



NAYDO

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

NAYDO 2025 | ST. LOUIS
**GATEWAY
TO GIVING**

44th Annual NAYDO Conference on YMCA Philanthropy

Wednesday through Saturday

April 30–May 3

America's Center, St. Louis, Missouri

Host Association:
Gateway Region YMCA



NAYDO ANNUAL CONFERENCE ON YMCA PHILANTHROPY

Join Us in April Where it All Began

“Meet us in St. Louis” where in 1979, eight YMCA resource development officers from across the U.S. first met to create what would become NAYDO! The first conference was held a year later in 1980. Just as St. Louis was the Gateway to America’s westward expansion, NAYDO 2025 will serve as the Gateway to Giving and what’s new in Y philanthropy.

Held at American’s Center, the conference is located in the heart of downtown St. Louis, close to everything you want to see. You’ll be within walking distance or a short ride to the Anheuser–Busch Brewery and world-famous Budweiser Clydesdales, Busch Stadium Ballpark Village, National Blues Museum, award winning restaurants, craft breweries, and so many other world-class attractions.

Don’t miss the party at Gateway Arch National Park and surrounding grounds, which just went through a \$380 million renovation. A true VIP experience, NAYDO will have the entire space from the museum at the bottom to tram rides to the top.

NAYDO Conference QUICK LINKS

[REGISTER NOW](#)

[Hotel Reservation Information](#)

DECEMBER 6 DEADLINE:

[Conference Financial Assistance
Application Form](#)

[Young Professionals Class of 2025
Application Form](#)

[Communications Contest Forms](#)

[Eagle Award Nomination Form](#)

Join us in celebrating how far the NAYDO Conference has come in 45 years by coming back to where it all began!

2025 NAYDO Conference Schedule

Tues. & Wed.

Tuesday, April 29

- 3:00 PM–7:00 PM.....**Conference Early Registration Open** | Sponsor: Gallagher Risk Management Services
- 3:00 PM–7:00 PM.....**Welcome/Host Y Hospitality Center Open** | Sponsor: Technogym
- 6:30 PM–8:30 PM.....**USA SMY CEO Network National Conference Opening Reception at Magnolia Hotel** | p 7
- 5:00 PM–7:00 PM.....**NAYDO Council Dinner Meeting**

Wednesday, April 30

Preconference Events

- 6:45 AM–7:30 AM.....**Les Mills Limited Edition Workout at Marriott St. Louis Grand & Hyatt Regency St. Louis** | Sponsor: Les Mills
- 7:30 AM–6:00 PM**Shuttle on continuous loop to and from Hyatt** | Sponsor: Daxko
- 7:30 AM–2:30 PM.....**USA SMY CEO Network National Conference at Magnolia Hotel** | p 7
- 8:00 AM– 6:00 PM.....**Conference Registration Center Open** | Sponsor: Gallagher Risk Management Services
- 8:00 AM– 6:00 PM.....**Welcome/Host Y Hospitality Center Open** | Sponsor: Technogym
- 8:15 AM– 3:45 PM**Camp Tour: YMCA Camp Lakewood & YMCA Trout Lodge** | Sponsor: Campminder
Additional Fee \$40 lunch included & Advance Registration Required | p 21
- 8:30 AM–11:00 AM.....**Impact Tour A: A Partnership for Health – Emerson YMCA + Affinia Healthcare**
Additional Fee \$25 & Advance Registration Required | p 21
- 8:30 AM–11:00 AM.....**Impact Tour B: Rethink Fitness – Chesterfield YMCA** | Sponsor: NodaFi
Additional Fee \$25 & Advance Registration Required | p 21
- 9:00 AM– 12:00 PM.....**Philanthropy Live! Project A: F.R.E.S.H. Garden** | Sponsor: The Redwoods Group
Advance Registration Required | p 22
- 9:00 AM– 12:00 PM.....**Philanthropy Live! Project B: Delmar DivINe** | Sponsor: The Redwoods Group
Advance Registration Required | p 22
- 9:00 AM– 12:00 PM.....**Philanthropy Live! Project C: St. Louis Area Food Bank** | Sponsor: The Redwoods Group
Advance Registration Required | p 22
- 9:00 AM– 12:00 PM.....**Philanthropy Live! Project D for Under 40 Network, YP Alumni & Class of 2025
Wags Campus YMCA at Washington U** | Sponsor: The Redwoods Group
Advance Registration Required | p 22
- 9:45 AM–11:45 AM.....**Philanthropy School Fundamentals** | Sponsor: DBD Group
Annual Support Fundamentals | Board Development Fundamentals | Capital/Comprehensive Campaign Fundamentals
Culture of Philanthropy Fundamentals | Advancing DEI in Philanthropy Fundamentals | p 7

2025 NAYDO Conference Schedule

wednesday

Wednesday, April 30 (cont.)

10:00 AM– 5:30 PM.....**YMCA Retirement Fund Appointments**

11:30 AM– 1:30 PM.....**Networking Lunch** | Arrive and leave at anytime
Additional Fee \$40 & Advance Registration Required

12:00 PM– 6:00 PM.....**Canadian Hospitality Centre**

12:15 PM–2:00 PM**Lunch and Learn Sessions**
Additional Fee \$40 & Advance Registration Required | p 7

1:15 PM–3:45 PM**Impact Tour C: Sports for All–Adaptive Sports Complex**
Additional Fee \$25 & Advance Registration Required | p 22

Opening Events

1:30 PM–5:30 PM**EXHIBITS OPEN** | p 10

2:15 PM–3:15 PM**Sponsor Showcase Workshops** | p 7

2:15 PM–3:15 PM**CFRE – Learn What’s Required to Become a Certified Fund Raising Executive** | p 13

3:15 PM–5:30 PM.....**Gateway to Giving Opening Reception featuring Network Experiences** | Sponsor: Traction Rec
Food and Credit Card Bars in the Exhibits

3:30 PM.....Gather by stage in exhibits for official opening by Traction Rec

3:30 PM–5:00 PM**Young Professionals Class of 2025 Orientation** | Sponsor: C&A Social Impact Consulting

4:00 PM–5:00 PM.....**Network Experiences** | p 10

5:00 PM–5:30 PM**Young Professionals Class of 2025 and NAYDO Council Reception**

6:00 PM–9:00 PM.....**International Attendees Welcome Reception at O’Fallon Park Rec Complex YMCA**
Advance Registration Required (invitation only), transportation provided

6:00 PM–8:00 PM.....**Canadian Reception at Hyatt Regency at the Arch**

6:30 PM–10:00 PM**NAYDO Shuttle Loop Options from Hyatt or Marriott St. Louis Grand or go on your own to:**
Red Route: Ballpark Village & Union Station
Blue Route: City Foundry & Armory STL
Dinner on your own; sign up in advance for \$18 round-trip shuttle

2025 NAYDO Conference Schedule

Thursday

Thursday, May 1

- 6:45 AM–7:30 AM.....**Les Mills Limited Edition Workout at Marriott St Louis Grand & Hyatt Regency St Louis** | Sponsor: Les Mills
- 7:30 AM–6:00 PM**Shuttle on continuous loop to and from Hyatt** | Sponsor: Daxko
- 8:00 AM–5:30 PM**Conference Registration Center Open** | Sponsor: Gallagher Risk Management Services
- 8:00 AM–5:30 PM**Welcome/Host Y Hospitality Center Open** | Sponsor: Technogym
- 11:00 AM–5:00 PM**Canadian Hospitality Centre**
- 8:00 AM–5:00 PM**YMCA Retirement Fund Appointments**
- 8:00 AM–5:00 PM**EXHIBITS OPEN** (except during General Session) | p 10
- 8:00 AM–8:45 AM**Hot Topic Facilitator Required Check-In Breakfast**
- 8:30 AM–10:30 AM**Philanthropy Alliance Leaders Meeting** (invitation only)
- 8:00 AM–10:15 AM**Continental Breakfast in Exhibits** | Sponsor: UpBup
- 9:00 AM–9:45 AM**Hot Topics Round A** | p 12
- 10:15 AM–11:00 AM**Hot Topics Round B** (Round A topics repeated) | p 12
- 11:15 AM–12:15 PM**Workshops Round 1** | p 15
- 12:30 PM–2:00 PM**General Session KEYNOTE LUNCHEON featuring John O’Leary** | Sponsor: NinjaZone
- 2:00 PM–3:00 PM**Exclusively Exhibits Time**
- 2:00 PM–3:00 PM**Sponsor Showcase USTA Demo Workshop** | Sponsor: USTA | p 14
- 2:00 PM–3:00 PM**Young Professionals Mentoring Sessions** | Advance sign-up required
- 3:00 PM–4:00 PM**Workshops Round 2** | p 16
- 4:15 PM–5:15 PM**A Conversation with Suzanne McCormick, President & CEO, YMCA of the USA, for U.S. Attendees**
- 4:15 PM–5:15 PM**YMCA LAC Meeting with Antonio Merino, CEO, YMCA Latin America and Caribbean**
- 4:15 PM–5:00 PM**YMCA Canada Session with Kevin Muir, COO, YMCA Canada**
- 5:15 PM–6:00 PM**Philanthropy Live! Volunteer Appreciation Reception** | Sponsor: The Redwoods Group
- 6:30 PM–10:00 PM**NAYDO Shuttle Loop Options from Hyatt or Marriott St. Louis Grand or go on your own to:**
Red Route: Ballpark Village & Union Station
Blue Route: City Foundry & Armory STL
Dinner on your own; sign up in advance for \$18 round-trip shuttle
Under 40 Network Social at the City Foundry, Blue Route

2025 NAYDO Conference Schedule

Fri. & Sat.

