RIDE THE WAVE OF KNOWLEDGE

At the 2017 NAYDO Conference in San Diego, transformative keynote speakers, compelling educational sessions and unbeatable networking opportunities will leave you awash in the experience to inspire and strengthen the philanthropic culture of your YMCA.

Minutes from San Diego International Airport, our San Diego Marriott Marquis & Marina location ensures you’ll never be bored. Resting on San Diego Bay, the luxury hotel has a 466 slip marina, rentals and water activities.

San Diego’s long range forecast calls for motivation, enthusiasm and vision.

Bright blue skies illuminate solutions.

Light and variable winds carry in creative ideas.

Ceiling and visibility are unlimited.

Radar shows clear days will give way to lively nights with a chance of powerful brainstorms.

Surf conditions are ideal for a SEA OF SUPPORT.
DISCOVER SAN DIEGO

And while you are here, discover why San Diego is nicknamed “America’s Finest City.”
A Mediterranean climate and friendly locals create a welcoming vibe all its own.

Attractions such as Balboa Park, Cabrillo National Monument, LEGOLAND California, San Diego Zoo, San Diego Zoo Safari Park and SeaWorld San Diego provide endless fun for all ages.

AND WITHIN WALKING DISTANCE...

The Gaslamp Quarter – a cosmopolitan playground of fine dining, craft cocktails, live theatre, music and dancing.

Seaport Village – a treasure of over 80 one-of-a-kind shops, restaurants and even a historic carousel.

Harbor Sightseeing Cruises – aboard the Hornblower.

USS Midway Museum – moored and open to public.

Whether you are looking to stroll along the harbor, jump on and off the Old Town Trolley Tour, rent a bike and explore the embarcadero or visit the Kansas City Barbeque (filming location for scenes in Top Gun) – it’s all at your fingertips.

See you at NAYDO 2017!

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Thursday April 27, 12:00–2:00 pm
THURSDAY LUNCHEON
Sponsor: Daxko

RAVING FAN DONORS
Dr. Ken Blanchard | The Ken Blanchard Companies

Dr. Ken Blanchard has accomplished much since his days as a regular Y kid experiencing a variety of programs at the New Rochelle YMCA in New York. From a very early age he recognized the important role the Y can play in the lives of kids and families. Throughout his adult life, he has had a passion to turn every leader into a servant leader. Ken Blanchard shares his insightful and powerful message with audiences around the world through speeches, consulting services and bestselling books. Universally characterized by his friends, colleagues and clients as one of the most influential and compassionate leadership experts in the world, Ken is respected for his lifetime of groundbreaking research and thought leadership. In fact, few people have influenced day-to-day management of people and companies more than Ken Blanchard.

When Ken speaks, he speaks from the heart with warmth and humor. No matter how large the audience, he is able to communicate with each person as if he were talking one on one. Ken is a sophisticated storyteller with a knack for making the seemingly complex easy to understand. In the past three decades he has authored or coauthored 60 books, including his iconic 1982 classic, The One Minute Manager, coauthored with Spencer Johnson and still on bestseller lists today. His groundbreaking works – including Raving Fans, The Secret and Leading at a Higher Level – have been translated into more than 42 languages. In 2005, Ken was inducted into Amazon’s Hall of Fame as one of the top 25 best selling authors of all time. Born in New Jersey and raised in New York, Ken received his master’s degree from Colgate University and his bachelor’s and doctorate degrees from Cornell University. Ken has had an influential relationship with the YMCA of San Diego County over many years; serving as a mentor, guide and thought leader on how to run an outstanding Y by empowering leaders to change lives. Ken thrives on effecting transformational experiences and is excited to share his thoughts on creating Raving Fan Donors which has the potential to revolutionize the YMCA giving experience. Visit kenblanchard.com to learn more about Dr. Blanchard.

Thursday April 27, 6:30–8:30 pm
EAGLE AWARDS BANQUET
Sponsor: Aire Fitness

AT THE Y: ALL KIDS THRIVE
Jonathan Mooney | President, Project Eye-To-Eye

Jonathan Mooney is a dyslexic writer and activist who did not learn to read until he was 12 years old. When his teachers decided Jonathan needed special education because he could not follow directions, sit still or read well, he feared he’d lost his chance to be a regular kid. Suddenly he was “not normal.” Suddenly he was a short-bus rider destined to travel a harder road, a distinction that screamed out his “difference” to a hostile world. Along with other kids facing similar challenges, he was denigrated daily. He almost lost hope. But there was one place where Jonathan wasn’t labeled or different. A place where due to the generosity of others, he had the opportunity to become an outstanding member of the soccer team – truly excelling at something. The Westchester YMCA in Los Angeles was Jonathan’s outlet and a place where being a regular kid was an amazing gift. Eventually, Jonathan shocked the skeptics, graduating from Brown University with honors and a degree in English Literature. However, he could never shake the voice that insisted he would always be “less than.” So he hit the road on an epic journey across the United States in a short bus.

Jonathan is Founder and President of Project Eye-To-Eye, a mentoring and advocacy non-profit organization for students with learning differences. Project Eye-To-Eye currently has 20 chapters in 13 states working with over 3,000 students, parents and educators nationwide. He is also an accomplished author and has established himself as one of the foremost leaders in learning disabilities and attention deficit hyperactivity disorder (LD/ADHD) and alternative education. Learning Outside the Lines (now in its 14th printing) was published when he was 23. His second book, The Short Bus: A Journey Beyond Normal is a memoir that has been lauded as “a heartfelt rebuke to the rigid definitions of normality” by Kirkus Review.

Jonathan believes the YMCA plays a critical role in supporting all kids to find acceptance and success. At the Y: All Kids Thrive.
Friday April 28, 12:30–2:00 pm

COMMUNICATIONS AWARDS LUNCHEON

RECOGNIZING AND PROMOTING EXCELLENCE

Communicating our cause is central to the success of the YMCA. NAYDO is committed to recognizing and sharing communications excellence globally across the YMCA movement. Each year, YMCAs of every size, with any level of fundraising goal are encouraged to participate in the annual NAYDO Communications Awards Contest. Learn from the best, take home ideas for increased and improved communications and add to the philanthropic culture of your YMCA.

PREVIEW OF NAYDO 2018

The YMCA of Greater New Orleans and the Dryades YMCA are proud to come together to host NAYDO 2018 in New Orleans. Join your colleagues for a Culture of Giving at the New Orleans Hilton Riverside which is walking distance to the French Quarter and overlooks the mighty Mississippi River. The conference schedule will be moved up a day with the opening reception taking place on Tuesday afternoon, culminating with the final party on Thursday evening. We hope you will extend your stay in New Orleans after the conference to attend the first weekend of the world famous New Orleans Jazz and Heritage Festival. Stay tuned for a sneak peak of your New Orleans experience during the Friday luncheon; hotel reservations will be available for the 2018 Conference at that time.

If you want to serve on the 2018 Planning Committee, contact the NAYDO Office now or join the 2018 Conference Meeting onsite in San Diego, Friday morning 8:00–8:45 am.

NAYDO AWARDS

EXCELLENCE IN FUNDRAISING EAGLE AWARDS

The 2017 Excellence in Fundraising Eagle Awards will be presented at the Thursday evening banquet. The Eagle Awards are presented to YMCA Associations that have demonstrated outstanding achievement in YMCA financial development. Be inspired by short videos about the 2017 winners that demonstrate how philanthropy, when integrated into all aspects of a YMCA’s culture, can position a Y as a leading charitable cause. YMCAs of all sizes that show a commitment to fundraising, best practices and success in annual, capital and endowment efforts are encouraged to apply.

New in 2017: YMCAs that won the Eagle Award prior to 2012 are eligible to apply again. Criteria and nomination forms are at naydo.org. Deadline is December 5, 2016.

COMMUNICATIONS AWARDS

The 2017 Communications Awards will be presented at the Friday luncheon. We recognize that communicating the Y cause requires a strategic and intentional plan, coupled with a suite of well-executed communication materials and a commitment to measuring success. With that in mind, YMCAs are encouraged to submit their work in one of three categories:

• Strategic Communications Campaign
• Digital Media Engagement
• Philanthropic Communications Showcase

Online entry form and criteria are at naydo.org. Entry deadline is December 5, 2016.
**TUESDAY APRIL 25**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Sponsor</th>
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<tbody>
<tr>
<td>4:00–6:00 pm</td>
<td>Registration/Information Center Open for Early Arrivals</td>
<td>Arthur J. Gallagher Risk Management Services</td>
</tr>
<tr>
<td>4:00–6:00 pm</td>
<td>Host Y Hospitality Center Open</td>
<td>Life Fitness</td>
</tr>
<tr>
<td>5:30–8:30 pm</td>
<td>Tuesday Early Arrivals Dinner Groups</td>
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<tr>
<td>7:00–9:00 pm</td>
<td>NAYDO Council Meeting</td>
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**WEDNESDAY APRIL 26**

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<tr>
<th>Time</th>
<th>Event</th>
<th>Sponsor</th>
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<tbody>
<tr>
<td>7:00 am–7:00 pm</td>
<td>Registration/Information Center Open</td>
<td>Arthur J. Gallagher Risk Management Services</td>
</tr>
<tr>
<td>7:00 am–4:00 pm</td>
<td>Welcome Center Open for New Attendees</td>
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<tr>
<td>7:00 am–7:00 pm</td>
<td>Host Y Hospitality Center Open</td>
<td>Life Fitness</td>
</tr>
<tr>
<td>7:00 am–3:30 pm</td>
<td>NAYDO Precor Golf Open at Torrey Pines Golf Course</td>
<td>Precor</td>
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**PRECONFERENCE TOURS** | See page 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Tour</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am–12:30 pm</td>
<td>YMCA Impact Tour A: YMCA’s Reborn! (Hard Hats, Fresh Paint, an Express Y)</td>
<td></td>
</tr>
<tr>
<td>9:15 am–3:30 pm</td>
<td>YMCA Impact Tour B: Camp Surf Includes lunch</td>
<td>CampMinder</td>
</tr>
<tr>
<td>10:45 am–3:30 pm</td>
<td>YMCA Impact Tour C: Copley-Price, Mission Valley Ys &amp; Y Skate Park Includes lunch</td>
<td>Total Gym, Copley-Price Family YMCA, Mission Valley YMCA, Krause Family Skate &amp; Bike Park</td>
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**PRECONFERENCE SESSIONS** | See page 9

<table>
<thead>
<tr>
<th>Time</th>
<th>Workshop</th>
<th>Sponsor</th>
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<tbody>
<tr>
<td>8:00 am–4:30 pm</td>
<td>YMCA Capital Readiness &amp; Planning Workshop Includes lunch</td>
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<tr>
<td>9:15 am–11:15 am</td>
<td>Annual Campaign Fundamentals: Bringing Your Case to Life for Donor and Community Appeal</td>
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<tr>
<td>9:15 am–11:15 am</td>
<td>Fundamentals of a Strong Endowment Program</td>
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<tr>
<td>9:15 am–11:15 am</td>
<td>The Cycle of Donor Engagement</td>
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<tr>
<td>11:30 am–12:30 pm</td>
<td>Bank of America Presents: A Discussion of the U.S. Trust Study of High Net Worth Philanthropy</td>
<td>Bank of America</td>
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**PHILANTHROPY LIVE! PROJECTS** | See page 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Project</th>
<th>Sponsor</th>
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<tbody>
<tr>
<td>8:30 am–1:00 pm</td>
<td>Project 1: YMCA Camp Surf (Morning, includes lunch)</td>
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<tr>
<td>11:30 am–4:00 pm</td>
<td>Project 2: YMCA Camp Surf (Afternoon, includes lunch)</td>
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<tr>
<td>8:30 am–12:00 pm</td>
<td>Project 3: International Rescue Committee Garden</td>
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<tr>
<td>10:00 am–2:00 pm</td>
<td>Project 4: Father Joe’s Villages</td>
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<tr>
<td>12:00–4:00 pm</td>
<td>Project 5: Take Back the Alley, Young Professionals &amp; Alumni</td>
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<tr>
<td>1:30–4:00 pm</td>
<td>Project 6: YMCA Turning Point &amp; Tommie’s Place</td>
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**EXHIBITS OPEN** | Complimentary beverages | See page 28

