From Emergency to Emerging: YMCA Fundraising for the Next Phase
May 1, 2020

Learn more at dbd.group/uncertainty
LET’S REVIEW

• Who is in your tent?
  – Around the campfire?

• First pivot of your emergency case
WHO’S IN YOUR TENT?
PIVOT #1: EMERGENCY CASE

Emergency Needs
  – Child Care
  – Food
  – Senior Isolation
  – Staff Care

Highly Focused
  – 2-3 pillars
WHAT WE LEARNED SO FAR

• A **focused case** works

• Donors will give to **emergency cases**

• Our **members** are generous

• Our communities **value the work** the Y is doing to respond to the crisis

• There is a **greater awareness for our cause**
NAVIGATING THE NEXT PIVOT
FROM CRISIS TO YEAR END

Crisis | Emergency
---|---
You Are Here | Ongoing Donor Asks
Community/Member Engagement & Impact Stories (& Strategic Dir. Response) | Thank you! Year End

Re-emerge
TO DO

1. Continue to talk to those in the tent/around the fire
2. Re-think your plan - be ready to plan in sprints
3. Get mail/e-mail lists ready
YOUR EMERGING CASE
PIVOT #2: EMERGING CASE

Combat Learning Loss

Increased Financial Assistance

Mental Health

Summer Camp

Food to Vulnerable Kids and Families

Community Collaborations

Choose 2-3
Tell your BETTER story (not your WHOLE story)

Other
1. Work with team to identify emerging programs/services
2. Create a concise, simple, focused case (3 most compelling points)
RADICAL STEWARDSHIP

• Especially your **brand new member donors**!
  • Let others speak on your behalf
    – Volunteers
    – Hospital CEO
    – Mayor
    – Nurse whose child was in your care

Thank you 😊
Feeling grateful is good.
Sharing gratitude is better.
WHAT DOES YEAR-END LOOK LIKE?

• Assess Summer/Early Fall at your Y and in your community

/11 NOV 2020

/12 DEC 2020

Stewardship

YE Giving
1. What is the impact you want to share?
2. Gather photos, stories and impact numbers now
3. Identify who can speak on your behalf
LOOK AT ALL YOU’VE ACCOMPLISHED
YOUR TO-DO LIST

1. Continue to talk to those in the tent/around the fire
2. Re-think your plan - be ready to plan in sprints
3. Get mail/e-mail lists ready
4. Work with team to identify emerging programs/services
5. Create a concise, simple, focused case (3 most compelling points)
6. What is the impact you want to share?
7. Gather photos, stories and impact numbers now
8. Identify who can speak on your behalf
More Resources

• dbd.group/podcasts
  – **New Podcast:** The New Shape of Philanthropy
    An interview with Julie Sistrunk
    CDO of YMCA of Middle Tennessee
  – Also: Rethinking Financial Strategies, Pivoting Your Case, Major Gifts Conversations, etc.

• dbd.group/uncertainty
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