Friday, May 2

- 6:45 AM–7:30 AM.....**Les Mills Limited Edition Workout at Marriott St. Louis Grand & Hyatt Regency St. Louis** | Sponsor: Les Mills
- 7:30 AM–4:00 PM.....**Shuttle on continuous loop to and from Hyatt** | Sponsor: Daxko
- 8:00 AM–5:00 PM.....**Conference Registration Center Open** | Sponsor: Gallagher Risk Management Services
- 8:00 AM–4:00 PM**Welcome/Host Y Hospitality Center Open** | Sponsor: Technogym
- 8:00 AM–4:00 PM**Canadian Hospitality Centre**
- 8:00 AM–10:30 AM**YMCA Retirement Fund Appointments**
- 8:00 AM–10:30 AM**Last Chance to Visit Exhibits Continental Breakfast** | Sponsor: Operate Fit
- 8:30 AM–9:30 AM.....**Workshops Round 3** | p 17
- 9:30 AM–10:30 AM**Exclusively Exhibits Break**
- 9:40 AM–10:25 AM**Interested in Serving on 2026 Conference Committee?**
- 10:30 AM–11:30 AM**Workshops Round 4** | p 18
- 11:45 AM–1:15 PM**General Session IMPACT AWARDS LUNCHEON** | Sponsor: gro>
- 1:30 PM–2:30 PM**Workshops Round 5** | p 19
- 2:45 PM–3:45 PM**Round 6 Network Philanthropy Forums, Workshops or Hot Topics** | p 20
- 6:45 PM–10:00 PM.....**Closing Party at the Gateway Arch** | Sponsor: TRUE Fitness | p 12
Walking distance but one shuttle on continuous loop from Marriott St. Louis Grand
Food, music, drinks, tour the museum, vist the store, take a tram ride to the top of the Arch for an additional fee

Saturday, May 3

Sightseeing on Your Own | p 24

St. Louis Cardinals vs. NY Mets Baseball Game

Anheuser-Busch Brewery & Biergarten – See the Budweiser Clydesdales!

Forest Park Fun Day

Golf | [Contact Grant Strieker](#)

Hotel Reservation Recommendations

Arrive: Tuesday, April 29, if attending NAYDO preconference events or SMY CEO Network National Conference, or **Wednesday, April 30**, in the morning

NAYDO Registration Center, sponsored by Gallagher Risk Management Services, and the Welcome Center/Host Y Hospitality Center, sponsored by Technogym, will be open at America's Center **Tuesday, April 29, 3:00–7:00 PM**, for early check-in. Both will open Wednesday, April 30 at 8:00 AM.

Depart: Saturday, May 3, in morning unless participating in sightseeing day | p 24

Important: BEFORE booking elsewhere, contact [Mary Zoller](#) for assistance with hotel rooms. Beware of scams—NAYDO does not have a housing bureau.

NAYDO Hotels

Marriott St. Louis Grand

Across from America's Center

800 Washington Avenue
St. Louis, MO 63101

Rate: \$239 single/double + 18.9% tax

[Reservation link](#)

SOLD OUT

Hyatt Regency St. Louis at the Arch

7-block walk or Daxko Shuttle Bus on continuous loop Wednesday through Friday

315 Chestnut Street
St. Louis, MO 63102

Rate: \$215 single/double + 17.9% tax

[Reservation link](#)

Embassy Suites at St. Louis–Downtown

Closest to America's Center

610 North 7th Street
St. Louis, MO 63101

Rate: \$221 single/double + 17.9% tax

Reservations open April 29

[Reservation link](#)

SOLD OUT

Courtyard St. Louis Downtown/ Convention Center

Next to America's Center

823–827 Washington Ave.
St. Louis, MO 63101

Rate: \$219 USD single/double + 18.9% tax

[Reservation link](#)

SOLD OUT

Magnolia Hotel St. Louis

NAYDO Conference Hotel for Small and Mid-Sized YMCAs

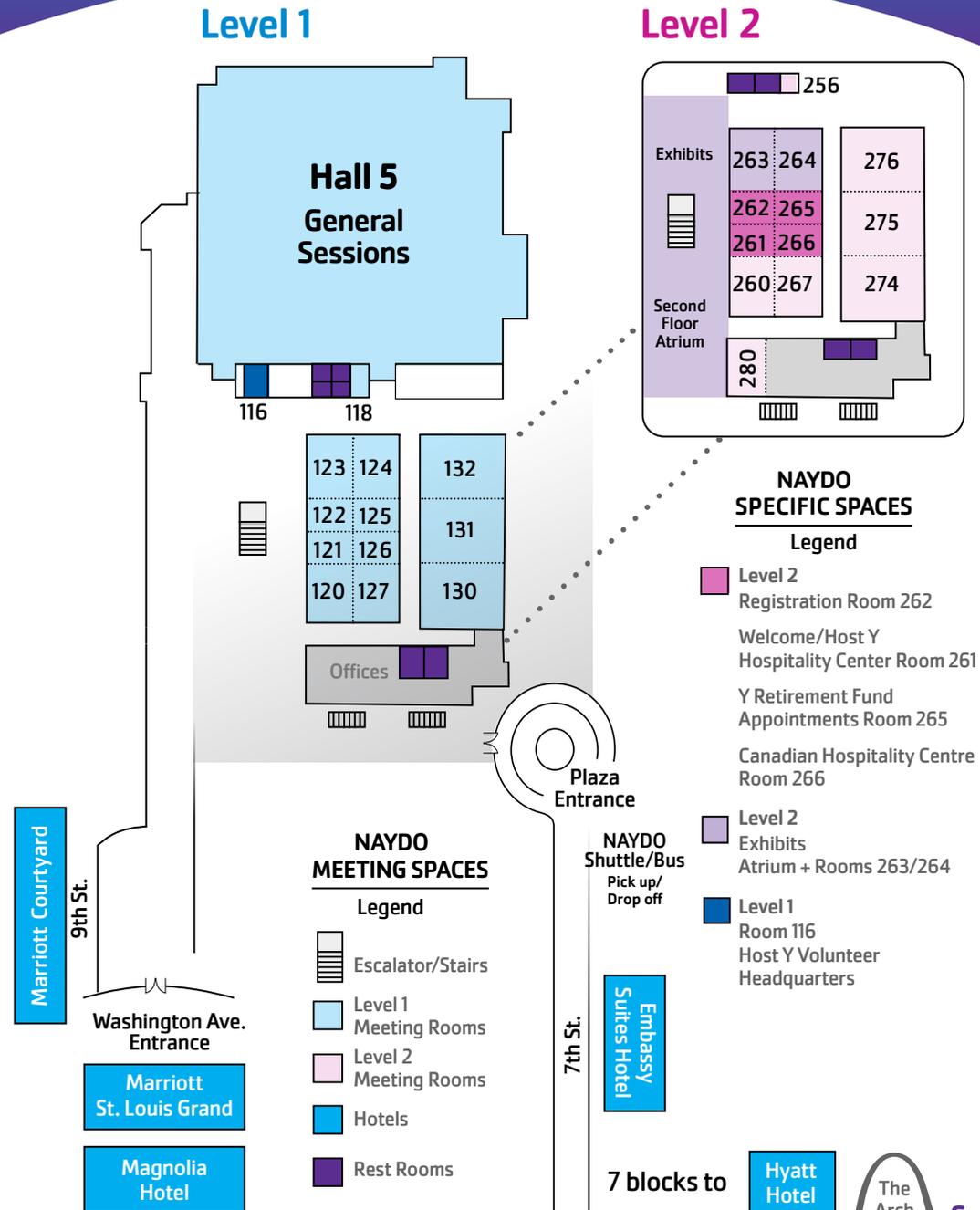
Attached to America's Center but also very small hotel

April 29–30 SMY CEO Network National Conference at Magnolia Hotel

Rate: \$199 USD single/double + 18.9% tax

[Reservation link](#)

Group Sub-Blocks of 10 or more rooms available only at the Hyatt Regency St. Louis at the Arch. Contact info@naydo.org for details.