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Sponsor</th>
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<tbody>
<tr>
<td>2:00–6:30 pm</td>
<td>Welcome to “New” Chief Development Staff</td>
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<tr>
<td>2:30–3:00 pm</td>
<td>Workshop Host/Conveners Orientation Repeat of 2:30 session</td>
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<tr>
<td>3:00–5:00 pm</td>
<td>Opening Reception featuring a Taste of Mexico in the Exhibits Area</td>
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**SPECIAL SESSIONS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Sponsor</th>
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<tbody>
<tr>
<td>4:00–4:45 pm</td>
<td>New Attendees Orientation and Networking Session See page 17</td>
<td>Association of YMCA Professionals (AYP)</td>
</tr>
<tr>
<td>4:00–4:45 pm</td>
<td>CFRE: Become a Certified Fund Raising Executive See page 9</td>
<td></td>
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<tr>
<td>4:15–4:45 pm</td>
<td>Workshop Host/Conveners Orientation Repeat of 2:30 session</td>
<td></td>
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<tr>
<td>5:00–6:30 pm</td>
<td>National Leaders Meet and Greet See page 16</td>
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**NIGHT OF NETWORKING EVENTS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Sponsor</th>
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<tbody>
<tr>
<td>6:00–10:15 pm</td>
<td>Tour 1: Hornblower Yacht Dinner Cruise See page 27</td>
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<tr>
<td>6:30–8:30 pm</td>
<td>Camping Professionals Social at Harbor House in Seaport Village Sponsor: CampDoc.com</td>
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<tr>
<td>6:45–9:30 pm</td>
<td>International Reception at Copley-Price Family YMCA See page 21</td>
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<tr>
<td>7:00–9:00 pm</td>
<td>Young Professionals Program Sponsor: Gro Development See page 19</td>
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<tr>
<td>7:00–7:45 pm</td>
<td>Young Professionals Class of 2017 &amp; Alumni Reception See page 20</td>
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<tr>
<td>7:45–9:00 pm</td>
<td>Young Professionals Class of 2017 Dinner</td>
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<tr>
<td>7:00–8:00 pm</td>
<td>Diversity in Philanthropy Social See page 20</td>
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<tr>
<td>7:00–9:00 pm</td>
<td>Small Y Network Social Sponsor: ORB Management See page 18</td>
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</table>
**THURSDAY  APRIL 27**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:00–7:00 am</td>
<td>Rigorous Boot Camp Circuit</td>
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<tr>
<td>7:00–10:30 am</td>
<td>Welcome Center Open for New Attendees</td>
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</tbody>
</table>
| 7:00 am–6:30 pm | Registration/Information Center Open  
Sponsor: Arthur J. Gallagher Risk Management Services |
| 7:00 am–6:30 pm | Host Y Hospitality Center Open  
Sponsor: Life Fitness |
| 7:15–8:00 am  | Hot Topics Facilitator Breakfast Meeting                             |
| 7:30 am–12:00 pm | Exhibits Open  
Complimentary breakfast snacks/coffee until 10:30 am |
| 8:00–10:00 am | LACA Meeting  
Latin America and Caribbean Alliance                                 |
| 8:15–9:00 am  | New Attendee Orientation  
Express Version for Thursday arrivals  
Sponsor: Association of YMCA Professionals (AYP) |
| 8:30–11:00 am | Philanthropy Alliance Meeting                                    |

**HOT TOPICS**  
Sponsor: Y-USA Financial Development  | See page 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:15–9:00 am</td>
<td>Hot Topics Round A</td>
</tr>
</tbody>
</table>
| 9:30–10:15 am | Hot Topics Round B  
Repeat of Round A |
| 10:30–11:45 am | Round 1: Educational Track Workshops  
See page 10 |
| 12:00–2:00 pm | OPENING LUNCHEON  
See page 4  
Sponsor: Daxko  
Raving Fan Donors  
Dr. Ken Blanchard  
The Ken Blanchard Companies |
| 2:15–5:15 pm  | Philanthropy School Workshops  
See page 11 |
| 2:15–5:15 pm  | Board Members Interactive Workshop & Networking Reception  
A VIP Program Event  
BD, FV Volunteers can bring one staff as guest  
**Board Members: Asking for Gifts Comfortably and Effectively Brian Saber, Asking Matters** |
| 2:15–3:30 pm  | Round 2: Educational Track Workshops  
See page 11 |
| 3:30–6:30 pm  | Exhibits Open  
Complimentary beverages; cash bar begins at 5:00 pm |
| 3:45–5:00 pm  | Round 3: Sponsor Exhibitor Workshops                                  |
| 3:45–5:00 pm  | Meet and Greet Dr. Ken Blanchard                                      |
| 3:45–5:00 pm  | Young Professionals Mentoring Lounge  
Drop in or by appointment  
Sponsor: Gro Development |

**THURSDAY CONTINUED**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 5:00–6:30 pm  | Philanthropy Live! Volunteers Appreciation Reception  
Sponsor: The Redwoods Group |
| 6:30–8:30 pm  | EAGLE AWARDS BANQUET  
See page 4  
Sponsor: Aire Fitness  
All Kids Thrive  
Jonathan Mooney  
Project Eye-to-Eye |
| 8:30–9:30 pm  | Party Poolside with Gro Development  
Sponsor: Gro Development |

**FRIDAY  APRIL 28**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:00–7:00 am</td>
<td>Yoga: A Total Mind–Body Workout</td>
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</tbody>
</table>
| 7:00 am–3:45 pm | Registration/Information Center Open  
Sponsor: Arthur J. Gallagher Risk Management Services |
| 7:00 am–6:00 pm | Host Y Hospitality Center Open  
Sponsor: Life Fitness |
| 7:00–9:00 am  | Exhibits Open  
Last Chance to See the Exhibits Continental Breakfast |
| 7:30–8:30 am  | Need Assistance with a CEO Search?  
See page 17 |
| 8:00–8:45 am  | Meeting for Those Interested in Working on NAYDO 2018  
See page 5 |
| 9:00–10:15 am | Round 4: Educational Track Workshops  
See page 12 |
| 10:45 am–12:00 pm | Round 5: Educational Track Workshops  
See page 13 |
| 12:30–2:00 pm | COMMUNICATIONS AWARDS LUNCHEON & 2018 PREVIEW  
See page 4 |
| 2:15–3:30 pm  | Round 6: Educational Track Workshops  
See page 14 |
| 3:45–5:00 pm  | Round 7: Educational Workshops & Philanthropy Forums  
See page 15 |
| 6:00–10:00 pm | Batter Up Bash at Petco Park’s Western Metal Rooftop  
Sponsor: Daxko  
See page 16 |

**SATURDAY  APRIL 29**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 6:00–7:00 am  | San Diego by Foot: Walk, Jog or Run along the waterfront  
Sponsor: Gro Development |
| 7:45–11:30 am | Tour 2: Segway Tour in Gaslamp Quarter & Embarcadero  
See page 27 |
| 8:00–10:00 am | Host Y Hospitality Center Open  
Sponsor: Life Fitness |
| 8:45 am–5:00 pm | YMCA Impact Tour D: Migrant Youth & Tijuana YMCA  
See page 22 |
| 9:15 am–1:30 pm | Tour 3: La Jolla Caves Kayak Tour  
See page 27 |
EDUCATIONAL TRACKS

Educational tracks are designed to guarantee that all aspects of YMCA financial development are covered:
• Annual Campaign
• Capital Development
• Major and Planned Gifts
• Board and Volunteer Development
• Marketing and Communications
• Special Interest – for topics outside the traditional tracks

HELPFUL HINTS ON SESSION SELECTION

Mix and match sessions to meet your YMCA’s needs. Unless noted, no advance sign-up is required. For some workshops there is an overlap in focus among several tracks so read the description before choosing to attend. Descriptions are available in advance at naydo.org or onsite with the Mobile App.

TARGET AUDIENCES

While you may attend any workshop you want, presenters have identified the groups their material will be most helpful for using the following codes found by the track name in each session listing:

NFD  New Financial Development Staff
SFD  Seasoned Financial Development Staff
MC  Marketing and Communications Staff
PD  Program and Membership Directors
EX  Executive Directors, CEOs and COOs
BD  Board Members
FV  Fundraising Volunteers
ALL  Everyone
SMY  Content applicable to small and mid-size YMCAs

Advanced Forums: 15+ Years in Financial Development
Designed as smaller group sessions limited to attendees with 15 or more years of financial development experience. Seating will be on a first come first served basis.

Intermediate Level: 5+ Years in Financial Development
Sessions designated for staff/volunteers with at least 5 years experience but not yet qualified for Advanced Forums.

TIME 2 TALK

Presenters are expected to include at least 15 minutes of their 75 minute workshop time for questions from the audience. Presenters will remain in their rooms for 15 minutes after the official workshop end time specifically for the purpose of answering further questions attendees might have.

CERTIFICATION INFORMATION

Y-USA LEADERSHIP CERTIFICATION CREDITS

For US attendees, the NAYDO Conference earns you 16 Leadership Certification Credits. The NAYDO Conference counts as an elective for the Organizational Leader Bridge Program and counts as recertification credit for the Multi-Team and Branch Leader or Organizational Leader certifications. In order for this to show up properly on your YMCA of the USA transcript, you will need to provide on your NAYDO Conference registration form all of the following information:
• date of birth
• last 4 digits of your Social Security number
• email address

For questions, contact:
leadershipcertification@ymca.net

CFRE CERTIFICATION CREDIT

Approved conference sessions provide Certified Fund Raising Executive (CFRE) certification credit. A tracking form is provided in the Advance Packet and will be posted at www.naydo.org.

Attend the Wednesday CFRE session to learn more.

Wednesday, 4:15–5:00 pm

BECOME A CERTIFIED FUND RAISING EXECUTIVE (CFRE)
GET THE RECOGNITION YOU DESERVE!

Ryan Johnson, CFRE
YMCA of the USA
Mary Kay Polston, CFRE
YMCA of the USA
Heidi Peever Bain, CFRE
YMCA of Western Ontario

Participants will be provided an overview of the CFRE application process and criteria as well as tips for preparing for the certification exam. CFRE certification is well worth the effort both personally and for your YMCA – to stand out as a YMCA professional proficient in strategic philanthropic leadership.

NOTE: If you are interested in learning about Advanced Certified Fund Raising Executive (ACFRE) certification, an appointment can be set up with an ACFRE attending the conference.

Contact: Pam Hearn, CFRE at pam.hearn@ymca.net
PRECONFERENCE WEDNESDAY WORKSHOPS

Travel Note: Early start time on Wednesday may require that you arrive Tuesday night; book your flight and hotel reservations accordingly.

Wednesday 8:00 am–4:30 pm

YMCA CAPITAL READINESS AND PLANNING
SFD, EX, BD, FV
Advance sign-up and additional fee required
Cost: $125 includes lunch and materials

Erik J. Daubert, MBA, ACFRE
YMCA of the USA

Mary Young
YMCA of the USA

Susan M. Reschke
YMCA of the USA

YMCAs continually seek new ways to more effectively meet community needs. These needs drive a Y’s programs and services, which then affect the facilities a Y requires to best serve its community. A capital project is therefore an exciting opportunity that can position your Y to provide more impactful services to strengthen community, address critical social needs and enhance the lives of community members now and for generations to come. This workshop, designed for staff and volunteer decision makers, will review the four phases in the capital planning and development pathway found in the new Capital Planning Resource Guide you will receive, plus it discusses where to find help for each phase. Positioning your YMCA for raising capital dollars is one part of the session but we know major gift donors as investors also want to be assured that YMCAs and the board have made solid decisions based on the right information and have taken the right steps in planning their projects.

US Staff Attendees: You will earn 8 Leadership Competency recertification credits for the Multi-Team and Branch Leader or Organizational Leader certifications ONLY if you are in attendance for all hours of the session and you include the following information on your NAYDO Conference registration form: date of birth, last four digits of Social Security number and email address.

Wednesday 9:15–11:15 am

ANNUAL CAMPAIGN FUNDAMENTALS: BRINGING YOUR CASE TO LIFE FOR DONOR AND COMMUNITY APPEAL
NFD, MC, EX, BD, SMY

Mary Kay Polston, CFRE
YMCA of the USA

Carolyn Grady
YMCA of Greater Pittsburgh

More than any other component in an organization’s financial development strategy, the strength (or weakness) of the case for support directly impacts your fundraising success. Your case for support is the foundation for campaign communication along with donor and volunteer cultivation and stewardship strategies. This session will present a process to help you build your case for support to attract and develop more loyal donors who will be more likely to increase their giving over time.

