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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.

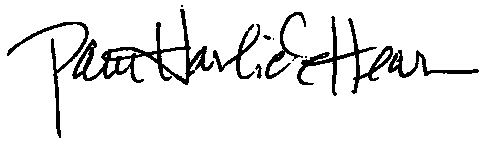
2018 NAYDO Impact Measurement

The Impact of NAYDO

Once again, NAYDO needs your help to continue assessing how our conference and organization was helping to move the needle on inspiring and strengthening the philanthropic culture of your Y. We encourage you to bring your conference delegation (volunteers and staff) together to talk about your NAYDO experience, what was learned and how it can be implemented in your Y. If you were the only representative from your Y, take a moment to write down your takeaways and develop a plan to act on them in the near future.

We’d like to hear what you are putting into practice at your Y and how NAYDO has helped you improve your philanthropy. We’d also like to know where you think NAYDO can do more. Immediately after the conference, your Ys Association membership contact will be sent a link to a short, online form (questions listed on reverse). A NAYDO representative will follow-up with you in 3-6 months to check on your progress. Different from the conference evaluation, it will provide NAYDO with the impact the conference is making on local Ys. In the future, we’ll share your success with other NAYDO members.

We look forward to what you tell us and wish you continued success with your philanthropic work.



Pam Havlick Hearn, CFRE

NAYDO Membership & Education Director

On behalf of the NAYDO Council

**Win a 2019 Conference Registration and Three Nights Lodging!**

Submit your survey online or by hard copy to the NAYDO Office by May 18, 2018 and be entered in a drawing for a free 2019 Conference Registration including three nights lodging at the conference hotel.

Winner will be drawn at the June 14-15 Council Meeting and announced by email June 18.

2018 NAYDO Impact Measurement

Survey Questions (online version available, please contact the NAYDO Office)

1. In which of the following areas did you have educational takeaways from the conference that your Y plans to use in 2018:

\_\_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 2018?
2. Based on the 2 areas you identified in # 2, provide 3 – 5 measurable goals (examples below) that your Y plans to implement in 2018.

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 experience success 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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Preferred Phone (\_\_\_\_\_\_) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_