Six Reasons to Arrive Tuesday, April 29

Registration and the Technogym Welcome Center and Host Y Hospitality Center will be open to greet you Tuesday, 3:00–7:00 PM

- 1.** Explore Gateway Region YMCAs on one of these **four Impact Tours** | Additional fee and advance sign-up required

8:15 AM–3:45 PM Camp Tour:

YMCA Camp Lakewood & YMCA Trout Lodge

Sponsored by Campminder

Fee: \$40 includes lunch, transportation and tour

8:30 AM–11:00 AM Impact Tour A:

A Partnership for Health – Emerson YMCA + Affinia Healthcare

Fee: \$25 includes transportation and tour

8:30 AM–11:00 AM Impact Tour B:

Rethink Fitness – Chesterfield YMCA

Fee: \$25 includes transportation and tour | Sponsor: nodaFi

1:15 PM–3:45 PM Impact Tour C:

Sports for All–Adaptive Sports Complex

Fee: \$25 includes transportation and tour

- 2.** Participate in one of **four offsite Philanthropy Live! projects**

9:00 AM–12:00 PM | Sponsored by The Redwoods Group
Advance sign-up required; transportation provided

Project A: F.R.E.S.H. Garden

Project B: Delmar DivINE

Project C: St. Louis Area Food Bank

Project D: Wags Campus YMCA at Washington University

For Under 40 Network, YP Alumni and YP Class of 2025

- 3.** If you are a CEO of a U.S. Small or Mid-Size YMCA, register and attend the **SMY CEO Network National Conference** held in the beautiful and historic Magnolia St. Louis, one of downtown's only boutique hotel experiences. Originally built in 1924 as the Mayfair Hotel, today the Magnolia shines brightly as the crown jewel of downtown hospitality and sophistication.

Dates: Tuesday, April 29 & Wednesday, April 30 | ends at 2:30 PM

Additional information, including fees and conference agenda, will be distributed once finalized. Space is limited, so reserve your hotel accommodations now.

For more information:

SMY CEO Network National Conference Co-Chairs

[Jason Hagensick](#), [Jenna Zdunek](#)

For registration questions, please contact [Andy Thornton](#)

- 4.** If you need a basic training or refresher, take one of the **Philanthropy School Fundamentals**
9:45 AM–11:45 AM | Sponsored by DBD Group

Annual Support

Andrew Powers | YMCA of Greater Rochester

Courtney Weiland, CFRE | DBD Group

Board Development

Brian Saber | Asking Matters

Capital/Comprehensive Campaign

Michelle Curtis, CFRE | YMCA of Greater St. Petersburg

Bruce Berglund, CFRE | DBD Group

Culture of Philanthropy

Pam Hearn, CFRE | YMCA of Greater Monmouth County

Carrie Collins, CFRE | YMCA of the USA

Advancing DEI in Philanthropy

Jesiah Brock, Jorge Perez

YMCA of Greater Cincinnati



- 5.** Enjoy NAYDO's newest feature, **Lunch and Learn 12:15 PM–2:00 PM**, featuring slightly longer sessions with some very special presenters. Because lunch is provided, there is an additional fee and advance sign-up is required.



Accelerate Transformational Giving in Your Y! Lunch and Learn with Marcy Heim, The Artful Asker
\$40 includes lunch | Advance registration required

Donor Retention – From Required to Extraordinary Lunch and Learn with Chad Barger, ACFRE
\$40 includes lunch | Advance registration required

Meeting the Foundation's Goals First Lunch and Learn with Kyle Wilkes, YMCA of Greater Tulsa
\$40 includes lunch | Advance registration required

Fundraising Foundations for CEOs, Executive Directors, GMs, and Camp Directors Lunch and Learn with Larissa Stoddart, Growth & Co.
\$40 includes lunch | Advance registration required

AI is for Everyone: Big and Small YMCAs Lunch and Learn with Ryan Burns, Microsoft
\$40 includes lunch | Advance registration required

- 6.** **Exhibits Open** at 1:30 PM and **Sponsor Showcase Workshops** take place 2:15 PM–3:15 PM
See pages 9 & 10 for sponsors and exhibitors as of August 1, 2024.

Sponsor Showcase Workshops

Wednesday, April 30

In these workshops, presenters are permitted to promote their products. The opinions and products of all NAYDO vendors, exhibitors, sponsors, and speakers are their own and do not have a real or implied endorsement by NAYDO.

Wednesday 2:15 PM–3:15 PM

Leveraging Digital Advertising to Boost Program Awareness & Community Engagement

Audience: MC,PM,EX,BD,SMY

Aidan Augustin | Feathr

Harnessing AI for Fundraising: How to Transform Data Into Action

Audience: MC,PM,EX,SMY

Stephanie Andersen | Traction Rec

Data Dynamics: Enhancing Future Fundraising Through Event Analytics

Audience: Intermediate: SFD,MC,EX,BD

Nikki DeFalco and Emily Newberry | OneCause

Board Development and Volunteer Engagement in a Digital Age

Audience: NFD,SFD,MC,PM,EX BD,SMY

Constance Miller | Daxko

Glen Gunderson | YMCA of the North

Mastering Digital Fundraising: Engage Donors, Boost Donations

Audience: NFD,SFD,MC,EX,BD,SMY

Dave Martin | Givebutter

Empowering Growth & Wellness Through Personalized Community Solutions

Audience: PM,MC,EX,SMY

Greg Hybl | Peloton

Molly Silverman | YMCA of Metropolitan Chicago

Storytelling for ACTION

Audience: NFD,SFD,MC,PM,SMY

Steven Screen | The Better Fundraising Co.

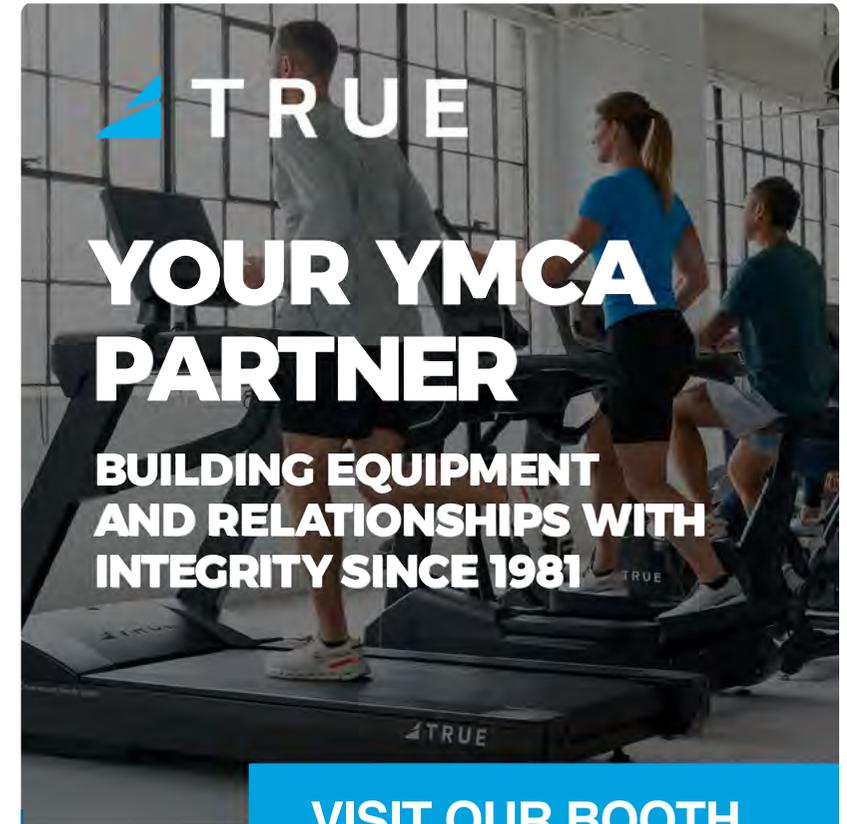
Thursday 2:00 PM–3:00 PM

Serving Up Success: Tapping Into Grants, Resources & Programming to Kickstart Your Tennis Programs? Watch a demonstration

Audience: NFD,SFD,MC,PM,EX,BD,GW,SMY

Todd Carlson, Matt Barnhart, Zachary Frampton

United States Tennis Association



VISIT OUR BOOTH

“This is more than just a Y purchasing equipment from a vendor, this is really about establishing a real relationship and understanding the needs of our Y and that we are eternally grateful for and appreciate TRUE and how they approached this project.”