Wednesday 9:15–11:15 am

FUNDAMENTALS OF A STRONG ENDOWMENT PROGRAM
NFD, SFD, EX, BD, FV, SMY

Bart Landess, JD
YMCA of Greater Charlotte

Wendy Cornett-Marquitz, CFRE
Gateway Region YMCA

This session shares the fundamentals for building a sustainable Endowment Development/Heritage Club Program that continues to grow over time. Areas that will be covered briefly include who are your best prospects, how to cultivate them, when and how to ask, systems/policies needed and on-going stewardship of existing donors. Presenters will provide examples from their careers and share where to find resources to support your program.

Wednesday 11:30 am–12:30 pm

BANK OF AMERICA PRESENTS: A DISCUSSION OF THE U.S. TRUST STUDY OF HIGH NET WORTH PHILANTHROPY

A Special Session Sponsored by: Bank of America

U.S. Trust Representatives

In this interactive session you will have the opportunity to hear from U.S. Trust Associates on the 2014 U.S. Trust Study of High Net Worth Philanthropy – the largest study to date on the giving behaviors and motivations of wealthy donors. Conducted in partnership with The Lilly Family School of Philanthropy at Indiana University, it is the most comprehensive survey of the charitable practices and attitudes of wealthy Americans. This study is a continuation of the 2006, 2008, 2010 and 2012 Bank of America Study of High Net Worth Philanthropy research series.
THURSDAY HOT TOPICS
Thursday 8:15–10:15 am

Sponsor: Y-USA Financial Development
Round A: 8:15 – 9:00 am
Round B: 9:30 – 10:15 am
Breakfast snacks and beverages available in exhibit area

The Hot Topics table group discussions provide opportunities to meet attendees with an interest in the same Hot Topic. This is the time and place to discuss those topics not covered in any workshops, new concerns that may not have surfaced at the time workshops were selected or any topic that would inspire and strengthen the philanthropic culture of your Y. Best of all, you can recommend topics you would like discussed. The same topics will be offered during both rounds.

On the registration form or through info@naydo.org, suggest a topic or volunteer to serve as a Hot Topic Facilitator. The final list of Hot Topics will be included in the Advance Packet sent to all registrants so you can decide in advance what table discussion would be most helpful to each member of your delegation.

ROUND 1: EDUCATIONAL WORKSHOPS
Thursday 10:30–11:45 am

ANNUAL CAMPAIGN: ALL, SMY
Shifting the Culture in Polar Opposite Y Family Centers
Stephanie Salamah
YMCA of South Florida
Garrett Brolsma
YMCA of South Florida/South Dade
Natalie Tyler
YMCA of South Florida/L.A. Lee Family Center

CAPITAL DEVELOPMENT: ALL
Modern Capital Campaigns: Understanding Trends and How to Revamp Your Approach
Kim Looby
Triangle2 Solution/YMCA Alumni
Lauren Flannigan
Triangle2 Solutions

MAJOR & PLANNED GIFTS: NFD, SFD, EX, FV, SMY
Efficient Major Gift Fundraising for Smaller YMCAs
Brian Saber
Asking Matters

MARKETING & COMMUNICATIONS: ALL, SMY
Speak Up! How to Prepare and Deliver an Impactful Speech about the YMCA Cause
Ken Lima-Coelho
YMCA Calgary

MARKETING & COMMUNICATIONS: NFD, SFD, MC, EX, BD, FY, SMY
Storytelling: Communicating Your Mission with Infectious Passion
Alice Ferris, CFRE, ACFRE
Jim Anderson, CFRE

BOARD & VOLUNTEER: EX
INTERMEDIATE (5+ YEARS EXPERIENCE)
The Gears of Board Engagement: Drive – Neutral – Reverse
Kristin McEwen
YMCA of Metro Atlanta/Sander-Buckhead Y Branch
Lisa Aman (VIP)
YMCA of Metro Atlanta/Buckhead Y Volunteer

BOARDS & VOLUNTEER: SFD, EX
INTERMEDIATE (5+ YEARS EXPERIENCE)
Building a Board of Passionate Advocates, Generous Donors and Determined Fundraisers
Robb Hermanson
Netzel Grigsby Associates/YMCA (Retired)
Sharon Gish
Netzel Grigsby Associates/YMCA (Retired)
Jeanne Schmelzer, CFRE
Netzel Grigsby Associates/YMCA Alumni

SPECIAL INTEREST: ALL
The Future Isn’t What It Used to Be – What’s Happening to YMCA Philanthropy
Jerold Panas
Jerols Panas, Linzy & Partners/YMCA Philanthropy

SPECIAL INTEREST: SFD, MC, PD, EX
INTERMEDIATE LEVEL (5+ YRS EXPERIENCE)
Creating a Culture of Philanthropy
Rachel Muir, CFRE
Pursuant

SPECIAL INTEREST: SFD, PD, EX, SMY
INTERMEDIATE LEVEL (5+ YRS EXPERIENCE)
Using Federal Funds to Advance the Y Cause
Kelly Kennai
YMCA of the USA

Panelists

SPECIAL INTEREST: SFD, EX, CAMP STAFF
INTERMEDIATE LEVEL (5+ YRS EXPERIENCE)
Camp Fundraising: Developing a Year Round Comprehensive Strategy
Scotty Jackson and Diane Jackson
YMCA of Pierce & Kitsap Counties/Camp Seymour

ADVANCED FORUM: SFD, EX, BD, FV
ADVANCED LEVEL (15+ YEARS EXPERIENCE)
The Psychology of the Ask: Bring Your Best Self to the Fund Development Process
Linda B. Haley, CFRE
Let’s Build Hope, LLC

Panelists

Panelists
PHILANTHROPY SCHOOL
Thursday 2:15–5:15 am

MAJOR & PLANNED GIFTS: SFD, MC, PD, EX INTERMEDIATE LEVEL (5+ YRS EXPERIENCE)

Easy Tools to Cultivate + Upgrade Donors & Build Portfolios
Rachel Muir, CFRE
Pursuant
Rana Salman, PhD
Pursuant

SPECIAL INTEREST: ALL
Creating the “Aha” Moment in Fundraising
Larry C. Johnson
The Eight Principles, Boise YMCA Donor

SPECIAL INTEREST: ALL, SMY INTERMEDIATE LEVEL (5+ YRS OF EXPERIENCE)
Propelling Positive Change to Maximize Financial Development
Jim Kaufman
YMCA of the USA

SPECIAL INTEREST: SFD, EX, BD, SMY INTERMEDIATE LEVEL (5+ YRS EXPERIENCE)
Fundraising Health Check: Conducting a Development Audit
Alice Ferris, CFRE, ACFRE
GoalBusters Consulting
Jim Anderson, CFRE
GoalBusters Consulting

NEW IN 2017!
A VIP PROGRAM EVENT Volunteers can bring one staff as a guest
BOARD & VOLUNTEER: BD, FV

Board Members Interactive Workshop & Networking Reception: Asking for Gifts Comfortably and Effectively
Brian Saber
Asking Matters

ROUND 2: EDUCATIONAL WORKSHOPS
Thursday 2:15–3:30 pm

ANNUAL CAMPAIGN: ALL, SMY
A Data–Driven Approach to Successful Fundraising Events
Jay Love
Bloomerang

CAPITAL DEVELOPMENT: SFD, EX, BD, FV INTERMEDIATE LEVEL (5+ YRS EXPERIENCE)
1 + 1 = 3: Lessons Learned From Collaborations That Work
Michele Goodrich
Donor By Design Group, LLC/YMCA Alumni

CAPITAL DEVELOPMENT: SFD, MC, EX, BD, FV ADVANCED FORUM (15+ YRS EXPERIENCE)
Thinking Capital? Think Big...Think Comprehensive!
Deborah L. Sontupe
DS Strategies/YMCA Alumni
Zane Moore
Central Bucks Family Y & Lower Bucks Family Y

MAJOR & PLANNED GIFTS: SFD, MC, PD, EX INTERMEDIATE LEVEL (5+ YRS EXPERIENCE)
Inside the Head and Heart of Ken Blanchard: An Interview
Jerold Panas
Jerold Panas, Linzy & Partners
Ken Blanchard
The Ken Blanchard Companies

MARKETING & COMMUNICATIONS: MC, EX INTERMEDIATE LEVEL (5+ YRS EXPERIENCE)
Using Failure to Succeed: A Guide to Agile Marketing
A NAYDO Young Professionals Presentation
Caitlyn Hoerr and Brad Gaither
YMCA of Pierce & Kitsap Counties

SPECIAL INTEREST: MC, EX, BD, FV INTERMEDIATE LEVEL (5+ YRS EXPERIENCE)
Vision Planning for Overnight Camps
Henry DeHart
YMCA of the Triangle Area
Camps Seafarer, Kanata and Sea Gull

ADVANCED FORUM: SFD, EX ADVANCED LEVEL (15+ YEARS EXPERIENCE)
Capital Campaign Readiness: Advice Meeting vs Feasibility Study
Darlene Hepburn
YMCA of Greater Vancouver
Vivian A. Smith, CFRE
Liberty Quest Enterprises Inc.

ROUND 3: SPONSOR/EXHIBITOR WORKSHOPS
Thursday 3:45–5:00 pm

Companies are permitted to promote products and services in their workshop

SPONSOR EXHIBITOR WORKSHOP: NFD, PD, EX, SMY
How to Use Data Insights to Drive Member Engagement and Donations
Christin Baker and Constance Miller
Daxko/YMCA Alumni

SPONSOR EXHIBITOR WORKSHOP: SFD, EX, BD
New Markets Tax Credit Financing for Capital Projects
Maria Bustria-Glickman
U.S. Bank

SPONSOR EXHIBITOR WORKSHOP
Volunteerism’s Impact on Financial Development – YMCA Case Study
Mark Hopwood
VolunteerMatters
Emily Holthaus
YMCA of the USA

SPONSOR EXHIBITOR WORKSHOP
Table Group Consultations with Y-USA Financial Development Staff
Kathe Elwell
YMCA of the Triangle Area
Ryan Johnson, CFRE
YMCA of Greater Vancouver
D. Todd Gray
TechShare Group
Kristen Obaranec
YMCA of the USA

SPONSOR EXHIBITOR WORKSHOP
Table Group Consultations with Y-USA Financial Development Staff
Kathe Elwell, Ryan Johnson, CFRE, D. Todd Gray and Kristen Obaranec
YMCA of the USA

SPECIAL EVENT
Meet and Greet with Dr. Ken Blanchard
Dr. Ken Blanchard
The Ken Blanchard Companies
ROUND 4: EDUCATIONAL WORKSHOPS
Friday 9:00–10:15 am

ANNUAL CAMPAIGN: NFD, SFD, MC, FV, SMY
Don’t Treat Donors and Volunteers Like Crayons
Adam Clevenger, CFRE
Loring Sternberg and Associates/YMCA Alumni

ANNUAL CAMPAIGN: NFD, EX, BD, FV, SMY
50 Asks in 50 Weeks: How to Create a Small Shop Development Plan
Amy Eisenstein, ACFRE
Amy Eisenstein, LLC

CAPITAL DEVELOPMENT: SFD, EX, BD, SMY
Intermediate (5+ Years Experience)
Maximizing the Benefits of a Capital Program; Beyond the Fundraising Goal
Courtney Weiland, CFRE
ThedaCare Family of Foundations/YMCA Alumni
Robyn Furness-Fallin, CFRE
Oglethorpe University/YMCA Alumni

MAJOR & PLANNED GIFTS: SFD, EX, BD, FV
Intermediate (5+ Years Experience)
Effectively Engaging Donors in Planned Giving: It’s Not Over Till It’s Over
Deborah Bloom
McGaw YMCA
Scott Lorenz
McGaw YMCA
Kirk Hoopingarner (VIP)
Quarles & Brady, LLP/McGaw YMCA Volunteer

MAJOR & PLANNED GIFTS: SFD, PD, EX, BD, FV
Intermediate (5+ Years Experience)
Providing Leadership for Major Gift Fundraising
Martin Leifeld
University of Missouri-St. Louis

MARKETING & COMMUNICATIONS: NFD, MC, PD, SMY
Augmenting Reality: Adding Digital to the Physical to Communicate Your Cause
Chris Farias
Kitestring

