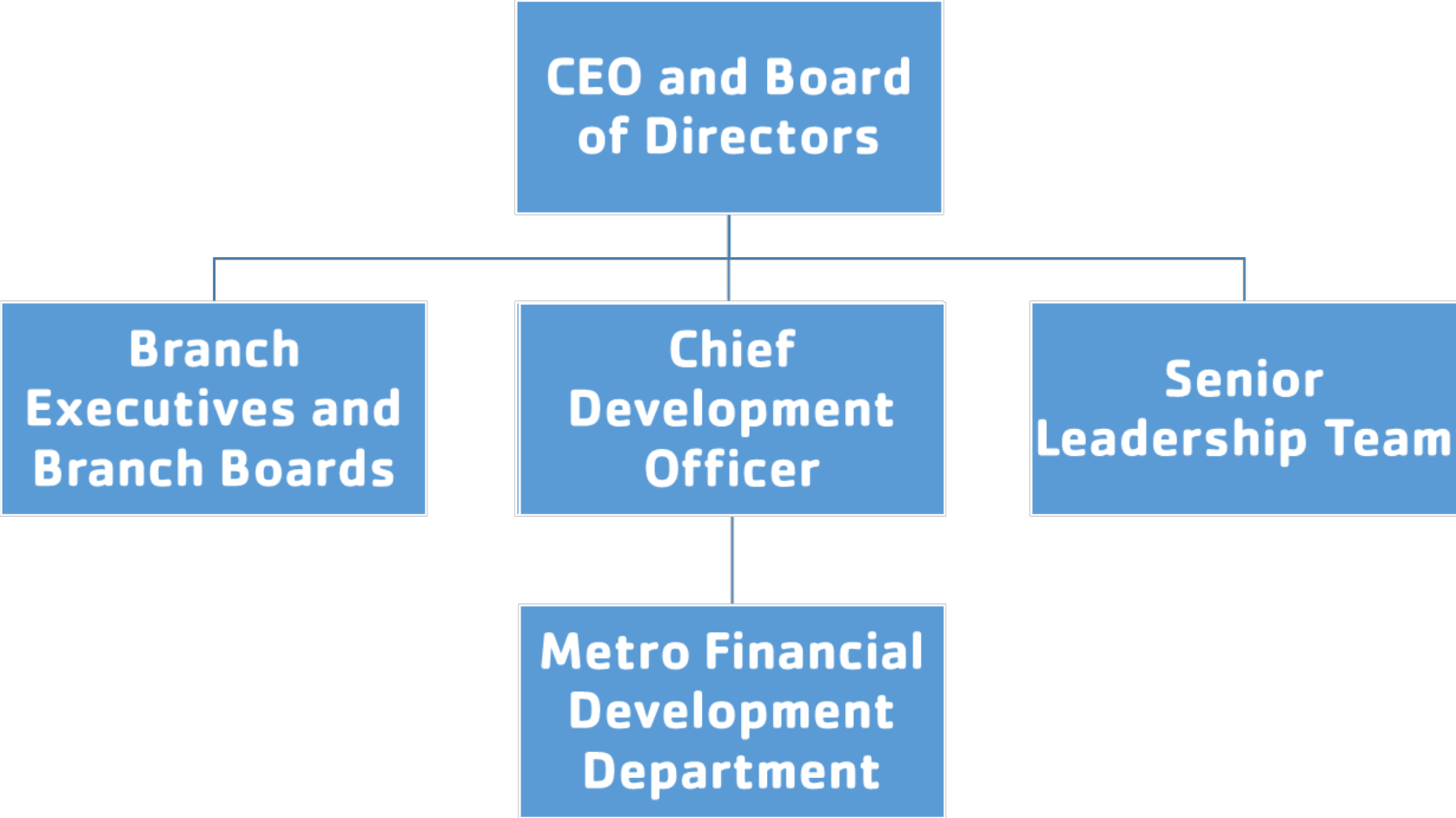
Year-Round Networking Sessions for the 2023-2024 NAYDO year, each network has at least 3 activities with most including a kickoff orientation event in the fall, a pre-conference and a post-conference learning opportunity which might be a:

- Network specific webinar
- Q&A session
- Network sessions at the annual conference
- Hot Topics session or
- What the network decides would be most helpful

WHO ARE YOU?