Chris Colville, President/CEO
YMCA of Frederick County

TRUE FITNESS

Brochure Sponsor

Conference Sponsors

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.

Premier Sponsors

Premier Sponsor – Philanthropy School Fundamentals
DBD Group

Premier Sponsor – Philanthropy Live!
The Redwoods Group

Premier Sponsor – Impact Awards General Session
gro>

Premier Sponsor – Keynote General Session
NinjaZone

Premier Sponsor – Philanthropy Accelerator
YMCA of the USA

Premier Sponsor – Opening Reception
Traction Rec

Premier Sponsor – Mobile App
The Colorado Tent Company

Premier Sponsor – Closing Party
TRUE Fitness

Premier Sponsor
Microsoft

Premier Sponsor – Registration/Information Center
Gallagher Risk Management Services

Premier Sponsor – Welcome Center/Host Y Hospitality
Technogym

Premier Sponsor – Participant Gift
Momentec Brands

Premier Sponsor – Hyatt Shuttle
Daxko

Specialty Sponsors

Schedule at a Glance Sponsor
FourSquare Research, Inc.

Advance Packet Sponsor
Kindsight

Brochure Sponsor
TRUE Fitness

YMCA Impact Tour Sponsor
nodaFi | Impact Tour B: Chesterfield YMCA

Camp Impact Tour Sponsor
CampMinder

Souvenir Pin Sponsor
Doc Morgan Inc.

Fitness Sponsor
Les Mills

Digital Fitness Sponsor
MOSSA

Thursday Breakfast
UpBup

Friday Breakfast
Operate Fit

Workshop Sponsors

Daxko

Feathr

Givebutter

OneCause

Peloton

The Better Fundraising Co.

TractionRec

United States Tennis Association (USTA)

Network Sponsors

Under 40 Young Professionals
C&A Social Impact Consulting

Camping Professionals
Day Camp Community

Under \$4M YMCAs (Smaller Ys)
American City Bureau

Staff New to Leading YMCA Development
SCORE Sports

Program/Membership Staff
Amilia

VIP-Volunteer In Philanthropy (Board Members)
American City Bureau

MarCom Professionals (Marketing & Communications)
Radar Promotions

Grant Writers Group
Grant Professionals Association

Operations (Branch Execs/Center Directors/COOs & CEOs)
Townsend Institute at Concordia University Irvine

Visit the [Sponsor Exhibitors Online](#) for updates

Conference Exhibitors

Exhibit Hours

Wednesday, April 30

1:30 PM–5:30 PM | Exhibits Open

3:15 PM–5:30 PM | Opening Reception with food & complimentary beverages | Credit card bars

Thursday, May 1

8:00 AM – 5:00 PM | Closed during Keynote Lunch

8:00 AM–10:15 AM | Continental Breakfast

2:00 PM–3:00 PM | Exclusively Exhibits
Complimentary Beverages

8:00 AM–10:15 AM | Continental Breakfast

Friday, May 2

8:00 AM–10:30 AM | Continental Breakfast

9:30 AM–10:30 AM | Exclusively Exhibits
Last Chance to Visit!

Premier Exhibitors 2025

Amilia

Core Health and Fitness

Daxko

DBD Group

EGYM

Gallagher Risk Management Services

gro>

Microsoft

Momentec Brands

NinjaZone

OMNIA Partners

SCORE Sports

Technogym

The Colorado Tent Company

The Redwoods Group

TMI Salt Pure Corp dba TMI Sustainable
Aquatics

Torque Fitness

Townsend Institute at Concordia
University Irvine

Traction Rec

TRUE Fitness

YMCA of the USA

Exhibitors 2025

Alaris

American City Bureau

Arly by BellXcell

Bloomerang

CampMinder

CCS Fundraising

Charity for Change

Checkwriters

Convergent Nonprofit Solutions

Crescendo Interactive Inc.

DIRECTV

Dividat USA

Doc Morgan Inc.

Efficient Air Systems

Feathr

Freemotion Fitness

Givebutter

Grant Professionals Association

Great American Insurance Group –
Specialty Human Services

Great American Insurance Group –
Unemployment Risk Solutions

Greater Than Analytics LLC

Grid

Growth & Co.

Insightful Markets

International Hospitality Center/Y–USA
Global Diversity, Equity & Inclusion

Jules and Associates, Inc.

Kindsight

Les Mills

Life Fitness

Matrix Fitness

Mer–Made

MOSSA

Musco Sports Lighting

Myzone Inc.

NodaFi

NuStep, LLC

OneCause

Operate Fit

Payne Stewart Golf Experience

Peloton

QuickScores LLC

Radar Promotions

RYTE Sport

Soapbox Engage

Steadfast City Economic & Community
Partners

Swagdog

Takeform

The Better Fundraising Co.

TinyMobileRobots

Unifirst Corp.

United States Tennis Association (USTA)

UpBup

Virtuous

YMCA Retirement Fund

YPurchasing

501(c) Services

Wednesday Opening Reception and Network Experiences

Gateway to Giving Opening Reception Wednesday 3:15 PM–5:30 PM

Sponsor: Traction Rec

Gather near the Exhibits area stage at 3:30 PM as Traction Rec officially kicks off **NAYDO 2025 Gateway to Giving**. Enjoy complimentary beverages, food, fun, and credit card bars while visiting 100+ exhibitors.

Between 4:00 PM–5:00 PM, venture into one or more of your favorite Networks to connect with attendees who share your job title or similar interests. Each of the 10 Networks has something special planned! Here are a few examples.



6:00 PM–9:00 PM

International Attendees Welcome Reception at O'Fallon Park Rec Complex YMCA

Invitation Only

Advanced registration required

Transportation provided

Did you know ... Each Network has a session planned during Round 6 on Friday page 20 and each offers two virtual events year-round. Contact NAYDO Networks Manager [Erica Halpern](#) for more information or visit the [networks page](#).

MarCom Professionals

Sponsor: Radar Promotions

Join other MarCom professionals for an informal meet-and-greet and a T-shirt swap. Pack one of your Y's T-shirts and take home some sweet Y memorabilia! Enter to win one of a few swag bags from MarCom Network Sponsor Radar Promotions, to be given at the Round 6 MarCom session.

Staff New to Leading YMCA Development

Sponsor: SCORE Sports

If you are new to the Y or new to leading your Y's financial development program within the last three years, this is the network for you. Meet others who share the same questions, challenges and opportunities. We'll exchange ideas, resources and lessons learned that can help you thrive in your new role. We'll have some fun, too!

VIP (Volunteers-in Philanthropy) Board Members

Sponsor: American City Bureau

Experience an interactive meet-and-greet where board members connect with other board members from across North America. Door prizes will be given.

Under 40 Young Professionals

Sponsor: C&A Social Impact Consulting

Join other Under 40 Staff and Board Members for networking and trivia. Leave with new connections, prizes and most importantly, bragging rights!

Program & Membership Staff

Sponsor: Amilia

Join in a hands-on, experiential reception, sponsored by Amilia. Participate as we bring an Impact Tour to life, giving you insight and understanding of the power of giving a similar experience to members and donors. You will leave with concrete examples of how to talk about your programs and their benefit to your community, while having fun conversations with your colleagues from across the Movement. Expect door prizes and other surprises.

Diversity, Equity & Inclusion in Philanthropy

Join Y professionals from across the Movement who have an interest in making our fundraising practices more inclusive. We'll network and share ideas on how we can better infuse a holistic DEI lens in our everyday work, opening the doors to new, diverse staff, board members and donors.

Camp Professionals

Sponsor: Day Camp Community

Celebrate the start of the NAYDO 2025 Conference with your camp colleagues. We'll talk about how to best navigate the conference with camp at the forefront and have some fun before heading out for a dinner together in the Gateway City.

Grant Writers

Sponsor: Grant Professionals Association

Under \$4M Smaller YMCAs

Sponsor: American City Bureau

Operations Staff

Sponsor: Townsend Institute at Concordia University Irvine



Young Professionals Class of 2025

This is a special program involving a selection process. [Young Professionals Class of 2025 Application Form](#).

Application Deadline: December 6, 2024

Notification of Selection by December 31, 2024

If your YMCA has unique circumstances making it impossible to meet the December 6 deadline, contact the NAYDO office at info@naydo.org

Requirements to Participate

- YMCA must be a current NAYDO Association Member
- Applicant must under 35 years of age at time of conference. 
- Applicant must be available to participate in all required sessions for the Class of 2025 from Wednesday Orientation through Friday afternoon Philanthropy Forum.
- Statement of support from supervisor

Visit [website](#) for more information

Keynote General Session Luncheon

Thursday, May 1, 12:30 PM–2:00 PM

Doors open at 12:15 PM

Sponsor: NinjaZone



Prepare to be Transformed

You will be inspired and changed by John O'Leary, our keynote speaker. At a young age, John accidentally created a massive explosion in his home, resulting in burns covering his entire body. He was given a 1% chance to live. Experience John's emotional storytelling, unexpected humor and authenticity that will transform you into believing you can overcome any barrier or challenge you are facing personally or professionally.