MARKETING & COMMUNICATIONS: NFD, SFD, MC, PD, SMY
Relationship Between Marketing & Philanthropy in Fatigued Donor Market
A NAYDO Young Professional Presentation
Lindsay Harrison
YMCA of Simcoe/Muskoka
Kate Meeks
YMCA of Simcoe/Muskoka

BOARD & VOLUNTEER: SFD, EX, BD, SMY
Intermediate Level (5+ Yrs Experience)
The Orchestra of Philanthropic Culture: Collaborative Roles of the Board, CEO and the CDO
Craig H. Shelley, CFRE
Orr Associates, Inc. (OAI)

BOARD & VOLUNTEER: ALL
Motivation and Recognition for All Types of Volunteers – Strengthening the Partnership
Faiza Venzant
YMCA of Greater Toronto

SPECIAL INTEREST: SFD, EX, BD
A Case Study: How a YMCA and a Community Foundation Have Leveraged Their Relationships for Mutual Success
Jim Commerford
YMCA of Hamilton/Burlington/Brantford
Terry Cooke
Hamilton Community Foundation

ADVANCED FORUM: ALL
Advanced (15+ Yrs of Experience)
Beyond Sponsorship: How to Take Your Corporate Partnerships to the Next Level
Cathryn France
YMCA of Greater Vancouver
Darlene Hepburn
YMCA of Greater Vancouver
Ray LeBlond
Stantec, YMCA of Greater Vancouver Corporate Partner

ADVANCED FORUM: SFD, EX, BD, SMY
Advanced (15+ Years Experience)
How to Coach an Organization Through an Evolution
Alice Ferris, CFRE, ACFRE
GoalBusters Consulting
Jim Anderson, CFRE
GoalBusters Consulting
ROUND 5: EDUCATIONAL WORKSHOPS
Friday 10:45 am–12:00 pm

ANNUAL CAMPAIGN: ALL
INTERMEDIATE (5+ YEARS EXPERIENCE)
The Art & Science of Donor Loyalty: 8 Ways to Deliver Happiness & Get More & Bigger Gifts
Claire Axelrad, J.D., CFRE
Clairification

ANNUAL CAMPAIGN: ALL, SMY
Beyond the Thank You Note: The Importance of Year-Round Donor Stewardship
Mary Kay Polston, CFRE
YMCA of the USA

ANNUAL CAMPAIGN: SFD, MC, EX, FV, SMY
INTERMEDIATE (5+ YEARS EXPERIENCE)
Direct Response: Taking the Annual Support Campaign Message to Potential Donors
Pamela Barden, CFRE
PJ Barden Inc.

CAPITAL DEVELOPMENT:
NFD,SFD,PD,EX,BD,FV,SMY
Capital Campaign Success – Sharing 165 Years of Experience
Tisa Blackmore, Moderator
Netzel Grigsby Associates/YMCA Alumni
Steve Willmont, Moderator
Netzel Grigsby Associates/YMCA Alumni
Alan Hostrup
YMCA of Metropolitan Los Angeles
Sue Ball
YMCA of San Diego County/La Jolla
Michael Brunker
YMCA of San Diego County/Jackie Robinson

MAJOR & PLANNED GIFTS: ALL
The New Language of Fundraising: Magic Words to Raise More Money
Cindi Phallen
Create Possibility/YMCA Alumni

MAJOR & PLANNED GIFTS: ALL
Bequest Campaign to Boost Your Heritage Club
Suzanne Nunn (VIP)
YMCA of Greater Long Beach Board Member
Josh Sullivan
YMCA of Dayton
Bonnie MacFadyen
YMCA of Moncton
James McMaken
Miami County YMCA

SPECIAL INTEREST: SFD, PD, EX, SMY
INTERMEDIATE LEVEL (5+ YRS EXPERIENCE)
Effective Foundation Fundraising
Darian Rodriguez Heyman
Numi Foundation

SPECIAL INTEREST: ALL
Engaging Teens in Philanthropy
Kim Looby
Triangle2 Solutions/YMCA Alumni

ADVANCED FORUM: SFD, ED
ADVANCED (15+ YEARS EXPERIENCE)
From “Alumni Relations” to “Grateful Patient” – Bringing the University & Healthcare Models into the Y – The Secret Sauce for Long-Term Donor Engagement
Robyn Furness-Fallin, CFRE
Oglethorpe University/YMCA Alumni
Courtney Weiland, CFRE
ThedaCare Family of Foundations/YMCA Alumni

EDUCATIONAL SESSIONS
FRIDAY
ROUND 6: EDUCATIONAL WORKSHOPS
Friday 2:15–3:30 pm

ANNUAL CAMPAIGN: MC, FV
INTERMEDIATE (5+ YEARS EXPERIENCE)
$100,000 in 48 Hours: How to Execute and Maximize a Giving Challenge
Gretchen Hyde
YMCA of the Triangle/Camps Sea Gull & Seafarer
Brandon Blackman
YMCA of the Triangle/Camps Sea Gull & Seafarer

ANNUAL CAMPAIGN: ALL, SMY
INTERMEDIATE (5+ YEARS EXPERIENCE)
Stewardship for the Annual Fund: Every Dollar and Every Donor Counts!
Linda B. Haley, CFRE
Let’s Build Hope, LLC

CAPITAL DEVELOPMENT: ALL, SMY
Case Study: Grassroots Efforts for Community Philanthropy
Reeshemah Davis
YMCA of Metropolitan Fort Worth
Teri McGuill
YMCA of Metropolitan Fort Worth
Regenia Crane (VIP)
Manisfield Independent School District/YMCA of Metropolitan Fort Worth Volunteer

MAJOR & PLANNED GIFTS: SFD, EX, BD
INTERMEDIATE (5+ YEARS EXPERIENCE)
You Can Raise Major Gifts: Research Proven Methods & Results
Amy Eisenstein, ACFRE
Amy Eisenstein, LLC

MAJOR & PLANNED GIFTS: SFD, EX, SMY
INTERMEDIATE LEVEL (5+ YRS EXPERIENCE)
Assessing Your Y’s Readiness for Planned Giving
Cathryn France
YMCA of Greater Vancouver
Aileen La Borie (VIP)
RBC Wealth Management Service
YMCA of Greater Vancouver Volunteer

MAJOR & PLANNED GIFTS: SFD, PD, EX, BD, FV
INTERMEDIATE (5+ YEARS EXPERIENCE)
Developing Transformational Donors
Martin Leifeld
University of Missouri-St. Louis

MARKETING & COMMUNICATIONS: MC, PD, EX
Rebranding a Y Camp: Smooth Sailing or Choppy Waters?
Chris Farias
Kitestring
Kyla Kumar
YMCA of Hamilton/Burlington/Brantford and YMCA Niagara

BOARD & VOLUNTEER: BD, FV, SMY
INTERMEDIATE (5+ YEARS EXPERIENCE)
Building Our Philanthropic Future with Cause-Driven Y Boards
Dan Harris
YMCA of the USA
Dan Kappel
YMCA of the USA

SPECIAL INTEREST: ALL
What It Takes to Cultivate that Elusive Culture of Philanthropy
Ron and Susan Rescigno
Rescigno’s Marketing Connections

SPECIAL INTEREST: ALL, SMY
Hitting It Out of the Park – Fundraising as a Team Sport – Boards, Staff, Volunteers, Donors
Marcy Heim
The Artful Ask

SPECIAL INTEREST: ALL
Understanding the Multigen Mix
Faiza Venzant
YMCA of Greater Toronto

ADVANCED FORUM: SFD, EX, BD, FV
ADVANCED (15+ YEARS EXPERIENCE)
Endowment Beyond the Basics: Revitalizing, Reimagining & Recharging Your Program
John Mark “Journey” Johnson, CFRE
Donor By Design Group, LLC/YMCA Alumni
Mike Bussey
Donor By Design Group, LLC/YMCA Alumni
ROUND 7: EDUCATIONAL WORKSHOPS & PHILANTHROPY FORUMS
Friday 3:45–5:00 pm

ANNUAL CAMPAIGN: NFD, BD, FV, SMY
Upgrade: The Currency of a Quality Ask
Ryan Johnson, CFRE
YMCA of the USA
Andrew Powers
YMCA of Greater Rochester
Erik J. Daubert, MBA, ACFRE
YMCA of the USA

MAJOR & PLANNED GIFTS: NFD, EX, SMY
Development Superheroes Are Made, Not Born: “The Only Kryptonite is Thinking You Can’t Do It”
Beverly Lacy
YMCA of Long Island
Alanna Russo
YMCA of Long Island

MARKETING & COMMUNICATIONS: SFD, MC, EX, SMY
Intermediate (5+ years experience)
Communications: Before, During & After a Capital Campaign Project
Sue Ball
YMCA of San Diego County/La Jolla
Sarah Iantosca
YMCA of San Diego County/La Jolla

BOARD & VOLUNTEER: ALL, SMY
Intermediate (5+ years experience)
Key Secrets to Inspiring Your Board to Fundraise
Claire Axelrad, J.D., CFRE

SPECIAL INTEREST: NFD, SFD, PD, EX, SMY
Grant Writing Essentials
Kristen Obaranec
YMCA of the USA
Malik Stewart
YMCA of Metropolitan Fort Worth

ADVANCED FORUM: MC, SMY
Advanced (15+ years experience)
The Art and Science of Retaining Digital Donors
Steven Shattuck
Bloomerang/Launch Cause

PHILANTHROPY FORUM: ALL
Philanthropy Solution Salons: Dynamic Interactive Roundtable Experience
Darian Rodriguez Heyman
Numi Foundation

PHILANTHROPY FORUM: ALL
Diversity in Philanthropy
Pam Havlick Hearn, CFRE
NAYDO
Emily Holthaus
YMCA of the USA

PHILANTHROPY FORUM: ALL SMALL Ys
Small Ys
Greg Coop
Moultrie YMCA

PHILANTHROPY FORUM: ALL CAMP STAFF
Camping Professionals
John Duntley
YMCA of the USA
Tom Madeyski
YMCA of San Diego County/Overnight Camps

PHILANTHROPY FORUM: ALL INTERNATIONAL STAFF/VOLUNTEERS
Global Philanthropy
Mirtha Elena Morales Lizárraga
YMCA Mexico
Mary Tikalsky
YMCA of the USA
Renata Ferrari
YMCA of the USA

PHILANTHROPY FORUM: YOUNG PROFESSIONALS
2017 Class of Young Professionals
Michelle LaRue
YMCA of Pierce & Kitsap Counties
Elizabeth Martin
YMCA of Metro Atlanta
NETWORKING FOR ALL ATTENDEES

Wednesday 3:00–5:00 pm
Opening Reception: A Taste of Mexico Reception in the Exhibit Area
Complimentary hors d’oeuvres, beverages, entertainment and cash bar
Bienvenido! Kick off the conference with friends, fun and food at this opening reception where you will find all of the exhibits as well as conference registration and the Host Y Hospitality Center. While we are just minutes away from the international border between the United States and Mexico, we invite you to a “south of the border” experience without even leaving the hotel. Traditional music will provide a backdrop for hors d’oeuvres (tacos of course and more!) cash bar and plenty of networking opportunities with our NAYDO exhibitors and fellow conference attendees. Until then…Adiós Amigos!

Thursday 8:30–9:30 pm
Party Poolside with Gro Development
Sponsor: Gro Development
Immediately following the Eagle Awards Banquet, Gro Development invites you to join them poolside at the Marriott Marquis for continued fellowship and networking. Stop by the Gro Development booth during exhibit hours to pick up one complimentary drink ticket while supplies last.

Friday 7:00–9:00 am
Last Chance to Visit the Exhibits Continental Breakfast
Visit the exhibits any time between 7:00 and 9:00 am to pick up something to eat and casually network with exhibitors and other attendees.

Friday 6:00–10:00 pm
Batter Up Bash! Party on Petco Park’s Western Metal Rooftop
Sponsor: Daxko
Complimentary beverages and appetizers, cash bar and live music!
Join us at Petco Park – home of the San Diego Padres Major League Baseball team – for the big Batter Up Bash! Party atop the historic Western Metal Supply Company Building and bask in the breathtaking views of San Diego. Enjoy appetizers, music, complimentary beverages and a cash bar. Score your “baseball ticket” to the party at the Daxko booth any time exhibits are open, then slide into home with Team Daxko and join us for the final inning of NAYDO 2017!

Special Note:
Petco Park requires an admission ticket so be sure to stop by the Daxko booth before 9:00 am on Friday morning to pick yours up.