TIPS TO BUILD SUCCESS

MANAGING UP, DOWN & AROUND



TIPS FROM FUND DEVELOPMENT COLLEAGUES

- Be respectful of the culture and people
- Listen first
- Build trust
- Challenge assumptions (with a smile)
- Don't be scared of sacred cows
- Impact what you can
- Gain credibility
- Assume the best
- Be visible in your local Ys

LET'S TALK CULTURE

CONDITIONS THAT DEVELOP, SUPPORT, AND MAINTAIN A HEALTHY CULTURE OF PHILANTHROPY¹

Leadership is committed, aligned, and personally involved in fundraising.

All levels of the organization are involved and held responsible for relationship building.

Everyone (across all positions) promotes philanthropy and can articulate the case for giving.

Financial Development is viewed and valued as a mission-aligned program of the organization and adequately resourced for success.

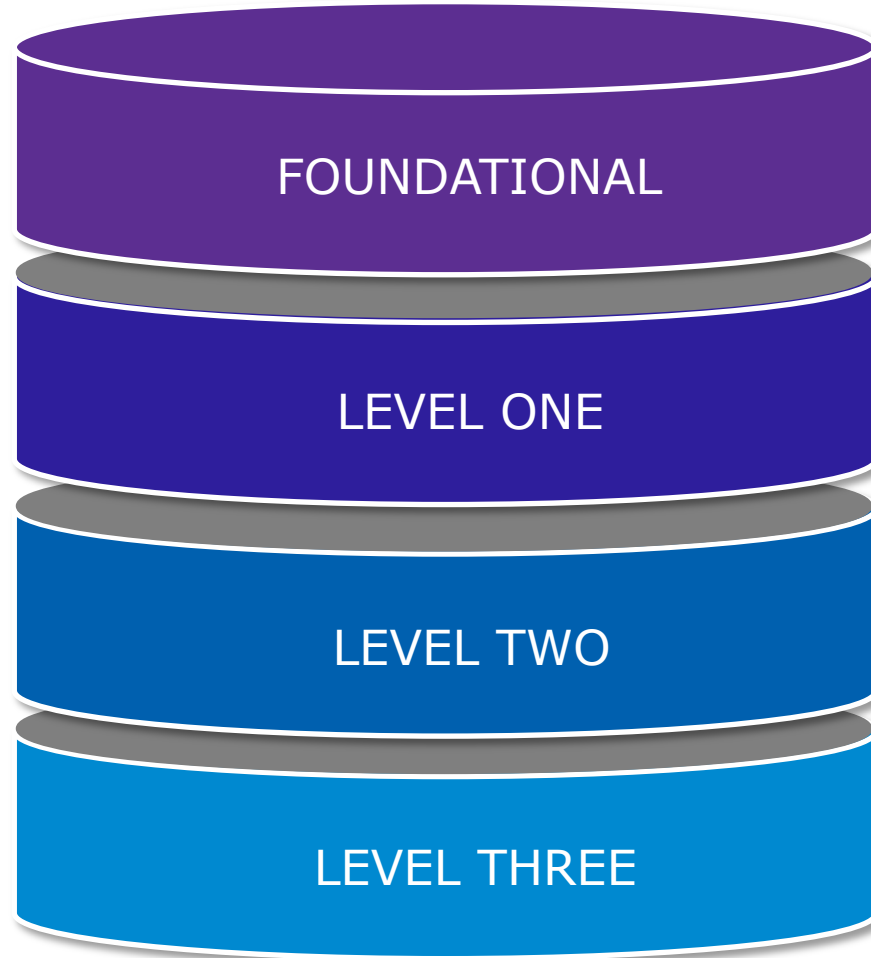
Organizational systems are established to support donors having a positive experience.

Philanthropy program has a strategic long-term focus with measurable goals.

¹Conditions are adapted from the definition of a Culture of Philanthropy from Bell, Jeanne and Marla Cornelius, *UnderDeveloped: A National Study of Challenges Facing Nonprofit Fundraising* (San Francisco, CA: CompassPoint Nonprofit Services and the Evelyn and Walter Haas, Jr. Fund, 2013).