Impact Awards General Session Luncheon

Friday, May 2, 11:45 AM–1:15 PM

Doors open at 11:30 AM

Sponsor: gro>



Communications Awards

YMCAs of every size and with any fundraising goal are encouraged to submit materials for recognition in NAYDO's Communications Awards. NAYDO entries require three to five pieces that were used together to tell a story, support a marketing or philanthropic goal, and enhance the culture of philanthropy. If you think your Y did an exceptional job communicating your mission, vision, campaign, or a general YMCA story, submit your application for consideration. Submissions must be brand compliant for your country and part of philanthropic or communications campaigns that demonstrated measurable success. [Check out Awards categories, criteria and online forms.](#) All entries will be considered for multiple categories, with the exception of Cause Communicator of the year, which is for a person. Questions? Communications Awards Chair [Christina Harley, CFRE.](#)

Entry Deadline: December 6, 2024

Excellence in Fundraising: NAYDO Eagle Awards

Nomination Deadline: December 6, 2024

NAYDO Eagle Awards are presented to YMCA Associations committed to excellence in philanthropic best practices and have demonstrated outstanding achievement in YMCA financial development in annual, capital and endowment efforts. Previous Eagle winners judge nominees among similar size Ys.

[Watch this video](#) and learn why you should apply for the Eagle Award.

YMCAs that have never won or were recipients prior to 2020 are eligible to apply. All applicants must be current NAYDO Association Members.

[Eagle Awards criteria and application form](#)

Questions? Eagle Awards Chair [Zane Korytko](#)
506 866 1163

Preview of NAYDO 2026 Conference

Long Beach, California

Saves the Dates

May 6–9, 2026 (Wed–Sat)

Join us in sunny Southern California as the YMCA of Greater Long Beach hosts NAYDO 2026, where the theme "Anchored in Giving" will illuminate our commitment to philanthropy. Set against the stunning backdrop of the Long Beach Convention and Entertainment Center, overlooking Rainbow Harbor, Queensway Bay, and miles of sandy Pacific Ocean beachfront, this urban waterfront destination offers a blend of big-city feel and coastal charm. Located conveniently near Los Angeles and Orange County, Long Beach provides the perfect backdrop to explore and engage in the profound impact of philanthropic partnerships. Discover how together, we anchor meaningful change in California's seventh largest city.

Scenic Long Beach, California



Friday

Closing Party at the Gateway Arch

Sponsored
By



6:45 PM–10:00 PM

Listen or dance
to the music of the Dirty Muggs!

Enjoy original St. Louis BBQ
from Sugarfire

Tour

the recently renovated museum

Visit the Arch Store

offering exclusive Gateway Arch and St. Louis
themed items, unique gifts, books, jewelry,
toys, Native American crafts, and apparel.

Take a Tram Ride

to the Top of the Arch for a nighttime view of
St. Louis. This is not offered to the public.
Additional fee

Walking distance

7 blocks from most hotels | Hyatt is next
to Gateway Arch National Park

A bus will be available

for those who need transportation on continuous
loop first leaving Marriott St. Louis Grand at 6:30 pm
with final departure from the Arch at 10:00 pm.



The Arch is a National Park, subject to government
regulations and security protocols. Attendees will have
to commit in advance to participating in the party.
Name badges will be required for entry.

The food and non-alcoholic beverage cost for the Closing
Party is included in the Conference Registration Fee,
including spouse/guest.



Educational Sessions

While other sessions and networking opportunities provide learning opportunities, the number one reason YMCA staff and volunteers attend the NAYDO Conference according to the evaluations is the educational sessions.

In 2025, there are several types:

- **Lunch and Learn** | p 7
- **Philanthropy School Fundamentals** | p 7
- **Hot Topics Facilitated Small Group Discussions**
- **Educational Track Workshops**
- **Philanthropy Forums** | p 20

CFRE Certification Credit

Approved conference sessions provide Certified Fund Raising Executive (CFRE) certification credit. Details will be provided in the Advance Packet. See page 9 for details on the session to learn more about how to become CFRE certified.

Y-USA Leadership Certification Credit

If you are a YMCA staff member from the U.S., the NAYDO Conference earns you 16 Leadership Certification Credits if you attend all days of the conference. The NAYDO Conference counts as experience credit for Team Leader and Multi-Team Leader Certification; 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. For this to show up properly on your YMCA of the USA transcript, you will need to provide your date of birth on the registration form. If left blank, NAYDO cannot submit your record to Y-USA.

For questions, contact:
leadershipcertification@ymca.net

Thursday, May 1

Hot Topics Facilitated Discussions

Coordinator: Danielle Robello
Young Professionals Alumni

Searching for ideas or new strategies? Have successes or other learnings you can share with other Ys? Look no further because Hot Topics is your answer. Hot Topics provide Y professionals and volunteers an opportunity to exchange ideas, thoughts, strategies, and challenges on a variety of topics. These facilitated discussions occur in a small group environment, allowing for exploration of the most current philanthropy-related issues at our YMCAs. There are several opportunities for Hot Topics:

Thursday

Round A | 9:30 AM–9:45 AM

Round B | 10:15 AM–11:00 AM (Topics are repeated)

Some Networks will offer Hot Topics during **Round 6**, Friday 2:45 PM–3:45 PM

The list of Hot Topics is finalized at a later date to ensure content is relevant at the conference. The list is included in the Advance Packet. If you have a topic you would like to see offered or would like to be a facilitator, please contact NAYDO info@naydo.org this fall.

Educational Track Workshops

Educational Tracks Chair: Andrew Powers
YMCA of Greater Rochester

Educational tracks are designed so all aspects of YMCA financial development are covered in some way. Mix and match sessions to meet your YMCA's needs. Content does overlap, so be sure to review the [workshop description and outcomes](#). Do not rely on the title alone to decide which ones to attend:

- **Annual Support**
- **Capital Development**
- **Major and Planned Gifts**
- **Board and Volunteer Development**
- **Marketing and Communications**
- **Grants and Government Funding**
- **Operations & Philanthropy**
- **DEI in Philanthropy**

Target Audiences

While you may attend any workshop, presenters have identified the target audiences most appropriate for their content, using 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
PM: Program and Membership Directors
EX: Executive Directors, CEOs and COOs
BD: Board Members & Fundraising Volunteers
GW: Grant Writers
SMY: Content applicable to small/mid-size YMCAs



Level of Experience

Workshops are intended for staff/volunteers with all levels of financial development experience unless noted as:

Intermediate: 5 years of experience
Advanced: 15 years of experience

Educational Sessions

Thursday, May 1
Round 1



11:15 AM–12:15 PM

ANNUAL SUPPORT

Building Donor–Mission Relationships That Yield Real Results

Audience: NFD,SFD,MC,PM, EX,BD,SMY

Lizzie Rainville, Amanda Schroder DeLong | YMCA of the North

BOARD & VOLUNTEER DEVELOPMENT

Mining Your Board’s Treasure Map

Audience: Intermediate: SFD,EX,BD,SMY

Linda Haley, CFRE | Let’s Build Hope

CAPITAL DEVELOPMENT (CAMP FOCUS)