Travel Note:
Petco Park is just a short walk from the Marriott Marquis but a bus will be available for those who may need assistance or are staying at the Town and Country Resort.

Wednesday 5:00–6:30 pm
Meet & Greet: National Philanthropy Alliance Leaders
Light snacks and cash bar
Peter Dinsdale, CEO
YMCA Canada
Ernesto Gaona, CEO
YMCA Mexico
Kevin Washington, CEO
YMCA of the USA
NAYDO involves a partnership with YMCA of the USA, YMCA Canada and YMCA Mexico known as the Philanthropy Alliance. Hear a brief report by each of NAYDO’s partners, enjoy some light snacks, a cash bar and personally meet your national leaders in a casual environment. Due to attendee feedback from this first time event in 2016, we have extended the time.
NETWORKING FOR FIRST-TIME ATTENDEES

Wednesday 7:00 am–4:00 pm

**NAYDO Welcome Center Open All Day Wednesday**

If this is your first NAYDO Conference experience, the Welcome Center is just where you need to begin. The Welcome Center team, lead by Rick Politte accompanied by other NAYDO committee members, will provide an opportunity to meet NAYDO Council and conference leaders, get recommendations on what sessions to attend, connect with other new attendees, learn about the Volunteers In Philanthropy (VIP) Program for board members and fundraising volunteers, and relax in a quieter environment than the Registration/Information Center.

Wednesday 2:00–3:30 pm

**Welcome to “New” Chief Development Staff**

Facilitators:
Carol Schmidt, CFRE
YMCA of the USA
Pam Havlick Hearn, CFRE
NAYDO

If you are new to leading your Y’s financial development program within the last three years this session is for you! We know the first few years can be a maze of seeking new networks/resources; figuring out how to involve others to achieve your goals; plus dealing with a firehose of information, opportunities and challenges. This session provides a forum to meet and network with others in your same situation, learn from those who came before you, discover resources available and get your questions answered.

Wednesday 4:00–4:45 pm

**New Attendee Orientation and Networking Session**

Sponsor: Association of YMCA Professionals (AYP)
Facilitator:
Jay Lowden, CFRE
YMCA of Superior California

**NAYDO Leaders**

First time to a NAYDO Conference? Want to make sure you get the inside scoop on the “can’t miss” activities? Not sure what workshops to attend? Want to make new friends from other Ys? Then you need to come to the New Attendee Session! First time conference participants are encouraged to attend this brief orientation and network session that will help answer your questions and provide you with tips on making the most of your conference experience. You will receive an overview of the conference and the educational and networking opportunities it provides. You will meet key NAYDO leaders who will be in the room to answer questions and help you select the workshops that best meet your needs.

Thursday 8:15–9:00 am

**Late Arrivals New Attendee Orientation (Express Version)**

During Round A of Hot Topics

Sponsor: Association of YMCA Professionals (AYP)
Facilitator:
Rick Politte
YMCA of Metro Los Angeles

In a small group session for those who miss the Wednesday orientation, Rick Politte will conduct an express version of the New Attendee Orientation but without the presence of other NAYDO leaders. You must skip Hot Topics Round A to participate.

Friday 7:30–8:30 am

**Need Assistance with a CEO Search?**

This session is open to everyone

Facilitator:
Lisa Drouin
YMCA of the USA

Hiring the Y’s next leader is the most important role of a board of directors! As trusted partners throughout the CEO selection process with in-depth knowledge of best (and worst) practices, Y-USA’s CEO Search Department is uniquely qualified to assist boards and staff with the important and complex task of CEO transitions. If you are interested in the process for yourself (as a future CEO candidate) or if you are a staff person or board member and your association will be experiencing a CEO transition, please join us to learn and have this important conversation. Also, CEO Search Directors are eager to meet individuals who are interested in one-on-one conversations about positioning and preparing for CEO opportunities.
NETWORKING EVENTS AND PROGRAMS

NETWORKING FOR SMALL YMCAs

Small Y Network
Sponsor: ORB Management
Are you a staff member or volunteer from a YMCA with a budget size of $2 million or under? Not sure how all of this information at NAYDO can possibly apply to you? Now there is an easy way to connect with staff and volunteers from a Y similar to yours which can provide a powerful tool for your philanthropy efforts. The NAYDO Council is pleased to offer several opportunities to make networking even easier.

Wednesday 7:00–9:00 pm
Small Y Network Social
Cost: $25 (additional fee and advance signup required)
Casual get-together for getting acquainted, discussing/planning best workshops and Hot Topics to attend, sharing best practices and challenges, while enjoying a light dinner and a cash bar.

Thursday Luncheon, Eagle Awards Banquet and Friday Luncheon
Designated Seating at Meals
Tables will be designated for the Small Y Network if you choose to sit together but it is not required.

Friday 3:45–5:00 pm
Philanthropy Forum for Small Ys
Greg Coop, CEO of Moultrie YMCA, will facilitate this opportunity for Small Y staff and volunteers. Participants will share what they have learned, brainstorm solutions to the challenges of implementation at their YMCAs, identify priorities for next steps and explore resources available.

SMY Designation on Workshops
Presenters were asked to indicate if their content was applicable to Small and Mid-Size YMCAs often without development staff. Look for SMY in the list of target audiences.

NETWORKING FOR BOARD MEMBERS

VIP (Volunteers in Philanthropy) Program
If you qualify to register at the volunteer rate, you qualify for the VIP (Volunteers in Philanthropy) Program activities. Designed to facilitate networking among Volunteers, the VIP Program provides these special opportunities. Don’t forget to take advantage of the Board and Volunteer Development track in each round of workshops.

VIP Station
Be sure to look for the VIP Station in the NAYDO Welcome Center. Other Volunteers and the staff who work with the VIP Program will be on hand to meet you and share more about volunteer networking opportunities during the conference.

Thursday 8:15–10:15 am
VIP Hot Topics
One room will be designated “For Volunteers Only” with Hot Topics facilitated by YMCA board members on topics recommended by volunteers attending the conference. Submit your topic ideas to: Maureen Drescher, VIP Program Chair, YMCA of Greater Syracuse volunteer maureen.drescher@gmail.com

Thursday 2:15–5:15 pm (during Philanthropy School)
VIP Special Event: Board Members Interactive Workshop and Reception
Designed for Board Members
Staff may attend only if accompanied by a Volunteer
Brian Saber, President
Asking Matters

NEW IN 2017!
This year’s VIP Workshop and Networking Reception is designed to create the best possible volunteer experience by combining educational insights with an opportunity to network and meet other volunteers from Ys throughout North America.
Brian Saber will present a 90-minute training titled: Board Members: Asking for Gifts Comfortably and Effectively. It will be followed by a reception and 70-minutes of interactive exercises which will combine an opportunity to get to know fellow volunteers better with an opportunity to further refine fundraising skills.
In this session you will learn, connect, be inspired and get motivated to go back and make an even more meaningful impact at your Y as a board member.

Note: No cost for conference registrants; Local YMCA board members not attending the conference will be invited as space permits for a $15 fee.
**NAYDO YOUNG PROFESSIONALS PROGRAM**

Application Deadline: December 5, 2016 *

**NAYDO Young Professionals Program**

The Young Professionals Program offers NAYDO Members between the ages of 21 and 31 a unique and exceptional conference experience focused on networking, professional development and mentoring. Through this program, NAYDO Young Professionals will set personal goals and outcomes for their time at the conference, connect with peers and mentors from around the world, increase capacity to deliver on philanthropic goals at their Y, and deepen their understanding of and commitment to a culture of philanthropy.

For supervisors of young professionals, this is a unique opportunity to invest in young staff members to advance the culture of philanthropy through a new generation of professionals.

The Young Professionals Program requires no additional fee beyond conference registration costs and, if needed, applicants can apply for financial assistance (details on page 30). The NAYDO Young Professional Program does involve a selection process based on applications reviewed by a selection committee. If selected, attendance is required at a Wednesday evening dinner, Hot Topics on Thursday morning and a Philanthropy Forum during the final round of workshops on Friday.

Visit naydo.org for details and application form. For questions, contact:

**Michelle LaRue**, Young Professionals Program Chair
mlarue@ymcapkc.org

**Elizabeth Martin**, Young Professionals Program Alumni Coordinator
elizabethm@ymcaatlanta.org

*If your YMCA has special circumstances and is unable meet the December 5 deadline, contact the NAYDO Office at info@naydo.org or call 504 464 7845.

### Required Activities for the Class of 2017

**Wednesday 7:00–9:00 pm**

**Dinner for Class of 2017 and NAYDO Young Professionals Alumni Reception**

Alumni reception from 7:00–7:45 pm followed by program and dinner for the Class of 2017.

**Thursday 8:15–9:00 am**

**Hot Topics Round A**

Topics specifically for the Class of 2017.

**Friday 3:45 – 5:00 pm (during Round 7 of workshops)**

**Philanthropy Forum for Young Professionals Class of 2017**

After participating in Young Professionals Program activities and sessions with all attendees, this closing session under the leadership of Young Professionals Chair Michelle LaRue is an opportunity to reflect on what has been learned and what steps will be taken to implement those learnings in relation to the goals agreed upon with your supervisor. Elizabeth Martin will be available to share year-round opportunities for Young Professional alumni and NAYDO Chair Andy Pierce will recognize each Young Professional for completing the program.

### Optional Events for the Class of 2017

**Wednesday 12:00–4:00 pm**

**Philanthropy Live! Project 5: Take Back the Alley**

Refer to details on page 25

A project exclusively for NAYDO Young Professionals & Alumni

**Thursday 3:45–5:00 pm**

**Mentoring Lounge for Young Professionals**

Open to everyone under 31 years of age, not just Class of 2017

Created by NAYDO Young Professionals Alumni, the Mentoring Lounge is designed to give young professionals the opportunity to strike up conversations with inspirational leaders – seasoned Y professionals and retirees from the YMCA Movement.

Drop in anytime Thursday between 3:30 and 5:00 pm and stay as long as you like. It’s open to all young professionals, so bring your friends! If you would like to schedule a specific time to meet with a mentor or be a mentor, contact Elizabeth Martin by April 12:

**Elizabeth Martin**, NAYDO Young Professionals Alumni Coordinator
elizabethm@ymcaatlanta.org
NETWORKING FOR CAMPING PROFESSIONALS

The work of Overnight Camps presents unique opportunities and challenges in financial development. Specific workshops, events and forums are included in our conference, geared specifically to the needs of Y Camping Professionals. Be sure to join us at the following:

Wednesday 9:15 am–3:30 pm
**YMCA Camp Surf Tour B**
Sponsor: CampMinder
Advance sign-up and fee required
Fee: $45 includes transportation, lunch and tour
For more information see page 22. Get a sneak peek: camp.ymca.org

Wednesday 6:30–8:30 pm
**Camping Professionals Social**
Sponsor: CampDoc.com
Meet at the CampDoc.com booth in the exhibits area for a short walk to the Harbor House Restaurant in Seaport Village for an evening of networking and dinner (cost of dinner is on your own).

Thursday 8:15–10:15 am
**Hot Topics for Camp**
Look for camp specific Hot Topics during this table group discussion experience. Submit ideas for topics to:
Tom Madeyski, NAYDO Camping Liaison
tmadeyski@ymca.org

Friday 3:45–5:00 pm (During Round 7 Workshops)
**Philanthropy Forum: Camping Professionals**
Facilitated by John Duntley, Y-USA Senior Camping Specialist and Tom Madeyski, Regional VP Camping, YMCA of San Diego County, this session will share examples of successful financial development in camp. Bring your success stories and questions to share with colleagues. Learn about exciting opportunities raising funds specifically for camp programs and facilities.

DIVERSITY IN PHILANTHROPY

Wednesday 7:00–8:00 pm
**Diversity in Philanthropy Social**
Do you work with diverse communities? Is your Y designated as a Global Center of Excellence? Are you interested in promoting diversity in financial development as a profession? If you answered “Yes” to any of these questions, join us for a fun hour of networking with your peers!
For more information, contact:
Pam Havlick Hearn, CFRE, NAYDO Membership and Education Director
pam.hearn@ymca.net

Friday 3:45–5:00 pm
**Philanthropy Forum: Diversity in Philanthropy**
This Diversity in Philanthropy forum will explore YMCA best practices and strategies to advance philanthropic efforts in communities of diverse national origin. Participants will also discuss how board and staff diversity impacts these strategies, explore development opportunities and career paths available to Y professionals and share successes from local YMCAs.
INTERNATIONAL ATTENDEES

Wednesday 6:45–9:30 pm
International Attendees Reception
A perfect opportunity for all international attendees to relax, meet, learn more about the San Diego YMCAs while enjoying networking at the nearby Copley–Price Family YMCA (ymca.org/copleyprice). International attendees will gather near the Y-USA International/World Service booth in the exhibit area before boarding a bus to go to the YMCA for a casual dinner together. For more information contact:
Mary Tikalsky, CFRE, Director, Y-USA World Service mary.tikalsky@ymca.net

Thursday Lunch Designated Seating
Tables will be reserved in a special area so all international attendees can sit together for the first conference luncheon.