BENCHMARK PRACTICES

TO BUILD A HEALTHY CULTURE OF PHILANTHROPY



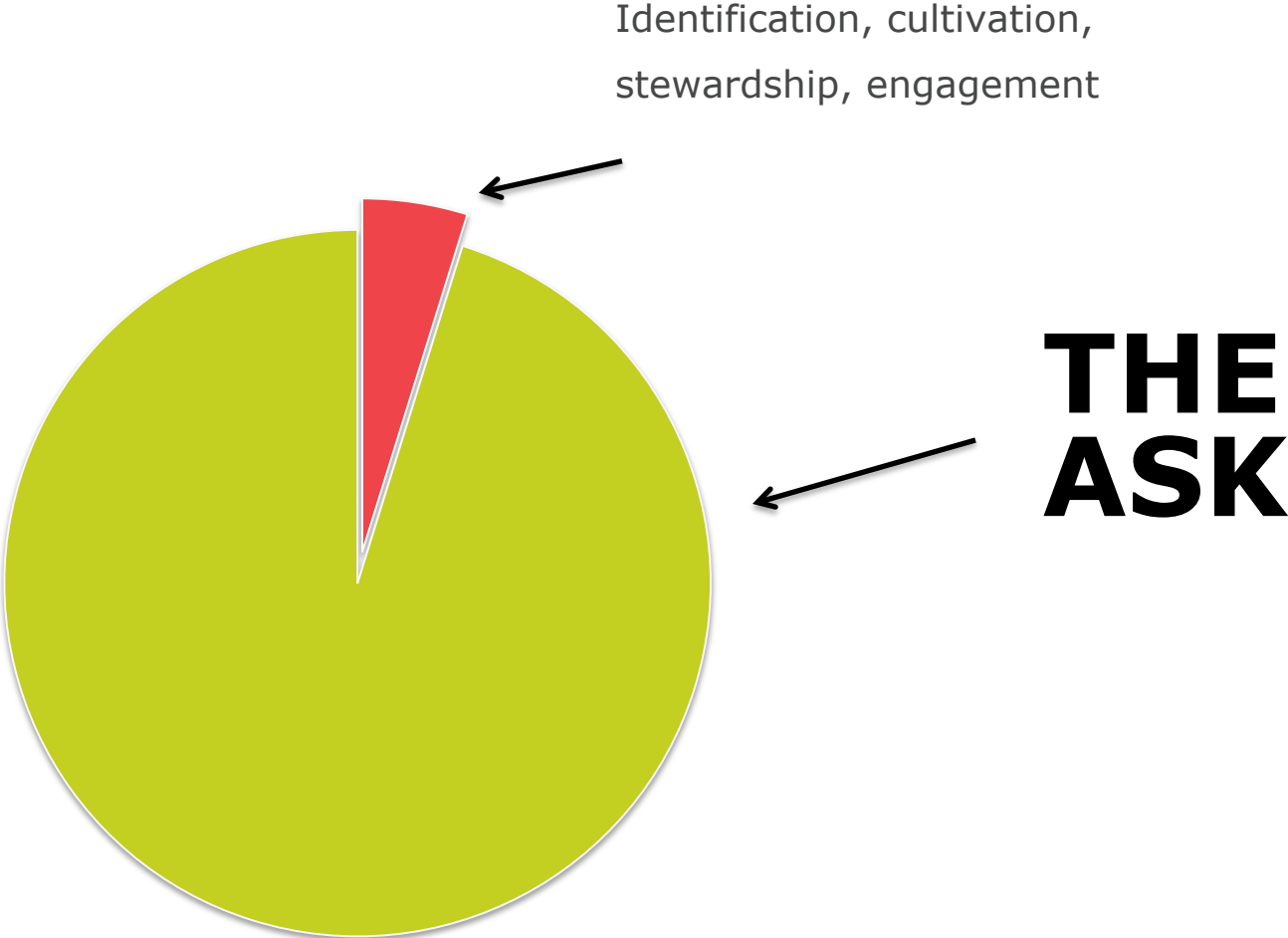
FOUNDATIONAL:
Practices all Ys
should put in place.

LEVELS ONE-THREE:
Each level adds practices
as Ys works to sustain and
deepen their culture of
philanthropy.