Projects and Dreams: Strategic Camp Fundraising

Audience: NFD,SFD,PM,EX,BD,SMY

Jeff Merhige | YMCA of Pawtucket

CAPITAL DEVELOPMENT

The Vision Tour: Tactics to Captivate Prospective Capital Campaign Donors

Audience: Intermediate: SFD,MC,EX,BD,SMY

Meagan Ellis, Emily Summerhays

Treasure Valley Family YMCA

DEI IN PHILANTHROPY

Decolonising Philanthropy

Audience: Intermediate: MC,PM,EX,BD,GW

Jaipreet Kaur | Y Care International

Renata Ferrari | YMCA of the USA

GRANTS & GOVERNMENT FUNDING

Navigating Your Post–Award to Avoid a Post–Apocalypse

Audience: NFD,SFD,PM,GW,SMY

Lauren Wilson | Williams YMCA of Avery County

Amber Carpenter | Tampa Metropolitan Area YMCA

MAJOR & PLANNED GIFTS

Uniting for Impact: Authentic Partnerships in YMCA Campaigns

Audience: NFD,SFD,PM,EX,BD,SMY

Mike Brown Jr. | YMCA of Metropolitan Forth Worth

MARKETING & COMMUNICATIONS

Advanced Strategies to Integrate AI Into Your Fundraising Program

Audience: Intermediate: SFD,MC,PM,EX,BD,GW,SMY

Josh Hirsch | Soukup Strategic Solutions

OPERATIONS & PHILANTHROPY

When Data Drives Strategy

Audience: Intermediate: SFD,EX,GW SMY

Robyn Furness–Fallin | DBD Group/Y Alumni

Nathan Sprenger | DBD Group

ANNUAL SUPPORT

Recalibrate Your YMCA’s Fundraising Events to Further Year–Round Fundraising

Audience: NFD,SFD,EX,BD,SMY

Chad Barger, ACFRE | Productive Fundraising

ANNUAL SUPPORT

Asking for Anything Artfully and Beyond

Audience: NFD,SFD,MC,PM,EX,BD,GW,SMY

Marcy Heim, CFRE, PLCC, CSP

Marcy Heim Consulting/The Artful Asker

Educational Sessions

Thursday, May 1
Round 2



3:00 PM–4:00 PM

ANNUAL SUPPORT

The Incredibles: Retaining Your Most Important Donor Population—First-Time Donors

Audience: NFD,SFD,SMY

Lynne Wester | Donor Relations Group

BOARD & VOLUNTEER DEVELOPMENT

The Board Chair–CEO Partnership

Audience: Intermediate: BD,EX,SMY

Christal Cherry | The Board Pro

MAJOR & PLANNED GIFTS (CAMP FOCUS)

The Seven Year Relationship – Patience & Promotion of Planned Giving

Audience: NFD,SFD,MC,EX,BD,SMY

Jeff Pereles, CPA, CFRE, Judy Tegtmeier

Camp Manito-wish YMCA, Inc.

CAPITAL DEVELOPMENT

The CEO–CDO Team: Lessons From a Successful Comprehensive Campaign

Audience: NFD,SFD,EX,BD,SMY

Bruce Berglund | DBD Group/Y Alumni

Tim Helm, Wendy Cornett–Marquitz, CFRE

Gateway Region YMCA

Michelle Curtis, CFRE, David Jezek

YMCA of Greater St. Petersburg

DEI IN PHILANTHROPY

Empowering Youth in Philanthropy: A Future–Forward Approach

Audience: NFD,SFD,MC,PM,EX,BD,GW,SMY

Jorge Perez | YMCA of Greater Cincinnati

GRANTS & GOVERNMENT FUNDING

Navigating Federal Earmark Awards for Capital Projects

Audience: Intermediate: SFD,EX,GW,SMY

Robin Dewey, CFRE | YMCA of the USA

Brian Steffen | Eugene Family YMCA

MAJOR & PLANNED GIFTS

Major Gift Best Practices + Current Philanthropy Trends

Audience: NFD,SFD,EX,BD

Meg George, Phil George

George Philanthropy Group

MARKETING & COMMUNICATIONS

Harnessing the Power of Stories

Audience: Intermediate: SFD,EX,BD,GW,SMY

Pam Cowan | YMCA of Greater Rochester

OPERATIONS & PHILANTHROPY

The Responsive Maturity Model: 5 Digital Steps to Scale Donor Engagement

Audience: NFD,SFD,MC,PM,EX,SMY

Erik Tomalis | YMCA of the Suncoast

CAPITAL DEVELOPMENT

Empowering Philanthropy: How Philanthropy and Financing Create Organization Zen

Audience: Intermediate: SFD,MC,EX,BD,GW

Amy Kienle | YMCA of Greater Pittsburgh

Jim Mellor | DBD Group/Y Alumni

Jerry Haralson | Georgia State Alliance of YMCAs

BOARD & VOLUNTEER DEVELOPMENT

Leading in Chaos – Forging a New Path for Philanthropy

Audience: Advanced: SFD,EX,BD

Damon Colaluca (VIP) | C&A: Social Impact Consulting/Y Alumni

Educational Sessions

Friday, May 2
Round 3



8:30 AM–9:30 AM

ANNUAL SUPPORT

Maximizing Efficiency With AI: Unlocking Productivity Through ChatGPT

Audience: NFD,SFD,MC,PM,GW,SMY

Randy Klassen | YMCA of Greater Moncton

BOARD & VOLUNTEER DEVELOPMENT

Closing the Trust Gaps in Your Annual Mission Campaign

Audience: SFD,PM,EX,BD,SMY

Tricia Meinhold | Ozarks Regional YMCA

Cory Scheer | TrustCentric Consulting

OPERATIONS & PHILANTHROPY

The Future of Fundraising: Top Trends Impacting Nonprofit Leaders Today and Tomorrow

Audience: SFD,EX,BD,SMY

Amy Eisenstein, ACFRE | Capital Campaign Pro

ANNUAL SUPPORT (CAMP FOCUS)

Camp Impact Data as Compelling Case for Support

Audience: NFD,SFD,MC,EX,SMY

Joel Sieplinga, Stacey Seeger | YMCA Camp Tecumseh

DEI IN PHILANTHROPY

DEI Unboxed: DEI Board Leaders Driving Change

Audience: NFD,EX,BD,SMY

Sidney Edwards, Lisa Ramirez

YMCA of Greater Richmond

MAJOR & PLANNED GIFTS

Leveling Up: A Step-By-Step Process to Successful Major Gift Fundraising

Audience: NFD,SFD,MC,EX,BD,GW

Deb Strecker | YMCA of Southwestern Ontario/
Plus Delta Partners

Christina Harley, CFRE | YMCA of Southwestern Ontario

MAJOR & PLANNED GIFTS

Planned Giving: Debunk the Top 5 Myths

Audience: NFD,SFD,EX,BD,SMY

Tony Martignetti | Martignetti Planned Giving Advisors, LLC

GRANTS & GOVERNMENT FUNDING

From Blah to Brilliant: Funding Needs Statement Makeovers

Audience: NFD,SFD,GW,SMY

Anabel Spencer | YMCA of the USA

Ali Hollenbeck, GPC | Tampa Metropolitan Area YMCA

MARKETING & COMMUNICATIONS

Winning Fundraising Examples You'll Want to Use

Audience: NFD,SFD,MC,EX,BD,SMY

Rachel Muir, CFRE | League of Extraordinary Fundraisers

CAPITAL DEVELOPMENT

YMCAs Blazing the New Frontier for Colossal Community Impact

Audience: NFD,SFD,MC,EX,BD,SMY

Christina Bateman, Dan Haynes | Nishna Valley Family YMCA

John Biggins | American City Bureau

CAPITAL DEVELOPMENT

Cultivating Donors BEFORE Your Feasibility Study

Audience: NFD,SFD,MC,EX,BD,GW,SMY

Rick Kiernan | Convergent Nonprofit Solutions

Sharon Padgett | Gaston County Family YMCA

Educational Sessions

Friday, May 2 Round 4



10:30 AM–11:30 AM

ANNUAL SUPPORT

The Future of Philanthropy – A Panel Discussion

Audience: NFD,SFD,MC,PM,EX,BD,GW,SMY
Abby Rogers, Moderator | YMCA of the USA
Bruce Berglund, CFRE | DBD Group/Y Alumni
Bill Stanczykiewicz | IUP Lilly School of Philanthropy

MAJOR & PLANNED GIFTS

Gifts in Wills: The ABCs of How to Ask

Audience: NFD,SFD,EX,BD,SMY
Brian Saber | Asking Matters
Tony Martignetti | Martignetti Planned Giving Advisors, LLC

BOARD & VOLUNTEER DEVELOPMENT

Building a Proactive Fundraising Board

Audience: NFD,SFD,EX,BD,SMY
Debbie Sontupe | Match Nonprofit Consulting/Y Alumni
Zane Moore | River Crossing YMCA

CAPITAL DEVELOPMENT (CAMP FOCUS)

Running a Capital Campaign – Into the Details

Audience: NFD,MC,EX,BD,SMY
Zach Klipsch, Carrie Hybels
Sherman Lake YMCA Outdoor Center

MAJOR & PLANNED GIFTS

In the Room Where It Happens: Maximizing Donor Visits

Audience: NFD,SFD,PM,EX,BD,SMY
Jon Simons | DBD Group/Y Alumni
Robert Kirschner | DBD Group

MARKETING & COMMUNICATIONS

10 Seconds or Less: Writing Digital and Social Content That Resonates

Audience: MC,SMY
Lynne Wester | Donor Relations Group

OPERATIONS & PHILANTHROPY

Managing Funding & Grant Tracking via Member Management Software

Audience: SFD,PM,EX,GW
Jim Baksa, Lynette Simmons | YMCA of Metro Detroit

CAPITAL DEVELOPMENT

The Winding Road to a Successful Capital Campaign – Learn From a Mid-Sized Y

Audience: NFD,SFD,MC,EX,BD,SMY
Brett Crosby, Christine Boll | Rowan–Cabarrus YMCA