Spanish Translation
Spanish translation is available for the Thursday and Friday General Sessions, the Eagle Awards Banquet and selected workshops identified at naydo.org. Indicate on your registration form if you need this complimentary service.

Friday 3:45 –5:00 pm
Global Philanthropy Forum
This interactive session will provide the opportunity for all international attendees to share and discuss practical ideas to adapt NAYDO learnings and best practices to diverse contexts around the world. In small table groups, participants will explore opportunities to advance global visibility and support for YMCAs and recommend to NAYDO how the conference can continue to support and advance YMCA global philanthropy. Certificates will be presented to all international attendees. Mirtha Elena Morales Lizárraga, YMCA of Mexico City, serves as the lead presenter and is joined by Mary Tikalsky, CFRE and Renata Ferrari of YMCA of the USA.

Saturday 8:45 am–5:00 pm
YMCA Impact Tour D: Migrant Youth and the Tijuana YMCA
Advance sign-up and fee required
See page 22 for more information.

YMCA IMPACT TOURS

Wednesday 8:00 am–12:30 pm
Tour A: YMCA Reborn! Hard Hats, Fresh Paint and an Express Y
Jackie Robinson Family YMCA, La Jolla Family YMCA and Shepherd YMCA Firehouse
Advance sign-up and fee required
Fee: $35 includes transportation and refreshments
Special Note: Closed toe comfortable shoes are recommended and hard hats will be required at the Jackie Robinson Family YMCA location.
Since 1943 the YMCA has served the ethnically diverse southeastern San Diego community plagued with high drop-out rates, unemployment rates, poverty levels and where 52 documented gangs operate. In the mid-1970s, during a period of racial unrest in San Diego, local students were instrumental in renaming their “Southeast YMCA” to the Jackie Robinson Memorial YMCA. A neutral ground and a safe haven for youth and adults, the time had come for change. The “Safe at Home” capital campaign has raised over $26M to demolish and launch the first phase to build a brand new Jackie Robinson Family YMCA in its original location along with restoring Chollas Creek that flows through this beloved community institution. On July 11, 2016, Major League Baseball and the San Diego Padres dedicated the All-Star Complex at this Y namesake to Jackie Robinson as one of its Legacy Initiative Projects. This may be a hard hat tour but it’s guaranteed to touch your heart.
Miles apart in demographics but connected in cause and vision, the La Jolla Family YMCA nestled in an upper-class seaside community, is nearing completion of its own capital campaign. The current facilities were built for previous generations and for entirely different purposes. Renovations will include a new aquatic center, expanded program areas, a new intergenerational center, new wellness center and group exercise studios, community center, smoothie bar and indoor outdoor patio, as well as nutrition kitchen and more. Once completed in 2017, it will be renamed the Dan McKinney Family YMCA. Learn how the La Jolla Family Y remained open for 2 years throughout a $19M construction and renovation period and their creative communication campaign to members.
The Shepherd YMCA Firehouse is a historical landmark in La Jolla’s historic district. The original structure built in 1913 was a City Hall, city jail and fire station. In 1976, Fire Station 13 relocated and in the mid-1980s, the La Jolla Family YMCA launched a capital campaign to renovate the building, turning it into a satellite branch. Since then, the YMCA at the Firehouse has grown to serve more than 4,300 people each year with a variety of wellness and youth development programs.
YMCA IMPACT TOURS

Wednesday 9:15 am–3:30 pm
Tour B: YMCA Camp Surf
Sponsor: CampMinder
Calling all Camp Professionals and anyone who likes sand between their toes! For a sneak peek, visit: ymca.org/camp.
Advance sign-up and fee required
Fee: $45 includes transportation and lunch
The YMCA of San Diego County Overnight Camp Branch is comprised of three fantastic facilities. Camp Marston, nestled in the mountains near Julian, CA, is the oldest organized youth camp in the county, serving children and families for 95 years. Nearby Raintree Ranch is a specialty camp focused on horseback riding. Camp Surf is located 70 miles to the west at Imperial Beach.
We hope you will join us on this one-of-a-kind tour of YMCA Camp Surf. Located on 45 acres with a quarter-mile of beachfront, this Y treasure serves over 12,000 participants annually. Our visit includes lunch, a photo tour of Camps Marston and Raintree, an address by Y-USA Camping Specialist John Duntley, a Guided Networking Session sharing best-practices in overnight camping and a short presentation by Tour Sponsor CampMinder. We can’t wait to share our sun, sand and Camp Surf with you! Don’t forget that sunscreen!

Wednesday 10:45 am–3:30 pm
Tour C: Thrilling Performance From a “Family” of Ys
Copley–Price Family YMCA, Mission Valley
YMCA and Krause Family Skate & Bike Park
Advance sign-up and fee required
Fee: $40 includes transportation and lunch
The Copley–Price Family YMCA opened its doors in January 2015. Moving just a mile from its previous location (of 56 years) in one of San Diego’s most diverse and fragile communities. It now borders an upper-middle class community and has been extremely successful in bringing these diverse neighborhoods together while providing needed services. Learn how this special partnership has grown into an amazing Silver LEED certified facility with a 300 space parking garage, aquatic center, community meeting room, demonstration kitchen, preschool, 7,500 square foot fitness center and outdoor multisport arena – meeting the needs of a community where 36 different languages are spoken.
It has been more than 25 years since the Mission Valley YMCA opened the doors of its main facility in the heart of San Diego. From humble beginnings, it is now one of San Diego’s leading providers of fitness, health and recreational programs. Featuring indoor and outdoor pools, wellness center, group exercise space, child watch, kids club, teen center, gymnasium and soccer field, the Mission Valley Y serves 20,276 members in a mostly middle income community.
The place for skateboarding, in-line skating, scooters and bikes – the Krause Family Skate & Bike Park is the only supervised skate park in the City of San Diego. With the only Skatercross course in the world, they hosted the first nationally recognized event shown on ESPN in July 2016. With new rails, jump boxes, gaps, quarter pipes and skate lite, our park is second to none for skateboards, BMX, roller blades and scooters, and provides a fun and positive environment for children and adults to come and participate in extreme sports. And you just never know who might show up!

Saturday 8:45 am–5:00 pm (approximate return*)
Tour D: YMCA Home for Migrant Youth in Tijuana, Mexico
AKA: A Hot Topic Live!
Advance sign-up and fee required. Fee: $50 includes transportation, lunch and tour guide
Required: Attendees must bring a passport valid through November 1, 2017 or later AND send a copy of it no later than April 1, 2017 to: Mary Tikalsky, NAYDO International Liaison mary.tikalsky@ymca.net
Social responsibility in action! Visit the YMCA Home for Migrant Youth in Tijuana, Mexico, as well as a few other important areas across the border for an eye opening experience on the migration phenomenon.
Twenty six years ago YMCA Mexico decided to intervene in a new social challenge that was affecting children and youth on Mexico’s north border. The YMCA of Mexico, supported by local US and Canadian YMCAs, has operated a network of YMCA Homes that provide safe shelter, food, psychological support, legal aid and family reunification services to migrant youth. This YMCA program is now considered a model by the Mexican and US governments and several humanitarian organizations that work along the US/Mexico border. To date, the YMCA Homes for Migrant Youth have served more than 68,071 children and youth. If you are unable to participate in this tour which requires a Sunday departure from the hotel, bring a donation of shampoo, soap, toothbrushes or any toiletry item to the Host Y Hospitality Center for the Tijuana YMCA’s Migrant Youth Home.
*Crossing the border can take time and exact return time cannot be guaranteed.
CONFERENCE VOLUNTEERS

Conference Volunteers

NAYDO is a volunteer-driven organization and each year 1 in 4 attendees volunteers – from serving on the Conference Committee which handles the advance planning, to various opportunities onsite such as those described below. Sign-up on the registration form or notify the NAYDO Office or volunteer coordinator listed below if you’d like to get involved.

Alumni and Retirees Team (ART)

For Former YMCA Staff and YMCA Retirees

Are you a former YMCA staff member or a YMCA retiree? We welcome your involvement as a volunteer at the conference. We have involved YMCA retirees and alumni (former Y staff) for the last two years and are ready to recognize the Alumni and Retirees Team (ART) as an official volunteer group at the 2017 Conference.

If you would like to get involved in the 2017 San Diego conference or the 2018 conference in New Orleans, contact:

info@naydo.org or call 504 464 7845

Host Y – San Diego County YMCA Greeters

To assist with a variety of Host YMCA responsibilities, contact:

Loena Baranoski, Host Y Volunteer Coordinator

lbaranoski@ymca.org

REGISTRATION WORKERS

The following shifts are available to help with registration:

- Tuesday 2:00–5:00 pm (Set Up Assistance)
- Wednesday morning: 7:00–10:00 am or 9:30 am–1:00 pm
- Wednesday afternoon: 12:30–4:00 pm or 3:30–6:30 pm
- Thursday: 7:00–9:30 am or 9:15 am–12:15 pm

Contact the Onsite Registration Coordinator:

Heidi Brasher, YMCA of Greater Houston
heidi.brasher@ymcahouston.org

HOT TOPICS SMALL GROUP FACILITATOR

Requires participation in the 7:15–8:00 am breakfast meeting on Thursday and both Hot Topics Sessions below:

- Thursday 8:15–9:00 am (Round A)
- Thursday 9:30–10:15 am (Round B)

Contact the Hot Topics Coordinators:

Kathe Elwell, YMCA of the USA
kathe.elwell@ymca.net

Kelly Balconi, YMCA of Greater Rochester
kelly.balconi@ymcareochester.org

MENTOR FOR YOUNG PROFESSIONALS

For Seasoned Professionals or Y Retirees who would like to spend some time onsite talking with a Young Professional in an informal setting.

- Shift 1: Thursday 3:30–4:15 pm
- Shift 2: Thursday 4:15–5:00 pm

Contact the Young Professional Alumni Coordinator:

Elizabeth Martin, elizabethm@ymcaatlanta.org

WORKSHOP VOLUNTEERS

Workshops may be on Wednesday, Thursday or Friday

- Workshop Convener (introduces and assists presenters)
- Workshop Host (acts as usher/distributes handouts, etc.)

Contact the Workshop Volunteers Coordinator:

Sheri Noer, CFRE
snoer@indymca.org

Wednesday 2:30–3:00 pm or 4:15–4:45 pm

Host & Convener Orientation

New at serving as a Workshop Host or Convener or just need a refresher?

Two options for orientation are available this year on Wednesday at 2:30 and 4:15.
PHILANTHROPY LIVE!

Applicable to all Philanthropy Live! projects:

• Advance sign-up required
• Transportation is provided; check in at the Rosa Room at the Marriott Marquis before heading to the bus by the lower waterfall in front of the Marriott Marquis entrance
• Start time listed is the time to check-in; end time listed is time your bus will arrive back at the Marriott
• Closed toe shoes (required for ALL projects); a hat, sunscreen and a water bottle required for outdoor projects
• Dress is very casual
• A Philanthropy Live! team member will be in touch by email prior to the conference with more project details

Thursday 5:00–6:30 pm

Philanthropy Live! Volunteers Appreciation Reception

Complimentary appetizers, beverages and a cash bar
Sponsor: The Redwoods Group
Open to all NAYDO attendees who donate items for the Migrant Youth Home or participate in one of the projects. Come celebrate the seventh year of Philanthropy Live! with a reception recognizing the Philanthropy Live! volunteers and YMCA community partners. Meet the representatives of the 2017 Philanthropy Live! project sites and learn more about their inspiring work in the San Diego community.

Enjoy the appetizers, beverages and a cash bar before heading to the Eagle Awards Banquet.