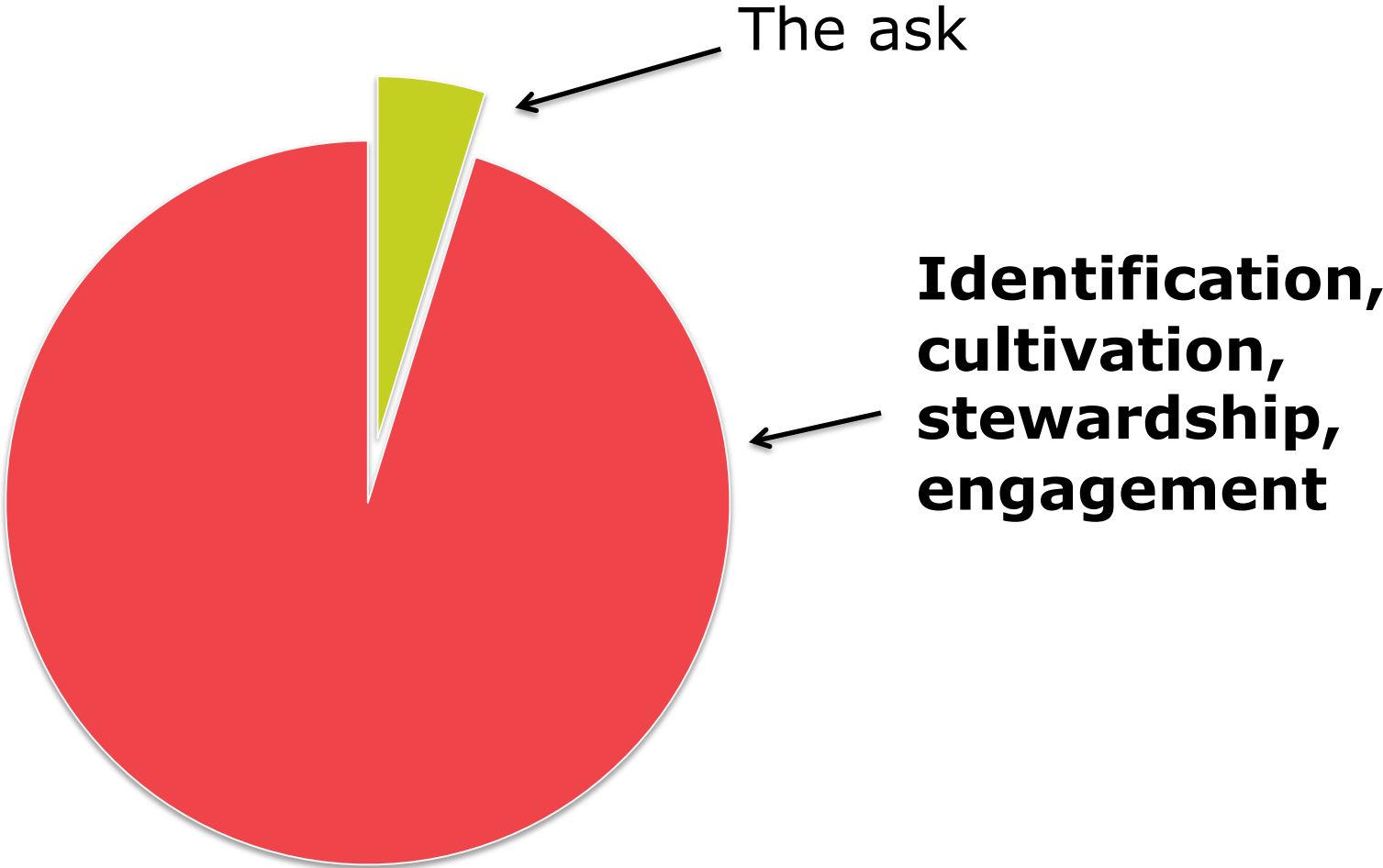
STEPS IN THE GIFT CYCLE

1. Identification of Prospects
2. Cultivation and Involvement
3. Ask for Support
4. Acknowledgement/Stewardship
5. Engagement/Renewal

WHAT MOST PEOPLE THINK THE GIFT CYCLE LOOKS LIKE:



WHAT THE GIFT CYCLE ACTUALLY LOOKS LIKE:



HOT TOPICS

1. What are your year-end ideas & plans?
2. What are your strengths and weaknesses in fundraising?
3. What about the Y lights your fire?

RESOURCES AVAILABLE AS A NAYDO MEMBER

CDO Mentoring Program - contact Kristen Obaranec, NAYDO:
kristenobaranec@naydo.org

NAYDO – www.naydo.org

Y-USA Link – link.ymca.net - Financial Development / International

YMCA Canada – Mary Williams (she/her), Senior VP, Funds Development
mary.williams@ymca.ca

Financial Development Affiliate Groups

YNAN

Small & Midsize Y Network

State Alliances/Regional Centres

AFP and CFRE

Q&A



THANK YOU

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