DEI IN PHILANTHROPY

Leveraging NMTCs Into Deeper Partnerships – Community Development After the Transaction

Audience: Intermediate: SFD,PM,EX,BD,SMY
Anthony Norris, Terry Grigsby | YMCA of Memphis & the Mid-South
Doug Rasmussen | Steadfast City Economic & Community Partners

GRANTS & GOVERNMENT FUNDING

Transformational Giving – Family Foundation Grants and the YMCA

Audience: NFD,SFD,MC,PM,EX,BD,GW,SMY
Michelle Curtis, CFRE | YMCA of Greater St. Petersburg
Matthew Freedman | The Y in Central Maryland
Meagan Ellis | Treasure Valley YMCA

ANNUAL SUPPORT

Lighten Your Load – Leveraging Technology in Philanthropy

Audience: Intermediate: SFD,MC,PM,EX,BD,SMY
Molly McCabe | YMCA of the Triangle

Educational Sessions

Friday, May 2
Round 5



1:30 PM–2:30 PM

ANNUAL SUPPORT

What the Best Fundraisers Do Differently

Audience: NFD,SFD,MC,EX,BD,GW,SMY

Rachel Muir, CFRE | League of Extraordinary Fundraisers

CAPITAL DEVELOPMENT

How to Prepare Your Board Members for a Capital/Capacity Campaign

Audience: SFD,EX,BD,SMY

Amy Eisenstein, ACFRE | Capital Campaign Pro

MARKETING & COMMUNICATIONS (CAMP FOCUS)

How to Market Camp When Attention Spans Are Seconds Long

Audience: MC,PM

Dan Weir | Day Camp Community/Y Alumni

DEI IN PHILANTHROPY

Balancing Act – Recognizing Donors Through a DEI Lens

Audience: NFD,SFD,SMY

Lynne Wester | The Donor Relations Group

CAPITAL DEVELOPMENT

Strategic Partnerships: A Proven Strategy for Comprehensive Campaigns

Audience: Advanced: SFD,EX,BD,SMY

Tim Helm, Wendy Cornett-Marquitz, CFRE

Gateway Region YMCA

CAPITAL DEVELOPMENT

Impact Finance and the YMCA: New Ways to Fund Our Work, Our Growth, Our Impact

Audience: Intermediate: NFD,SFD,PM,EX,BD

Nicolas Greenfield | YMCAs of Quebec

Caroline Chernov | World YMCA

MAJOR & PLANNED GIFTS

Culture of Major Gift Giving

Audience: NFD,SFD,EX

Theodore Blackburn | CCS Fundraising

Marcos Santiago | YMCA of San Francisco

MAJOR & PLANNED GIFTS

Corporate Partnership – Building Robust, Multidimensional Philanthropic Relationships

Audience: NFD,SFD,EX,BD,GW

Eileen MacNeil, Irene Collins, Julie Richmond

YMCA of Greater Boston

OPERATIONS & PHILANTHROPY

Empowering All Staff in Annual Campaign

Audience: NFD,SFD,MC,PM,EX,SMY

Marcella Columbus (YPP Alumni), Beth Haugen, CFRE

Valley of the Sun YMCA

OPERATIONS & PHILANTHROPY

All In! How Y Winnipeg Bet Big on Philanthropy & Won

Audience: NFD,SFD,EX,BD,SMY

Kevin Hunter, Cordella Friesen | YMCA-YWCA of Winnipeg

ANNUAL SUPPORT

Boosting Annual Campaign Contributions Through Impactful Programs

Audience: NFD,SFD,MC,PM,EX,BD,SMY

Mary Curcio | YMCA of Greater Brandywine

GRANTS & GOVERNMENT FUNDING

YMCA São Paulo and Government Fundraising (Public Funding Opportunity)

Audience: NFD,MC,EX,BD,GW

Izabel Vito, Cristina Neglia | YMCA São Paulo

Educational Sessions

Friday, May 2
Round 6

Network Workshops
Philanthropy Forums
Hot Topics



2:45 PM–3:45 PM

Global Philanthropy Forum for International Attendees

Mary Tikalsky | YMCA of the USA

VIP (Volunteers In Philanthropy) Network: Philanthropy Forum for Board Members

Rick Callebs | YMCA of Greater Spartanburg

Mike Hood (VIP) | YMCA of San Diego County

Staff New to Y Development Philanthropy Forum

Pam Hearn, CFRE | YMCA of Greater Monmouth County

Darlene Hepburn | YMCA BC

Elizabeth Kearns | YMCA Fredericton

Michelle Aladich | YMCA of Central Stark County

Kamari Wooten | YMCA of Greater Louisville

Class of 2025 Young Professionals Philanthropy Forum (Invitation Only)

Courtney Cordero (YPP Alumni) | YMCA of San Diego County

Abby Waeiss (YPP Alumni) | YMCA of Greater Indianapolis

Under 40 Network: U40N Ask the Young Experts

Jarred S. Barnes, Panel Moderator (YPP Alumni)

Riverbrook Regional YMCA

DEI in Philanthropy Network Workshop: Building the Local YMCA Case for Global DEI

Dan Schulze | Gateway Region YMCA

Kayla Williams | World YMCA

Camp Network Workshop: Maximizing Donor Engagement – Crafting Impactful Asks in Camping Philanthropy

John Tilley | YMCA Camp Coniston

Julie Watkins | YMCA of the Rockies

Brad Murray | Camp Wood YMCA

Grantwriters Network Workshop: Grant Pros Unite – Your Questions Answered!

Ali Hollenbeck, GPC | Tampa Metropolitan Area YMCA

Pam Bailey, CFRE | YMCA of Greater Flint

Lauren Wilson | Williams YMCA of Avery County

Anna Barnes | YMCA Atlantic Regional Development Centre

MarCom Network: Communications Showcase & How-To Workshop – Video Production for Telling Our Story

Beth Casper | Eugene Family YMCA

Irene Collins, Mary O’Leary | YMCA of Greater Boston

Operations Network: Hot Topics

Bill Powell | YMCA of Greater Cincinnati

Tymikia Glenn | YMCA of Memphis & the Mid-South

Under \$4M YMCAs Network: Hot Topics

Angie Lassley | YMCA of Greater Kansas City

Paul Andresen | Y Alumni/NAYDO Alumni & Retiree Team

Shane Nelson | YMCA of Moore County

Program and Membership Network: Hot Topics

Michelle Gorham, CFRE | YMCA of Rock River Valley

Rachel Bowman | YMCA of Central Florida

Kyle Wilkes | YMCA of Tulsa

YMCA Impact Tours

Wednesday, April 30

Start and end times indicate when the bus departs from and returns to America's Center

CAMP TOUR

YMCA Camp Lakewood & YMCA Trout Lodge

8:15 AM–3:45 PM | Sponsor: Campminder
Fee: \$40 includes lunch and transportation
Advance registration required

Join us for a tour and taste of YMCA Camp Lakewood and YMCA Trout Lodge Retreat Center in the foothills of Missouri's Ozark Mountains on beautiful Sunnen Lake. Learn how the spirit of philanthropy comes to life at one of the Midwest's premiere overnight camps and family retreat centers. Visit our 40-horse ranch, explore the 4,000-acre property, and participate in ax throwing, climbing, hiking, and more. Importantly, you'll also learn how the Y uses this exceptional property to deliver mission to veterans with disabilities, kids with cancer, and other specialized groups.



IMPACT TOUR A

A Partnership for Health – Emerson YMCA + Affinia Healthcare

8:30 AM–11:00 AM
Fee: \$25 includes tour & bus transportation
Advance registration required

Located in the heart of North St. Louis County in Ferguson, Missouri, the Emerson YMCA partnered with Affinia Healthcare on construction of a \$7.5M addition to the Y branch to increase access to affordable healthcare to an underserved community. Opened in 2023 and connected to the Y, Affinia's 15,000-square-foot facility includes 23 medical exam rooms, four dental operatories, and four behavioral health spaces. See what transformational partnership looks like and how together, the Y and Affinia are providing affordable healthcare and more access to Y programs to communities with critical needs.



IMPACT TOUR B

Rethink Fitness – Chesterfield YMCA

8:30 AM–11:00 AM | Sponsor: NodaFi
Fee: \$25 includes tour & bus transportation
Advance registration required

The Chesterfield YMCA in St. Louis County sits directly across the street from hundreds of millions of dollars of ongoing commercial and residential investment and development. The newly renovated facility, scheduled for completion in spring 2025, reimagines the Y for the community, providing truly cutting edge and modernized fitness, expanded programs for youth and adults, critical new spaces for community health and nutrition programs including a community kitchen, and youth education and support through a 350-seat community theater with a fully-equipped stage. Come check it out!