Wednesday 8:30 am–1:00 pm

Project 1: YMCA Camp Surf

Includes lunch

Getting kids and families unplugged to share outdoor activities is a big part of camp programs. With a focus on providing healthy outdoor experiences while promoting friendships and a sustainable environment, YMCA Camp Surf is no exception – an overnight camp located on the sand right at the Pacific Ocean! Over 12,000 participants attend education, recreation or summer camp programs there every year. Donors, volunteers and teen leadership groups are responsible for funding or building most of the program areas at camp. Archery, the waterfront, low ropes activities, the teaching garden and both GaGa pits were built by volunteers. The climbing tower, wetsuits for campers to use, basketball area and crafts grass were funded by donations – including over $15,000 donated by summer campers over the past 5 summers!

Philanthropy Live! participants will join staff in building a new playground area for younger campers and also building an ADA accessible boardwalk from the center of camp to the beach for kids of all ages and abilities. Three donated lifeguard towers will be cleaned, prepped and painted in bright Y-brand colors. These will provide the framework for building walls, ladders, slides, bridges and activities for kids to play and explore.

Wednesday 11:30 am–4:00 pm

Project 2: YMCA Camp Surf

Includes lunch

After lunch with the Project 1 volunteers, the afternoon participants will take over!

Wednesday 8:30 am–12:00 pm

Project 3: International Rescue Committee Garden

Each year, the International Rescue Committee (IRC) provides opportunities for thousands of refugees, victims of human trafficking, survivors of torture and other immigrants to thrive in America. These individuals have survived against incredible odds. The IRC works with government entities, civil society actors and local volunteers to help them translate their past experiences into assets that are valuable to their new communities.

The New Roots Community Farm is a 2.3 acre urban farm that provides growing spaces for 85 IRC families in the heart of the City Heights neighborhood. These families have the opportunity to grow crops and sell them at local farmer’s markets to provide for their families. Philanthropy Live! participants will lend support in getting the garden beds ready for spring planting, clear out weeds and assist refugees in tending to their personal garden beds.

A Project for Everyone: Donate Supplies for Migrant Youth in Tijuana

The YMCA of Mexico, supported by local US and Canadian YMCAs, has operated a network of YMCA Homes that provide safe shelter, food, psychological support, legal aid and family reunification services to migrant youth. With the current partnership between two NAYDO Member YMCAs – the YMCA of San Diego County and the Tijuana YMCA, we are requesting you bring items such as travel size shampoo, soap, tooth brushes, toothpaste, etc. to donate to the YMCA Home for Migrant Youth in Tijuana.

Note: To learn more about this important program, see YMCA Impact Tour D on page 22 and consider signing up to actually experience it!
Wednesday 10:00 am–2:00 pm

**Project 4: Father Joe’s Villages**
Includes snacks
Required: long pants and sleeves, closed toe shoes
As San Diego’s largest homeless services provider, Father Joe’s Villages offers a wide variety of housing and services. They prepare up to 3,000 meals and provide a continuum of care to nearly 1,500 individuals every day – from infants and adolescents to adults and seniors. This includes over 150 children and over 200 military veterans. Their primary goal is to transform lives and end the cycle of homelessness. To this end, Father Joe’s Villages provides housing, rental assistance, healthcare, food, clothing, education, job training, mental health, addiction treatment and child development in an internationally modeled “one-stop-shop” approach. Philanthropy Live! participants will have the opportunity to give back to the 900 men, women and children living at the Village each day. They will help with the 3,000 meals that are served daily. From meal prepping to serving lunch and cleaning up the area, volunteers will help Father Joe’s Villages.

Wednesday 12:00–4:00 pm

**Project 5: Take Back the Alley**
Exclusively for NAYDO Young Professionals Class of 2017 and Alumni
Eat lunch before you arrive
The heart of San Diego is not made of palm trees and beaches, but rather a vibrant urban core showcasing over 50 spoken languages, emerging young entrepreneurship and dynamic diversity. The El Cajon Boulevard Business Improvement Association organizes volunteers, local residents, business owners and artists to converge in the alleyways to take part in their transformation by painting murals, installing signage, marking pathways, installing lights, weeding and planting and a variety of other designs as determined by neighborhood residents. Philanthropy Live! participants will make their mark on alleyways and new storefronts with their own collaborative creativity through murals, place making and beautification. Afterwards, enjoy local food and drink from some of North Park San Diego’s trendy urban craft eateries.

Wednesday 1:00–4:00 pm

**Project 6: YMCA Turning Point and Tommie’s Place**
YMCA Youth & Family Services (YFS) is one of the largest social service branches within the Y movement. Founded in 1970, they have been addressing San Diego County’s most pressing needs through behavioral health and family support, transitional housing for young adults and youth development programs. YFS is focused on bringing about meaningful and lasting change in their youth and families by ensuring they have a safe place to live, a reliable support system, a sense of direction and connections to resources needed to flourish. Philanthropy Live! participants will have the opportunity to experience life at Turning Point or Tommie’s Place, two of the YFS transitional living programs serving homeless young adults (ages 16–21) in their journey to self-sufficiency. Volunteers will assist with gardening, painting and beautifying the apartments, creating a more warm and welcoming home for the young people living there. They will work alongside current residents, getting the chance to see their impact firsthand.
FITNESS AND GOLF OPPORTUNITIES

Golf and Workout Opportunities – San Diego Style!
Not only are we America’s Finest City, but we’re also one of the fittest cities in America. The American College of Sports Medicine’s American Fitness Index Advisory Board ranked San Diego 3rd among the country’s 50 largest metropolitan areas based on overall fitness levels. Opportunities are everywhere and NAYDO is no exception. Locations at the Marriott Marquis will be listed on the NAYDO mobile app.

Wednesday 7:00 am–3:30 pm

**NAYDO Precor Golf Open at Torrey Pines Golf Course**

*Limited space available for this exclusive opportunity!*

**Sponsor:** Precor

Advance sign-up and payment required by March 14

**Fee:** $200 per golfer includes round of golf, goodie bag, transportation to/from course, boxed lunch and prizes

Torrey Pines Golf Course boasts two of the most picturesque championship 18-hole golf courses in the world. A well-known PGA Tour stop with the Farmers Insurance Open held every year, the course hosted the 2008 U.S. Open Championship and the LPGA Tour’s 2009 Samsung World Championship and also annually hosts the SDJGA’s Callaway Junior World Golf Championships.

Our NAYDO Precor Golf Open will be held on the North Course, which is currently undergoing a $12.6M renovation, due to be completed in late 2016. One of the most scenic golf courses on the California coastline, several holes on the North Course are situated high atop the bluffs overlooking the Pacific Ocean. Golfers can marvel at the breathtaking views of the coastline, deep ravines and famous Torrey Pine trees indigenous to the area. For more information on the golf course, visit torreypinesgolfcourse.com.

*Please note:*
- Board bus at 7:00 am at San Diego Marriott Marquis & Marina (bus departs at 7:15 am sharp)
- Shotgun start begins at 8:30 am (arrive by 7:45 am if driving directly to the course on your own)
- Rental clubs available for additional fee
- Proper golf attire with collared shirts required

*For questions contact:*
Linda Griffith, lgriffith@ymca.org

Workouts at the Marriott Marquis

Locations for workouts at the Marriott Marquis will be listed on the NAYDO mobile app and will include:

**Thursday 6:00–7:00 am**

**Bootcamp**
Rigorous boot camp circuits combining plyometrics, agility, strength and cardio exercises.

**Friday 6:00–7:00 am**

**Yoga**
A total mind-body workout that combines strengthening and stretching poses with deep breathing and meditation or relaxation.

**Saturday 6:00–7:00 am**

**San Diego By Foot**
Choose your pace group and take in the beauty of San Diego as we walk, jog and run along the waterfront.

**Tuesday through Saturday**

**Host Y Workout**
Visit the Host Y Hospitality Center in the exhibit area for easy to follow Trolley directions to the Mission Valley YMCA – the “Host Y Workout Branch.” Visit the Y any day of the conference (just show your conference name tag for entry).

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**Workouts at the Marriott Marquis**

**Open Hours:**
- Tuesday, April 25  4:00–6:00 pm
- Wednesday, April 26  7:00 am–7:00 pm
- Thursday, April 27  7:00 am–6:30 pm
- Friday, April 28  7:00 am–6:00 pm
- Saturday, April 29  8:00–10:00 am

Too excited to wait until April? We’d love to help you plan before you arrive! Contact:
Annette King, aking@ymca.org
**SIGHTSEEING AND TOUR OPPORTUNITIES**

**Tuesday 5:30 pm**

**Tuesday Dinner for Early Arrivals**

Let us know on the registration form if you would like to get together with other attendees arriving before the conference officially starts. Cost of dinner will be on your own and you will have a variety of walking distance options to choose from that will be sent in advance. The Host Y Hospitality Center will help organize dinner groups that will leave from the Marriott Marquis at 5:30 pm on Tuesday, April 25.

**Wednesday 6:00–10:15 pm**

**Tour 1: Hornblower Yacht Dinner Cruise**

Advance sign-up by January 31
Cost: $87 per person includes cruise and dinner
Transportation to boarding dock is on your own*
Boarding at 6:30 pm and return to dock by 10 pm

Experience the spectacular sunset of a San Diego evening from the comfort of a spacious yacht! Sit down to a delicious three-course dinner (vegetarian options available) at your table, made on board by chefs from local, seasonal ingredients and served by award-winning stewards. Then head out to the deck for a spin on the dance floor (with a professional DJ) or stroll the decks under the stars. Enjoy breathtaking views of San Diego’s most famous sights, including the Coronado Bay Bridge, the Star of India, the North Island Naval Air Station and the USS Midway aircraft carrier. It’s a magical San Diego experience you will never forget. And YES, there’s free Wi-fi to post your pictures while you cruise – making everyone else jealous they didn’t sign up too! Dress: Casual, comfortable shoes and a jacket are recommended. *Transportation Options: If you prefer, use a one-time $15 Uber discount using the code "HORNBLOWER," take a taxi or join other NAYDO attendees leaving the Marriott Marquis no later than 6:00 pm to walk the .8 mile to the dock.

**Saturday 7:45 am–11:30 am**

**Tour 2: Segway Tour in the Gaslamp Quarter and Embarcadero**

Advance sign-up by March 14 recommended
Cost: $70 per person includes equipment, instruction, helmet and tour guide
Glide through the heart of San Diego with a guided, 2-hour Segway tour that takes in the city’s most vibrant neighborhoods and important sites. Explore alongside your local guide for an insider’s look at the Gaslamp Quarter and Petco Park, then cruise between rows of swaying palms on the MLK Promenade. Enjoy views of the San Diego Bay from the waterfront embarcadero, where the USS Midway and the Star of India windjammer are moored near the bustling Seaport Village. No previous experience is required. Dress: Casual, comfortable shoes (but no sandals or open toe shoes please) *Meet in the Marriott Marquis lobby for the half-mile walk to the starting point of the tour.

**Saturday 9:15 am–1:30 pm**

**Tour 3: Kayak Tour – La Jolla Caves**

1:30 pm approximate return time to Marriott Marquis
Note: At least 10 people must be signed up by March 1 to offer this tour
Cost: $62 (1 person kayak) or $51 (per person in 2-person kayak) plus $5 wetsuit rental available at tour site; bus transportation, kayak rental, lifejacket, instruction and tour guide included

This guided tour in La Jolla is a favorite of both locals and San Diego visitors. Explore beautiful sea cliffs and caves as you glide through the La Jolla Ecological Reserve filled with marine life. Paddle to Sunny Jim’s Cave, the Arch Cave, the Clams’ Cave and other sea caves for amazing close-ups of sandstone formations. Witness sea lions, garibaldi, leopard sharks, shovel-nosed guitarfish (rock on, man) and even the occasional dolphin on this sought-after two hour La Jolla kayak tour. Both single and tandem kayaks are available. All of the equipment is provided, you will just need to bring a towel and casual clothes you don’t mind getting wet (no jeans permitted). No previous kayaking experience required but should know how to swim.

**SIGHTSEEING:**

**The Old Town Trolley**

This old fashioned trolley car stops at the Marriott Marquis (lower waterfall) at :25 and :55 after the hour. For $35.10 (online reservation) you can hop on and off all day to put the tour on pause while you explore the stops on your tour. The fully narrated tour lasts 2 hours.

**The San Diego Trolley**

Not to be confused with the Old Town Trolley (above), this rail line has a stop just across the street from the Marriott Marquis as well as in the rear parking lot of our alternative hotel Town & Country. The line has stops at several large shopping malls, Charger’s Qualcomm stadium, the Mexico border and lots of points in between including the Mission Valley YMCA (.2 miles from the Morena station). A one way ticket (good for two hours) is $2.50.

**There’s No Shortage of Walking Distance Entertainment**

The Gaslamp Quarter, Seaport Village, USS Midway and Star of India are just a few of the destinations you can explore on your own. Stop by the Host Y Hospitality Center in the exhibits area for the more information about all things San Diego!
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Our sponsors and exhibitors help underwrite the NAYDO Conference and provide the latest in techniques, ideas and innovations to make your philanthropic initiatives and YMCA operations creative and successful.

Here are the sponsors and exhibitors as of August 1, 2016. If you visit naydo.org on the sponsors and exhibitors page you can link directly to each company’s web site.

Exhibit Hours

Wednesday... 2:00–6:30 pm
Thursday.... 7:00 am–12:00 pm

3:30–6:30 pm
Friday......... 7:00–9:00 am

Last Chance to Visit the Exhibits
Continental Breakfast

The opinions and products of all vendors, exhibitors, sponsors and speakers are their own and do not have a real or implied endorsement by NAYDO.
CONNECT TO NAYDO CONFERENCE RESOURCES

Audio Recordings
Note: Some presenters may not grant permission for recording.
Conference Media will be using Dynamic Screen Capture, a unique process that simultaneously synchronizes session audio recordings with all visual presentation materials. The recordings include:
- Full motion videos
- PowerPoint slides
- Web browsing
- Software demonstrations

NAYDO is again providing one complimentary set of conference audio recordings to each Association member contact as a membership benefit. If you prefer to order your own, place your order onsite at the conference or year-round at conferencemedia.net/naydo.

Recordings are available whether you attend the conference or not. Recordings will also be available for purchase by non-members.

Mobile App
Sponsor: ThinSoft
It’s back and better than ever! Available in both Apple and Android platforms, the app allows attendees to:
- Plan your schedule
- Navigate to meeting rooms
- Check-in to sessions
- Access session handouts
- Exchange contact information
- Share with social networks

In addition to the conference event, NAYDO also has a Year Round Learning event within the app for NAYDO members that contains information about our webinar series, NAYDO 365 podcasts, networking and other educational opportunities. Stay updated and involved with NAYDO year-round!

Access development resources, get inspired and join in the conversation at naydo.org.

Like us on Facebook:
facebook.com/iNAYDO

Follow us on Twitter:
@ymca_naydo
**REGISTRATION INFORMATION**

Register early for lowest rates and to guarantee a space as the NAYDO conference often fills to capacity months in advance.

**DATES TO REMEMBER:**

- **Members Only Registration Deadline:** October 31, 2016
- **Non-Member Registration Opens:** November 1, 2016
- **Early Bird Registration Deadline:** December 5, 2016
- **Registration Deadline:** January 31, 2017

*December 5 is the deadline for financial assistance requests, Eagle Award nominations, Communications Awards entries and Young Professionals Program applications. Details at naydo.org.

**REGISTRATION/INFORMATION CENTER**

Sponsored by Arthur J. Gallagher Risk Management Services

Be sure to make the Registration/Information Center your first stop when you arrive at the San Diego Marriott Marquis. Make registration your first networking opportunity. The Center will remain open throughout the conference to answer questions and provide information.

**Open Hours:**

- **Tuesday:** 4:00 – 6:00 pm (for early arrivals)
- **Wednesday:** 7:00 am – 7:00 pm
- **Thursday:** 7:00 am – 6:30 pm
- **Friday:** 7:00 am – 3:45 pm

**CONFERENCE REGISTRATION FEES**

Registration includes most meals

- Registration fees cover program and facility costs, mobile app access, participant gift, participation in the general sessions, educational workshops, special sessions and other events.

**Membership Status**

If you are a member, conference rates are substantially lower – up to $320!

- To join, visit: regonline.com/naydomembership
- Membership must be current at time of registration and on the dates of the conference in order to qualify for the NAYDO Member Rates. Association Member Contacts can renew and update the roster for your YMCA at any time and Individual Members can join or renew online.
- When you register for the conference at naydo.org the system will let you know if your email address is not in the membership database or if your membership has lapsed. If your YMCA is an Association Member, check with your Y’s Association Membership Contact before you join or pay any membership dues as that may not be necessary.
- Unsure of your membership status? Check the list of Association Members at naydo.org under Membership tab or contact the NAYDO Office at info@naydo.org or 504 464 7845.
- Be sure no attendees share an email address.

**FINANCIAL ASSISTANCE**

- **Deposit Now with Balance Due January 2017**
- • During the Members Only registration period ending October 31, 2016 there is an incentive to pay in full with one payment: Staff pay only $575 instead of $600 (the rate if you pay only the $100 deposit during that time period).
- • Minimum of $100 non-refundable deposit is required at time of registration to secure space and ensure rate on the date your registration is received by NAYDO.
- • If you register early and pay only the $100 deposit, the balance is due by January 31, 2017; payment can be by check made payable to NAYDO or auto charged in mid-January to the same credit card. (Credit card numbers are stored for only 120 days from registration date.)

- **While the $100 deposit is non-refundable it can be transferred to one other person’s 2017 registration in the same YMCA association if transfer is processed by the January 31, 2017 registration deadline. After that date the $100 is non-transferable and non-refundable.**

- **Substitutions**
- • At least 6 weeks prior to the conference your delegation will receive by email a copy of the registered attendees from your Y and you will have the opportunity to make changes within a certain period of time. This process ensures the correct names appear on the mobile app roster and the correct email is in the system to allow everyone to download the NAYDO Conference mobile app.
- • Before or after that time substitutions can be made by contacting the NAYDO Office at info@naydo.org, calling 504 464 7845 or you can make them yourself online. Please provide the substitute’s complete contact information.
- • There may be an adjustment to the registration fee based on whether the substitute is a staff member or volunteer due to the different rates for each.

**FINANCIAL ASSISTANCE**

Registration Fee and Travel Assistance Deadline is December 5, 2016

- • Financial assistance online application form is available at naydo.org. You will be asked to specify type of assistance: Registration Fee or Travel. For your application to be considered, you must register for the conference and pay the $50 Financial Assistance Application Fee before December 5, 2016.
- • Should you receive assistance, the $50 will be automatically applied to your registration fee when you are notified in late December about your financial assistance award.
- • If you are notified in December that you did not receive assistance you will have the option of paying the October 31st rate and the $50 will be credited toward that amount or you can cancel from the conference. The $50 is non-refundable.
- • For questions about financial assistance, contact Mary Zoller in the NAYDO Office at 504 464 7845 or maryzoller@aol.com and she will answer your questions or direct them to NAYDO Financial Assistance Chair Gregory Phillips.
CANCELLATIONS
Registration Fee Cancellation Deadline
• On or before the cancellation deadline of March 14, 2017 requests for conference registration fee refunds (less the $100 non-refundable deposit) must be made by email to info@naydo.org.
• Cancellations received after the deadline are not eligible for a refund unless documentation of special circumstances is submitted and approved.

Hotel Room Cancellation
• Please Note: Hotel reservations must match the NAYDO registration records as of January 31, 2017. After this date, rooms cannot be held without an attendee’s name on the reservation.
• If you have more rooms or nights booked than you need, please do not cancel any directly with the hotel; contact the NAYDO Office first so that your extra rooms or nights can be used for NAYDO’s waiting list. Once you cancel with the hotel this is no longer possible.

Contact:
NAYDO Office
maryzoller@aol.com or 504 464 7845

HOTEL INFORMATION
CONFERENCE SITE AND HOTEL
San Diego Marriott Marquis & Marina
Seen on the left in the photo (and in the inset), our conference hotel is just 15 minutes from San Diego International Airport. The marina location ensures you’ll never be bored. It’s just a 5 minute walk to the Gaslamp Quarter and to Seaport Village with its 14 acres of waterfront shopping, dining and entertainment!

Overflow Hotels
The Manchester Grand Hyatt San Diego, is conveniently located next door (seen on the right in the photo). Our other overflow hotel, the Town and Country Resort, requires a short complimentary shuttle ride to the Marriott Marquis. Additional overflow hotels may be posted at naydo.org as needed based on the waiting list.

HOTEL RESERVATIONS AND WAITING LIST
NAYDO rates good only until March 14, 2017. To make reservations, visit the hotel page at www.naydo.org and be sure to mention NAYDO/ YMCA to received the NAYDO rate. Unable to get a reservation at any of the hotels listed on NAYDO’s website? Simply follow the directions found on hotel page at naydo.org to get on NAYDO’s hotel waiting list. No need to search for a room – NAYDO to the rescue!

Headquarters Hotel: San Diego Marriott Marquis & Marina
Check-in: 3:00 pm / Check-out: Noon
NAYDO room rate: $229 single or double/$249 triple/$269 quadruple

Overflow Hotels:
Manchester Grand Hyatt San Diego
Check-in: 4:00 pm / Check-out: Noon
NAYDO room rate: $249 single or double (plus 12.5% tax and $1.60 per room California Tourism Fee)

Town and Country Resort (shown at left)
Rooms currently available
Check-in: 3:00 pm / Check-out: 11:00 am
NAYDO room rate: $178 single/ $183 double
A continuous shuttle runs to the Marriott Marquis Wednesday through Friday so you can come and go at any time. A storage area will be available at the Marriott for the convenience of attendees staying at the Town and Country.

TRAVEL INFORMATION
RECOMMENDED ARRIVAL DATES
Tuesday, April 25
If you are participating in any of the Wednesday Pre-Conference Events: NAYDO Precor Golf, Philanthropy Livel Projects, YMCA Impact Tours, Y-USA Capital Certification Workshop, or other morning pre-conference sessions.
Wednesday, April 26
Morning to mid-day to be present for the Opening Reception. Wear casual clothes suitable for conference activities if your flight arrives prior to your hotel’s check-in time just in case your room is not ready when you get to your hotel.

RECOMMENDED DEPARTURE DATES
Saturday, April 29
Schedule a flight at your convenience depending on which tours you are planning to take or sightseeing you are doing on your own.
Sunday, April 30
If you are participating in YMCA Impact Tour D on Sunday you should plan on a Sunday flight.

WHAT TO PACK AND WHAT TO WEAR
Bring business cards
One is required when you check-in at onsite NAYDO registration for a chance on a Free 2018 NAYDO Conference Registration (winner announced at Friday’s Communications Awards)

Dress for the conference is business casual with these exceptions: YMCA Tours or Philanthropy Live! Projects – Casual (specific descriptions on pages 21 and 24)

Wednesday Golf Tournament – Golf Attire
Wednesday Opening Reception – Casual
Thursday Eagle Awards Banquet – Business Attire
Friday Batter Up Bash! Party – Casual

AIRPORT TRANSPORTATION
Plan to fly into San Diego International Airport which is only 15 minutes from hotel site. Take a taxi or Uber to your hotel.

Air Travel Discount
Travel on Delta Airlines to the San Diego International Airport for the conference and you will qualify for a discount on airfare if you follow these steps:

Domestic Attendees
For flights originating in the US or Canada, book your flights online or by phone.

International Attendees
For flights originating from all other countries, you must book online.

To Book Online:
• Visit delta.com
• Start the process to “Book a Trip”
• Near the bottom select “More Search Options”
• Enter “Meeting Event Code” using the NAYDO Meeting Event Code: NMP2J

To Book by Phone:
US and Canadian attendees may call Delta Meeting Network® Reservations at 800 328 1111, Monday–Friday 7:00 am–7:00 pm (Central Time)
Refer to the NAYDO Meeting Event Code: NMP2J
NORTH AMERICAN YMCA DEVELOPMENT ORGANIZATION
21 Chateau Trianon
Kenner, Louisiana 70065 USA

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.

NAYDO Mission
To inspire and strengthen the philanthropic culture of the YMCA.

NAYDO Statement of Purpose
To lead, support and advance the development of YMCA professionals, volunteers and YMCA associations in the philanthropic work of their YMCA through training, education, advocacy, research and knowledge sharing.

NAYDO Membership
YMCA financial development activities are led and championed by YMCA CEOs, development staff, branch executives and senior program staff in partnership with committed volunteer leaders.

Wouldn’t you like them all to become members of NAYDO? Consider the highly popular NAYDO Association Membership. Cost varies with budget size.

Visit naydo.org and click on “membership” for a complete list of NAYDO benefits.