IMPACT TOUR C

Sports For All – Adaptive Sports Complex

1:15 PM–3:45 PM
Fee: \$25 includes tour & bus transportation
Advance registration required

The Gateway Region Y is proud to partner with the St. Louis Cardinals, Boniface Foundation, and Miracle League on construction of a new Y Adaptive Sports Complex on the South County YMCA campus. Opened summer 2024, this \$5M complex features a Miracle League Baseball Field, adaptive playground and multipurpose field for youth and adults with disabilities. The centerpiece of the sports complex is the baseball field, with a cushioned, barrier-free surface and barrier-free dugout to provide accessibility for players.



Currently, the Gateway Region YMCA serves more than 1,000 children and adults with disabilities. This new facility allows the Y to provide more sports programming to those with disabilities throughout our entire region. This complex will host the Miracle League All-Star Game in fall 2025, an annual celebration bringing Miracle League players worldwide to participate in games and festivities. This is a beautiful, one-of-a-kind facility that you will not want to miss.

Philanthropy Live! Projects

Wednesday, April 30



Created in 2011, Philanthropy Live! offers community service projects in the cities hosting NAYDO Conferences.

Times listed are when bus departs from and returns to America's Center.

Project participants receive a Philanthropy Live! T-shirt and invitation to the Thursday evening Philanthropy Live! Volunteer Appreciation Reception sponsored by The Redwoods Group.

9:00 AM–12:00 PM

PHILANTHROPY LIVE! PROJECT A

F.R.E.S.H. Garden

Bus transportation provided
Advance registration required

The East Side Health District was established in 1937. The mission of its F.R.E.S.H. Garden program is to use the garden to serve as an educational tool for local families and individuals. By creating a sustainable, healthy and readily available community food source, they can better achieve their mission of wellness promotion in the community.

NAYDO volunteers will have an opportunity to get dirty and have fun as they assist with gardening prep, planting, painting garden boxes and tires, and building planter boxes.



PHILANTHROPY LIVE! PROJECT B

Delmar DivINe

Bus transportation provided | Advance registration required

Delmar DivINe maximizes the efficiency, effectiveness and impact of nonprofits in the St. Louis region, especially among health, education and human service organizations, while being a catalyst for neighborhood transformation in North St. Louis City.

Turn the Page provides literacy resources and training to YMCA summer camps and other organizations across the region.

Sophia Project has a mission to transform the lives of young women ages 11–18 who are more susceptible to not completing high school.

Philanthropy Live! volunteers will assemble book and game kits for Turn the Page STL and coping kits for the Sophia Project. Volunteers will have the opportunity to tour the facility and explore the Painting for Peace art project from Ferguson, Missouri. The art project is inspirational for anyone wanting to see how something good can come from the social injustices of our day.

PHILANTHROPY LIVE! PROJECT C

St. Louis Area Food Bank

Bus transportation provided
Advance registration required

Serving over 600 hunger-relief programs and local agencies, the St. Louis Area Food Bank is responding to hunger in communities across 26 counties in Missouri and Illinois by distributing food to hundreds of thousands of people each year.

Quickly becoming a favorite of Philanthropy Live! volunteers, fighting food insecurity and serving local food banks provide an opportunity to pack or sort food items in a fun environment.



PHILANTHROPY LIVE! PROJECT D

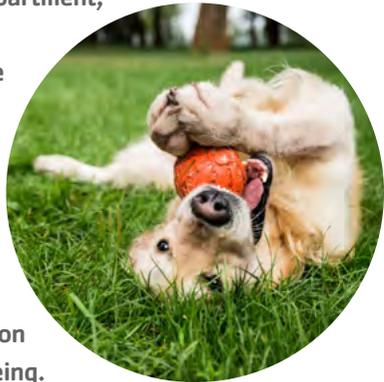
Wags Campus YMCA at Washington University

Bus transportation provided | Advance registration required

Designed for the Young Professionals Class of 2025, YP Alumni, and Under 40 Network

As part of the Washington University Police Department, comfort dogs bring joy to students and staff on campus. Rescued from the animal shelter, these pups undergo training and become part of campus life. Check out @WUPDdogs on Instagram. Philanthropy Live! volunteers will make toys for the trained comfort dogs, engage with the dogs

in the program (time permitting), and focus on mental health well-being.



Conference Volunteer Opportunities



One in four conference attendees typically volunteers in some way, and we'd love to have your help!

Sign up on your registration form.

Volunteer for These Registration Shifts

Tuesday, April 29

Shift 12:30 PM–5:00 PM

Shift 2.....4:30 PM–7:00 PM

Wednesday, April 30

Shift 3.....7:30 AM–10:00 AM

Shift 4.....9:30 AM–2:00 PM

Shift 5.....11:30 AM–2:00 PM

Shift 61:30 PM–4:00 PM

Shift 7.....3:30 PM–5:30 PM

Thursday, May 1

Shift 8.....7:30 AM–10:00 AM

Shift 99:30 AM–12:00 PM



Workshop Volunteers – These roles take place during Fundamentals, Lunch and Learn, Sponsor Showcase, and Educational Track workshops on Wednesday, Thursday, and Friday. Use of the conference mobile app is required. A preconference virtual orientation will be scheduled by Workshop Volunteers Coordinator Susan Walters-Klenke. Sign up by contacting [Susan](#) or on the registration form.

- **Convener** – Introduces the speaker and manages the speaker's needs.
- **Host** – Serves as an usher and assists with attendee needs.

Hot Topics Volunteers – This role takes place during Hot Topic sessions on Thursday morning.

- **Hot Topics Facilitator** – Requires participation in onsite check-in and orientation meeting. Recruitment is typically completed by January so, if interested, consider signing up on the registration form.

Mentor for Young Professionals – Board and Staff Under 40

– Are you a seasoned Y Professional or long-time Y Board Member or Y Retiree? Spend 45 minutes talking one-on-one with a Young Professional during Thursday 2:00 – 3:00 Exclusively Exhibits Break. Sign up as a Mentor on the registration form. Contact YYP Alumni Coordinator [Abby Waeiss](#) for more information.

Alumni & Retiree Team (ART)

– Are you a former YMCA staff member or YMCA retiree? We welcome your involvement as a conference volunteer. YMCA retirees and alumni (former Y staff) have been involved for the past several years. Contact the [NAYDO Office](#) to be part of the NAYDO Alumni & Retiree Team. All conference volunteer opportunities are available to alumni and retirees.

Weekday Dinners & Saturday Sightseeing

Wednesday & Thursday

While dinner is on your own, the Host Y has identified four large venues with a variety of restaurants and entertainment. NAYDO has organized bus transportation to make it easier to get there. Have a large group going out? Contact Host Y Hospitality Coordinator [Maggie Holter](#).

NAYDO Round-Trip Bus

\$18 | Sign up on registration form

Regardless of where you are staying, you can pick up the NAYDO bus from either:

- Hyatt Regency St. Louis Arch
- Marriott St. Louis Grand
Close to Magnolia, Marriott Courtyard & Embassy Suites

Routes on continuous loop but you can also arrive or leave on your own.

Red Route will take you to either Ballpark Village or Union Station

Ballpark Village

Ballpark Village is a premiere dining and entertainment district, located adjacent to Busch Stadium. It features Cardinals Nation and Hall of Fame & Museum, Budweiser Brew House and Beer Garden, and FOX Sports Midwest Live. With over 40,000 square feet of outdoor gathering space and seating, featuring a state-of-the-art LED screen and sound system tied directly to the stadium, you have your pick of more than 20 dining, entertainment and retail venues. No reservation needed | No entrance fee
Food and drink available for purchase



Union Station

Head to the original Union Train Station, where history meets fun. Grab a delicious dinner at one of 9 amazing restaurants. Then, soar to new heights on the 200-foot Ferris Wheel or chill with cocktails in the Grand Hall's light show. It's a night you won't forget!

Closes at 10:00 PM | Ferris Wheel: Ticket \$17



Blue Route will take you to either City Foundry or Armory STL

City Foundry

Get ready to unlock your hidden foodie at the ultimate culinary playground. Choose from 17 local restaurants under one roof on a 15-acre site in the heart of St. Louis. It's more than just a place to eat—it's a vibrant hub where you can gather and play, designed to build community. Grab a beer and a movie at Alamo Drafthouse Cinema, discover your inner sommelier at City Winery, experience virtual reality adventures at Sandbox VR, or tee off for a round of mini golf at Puttshack.

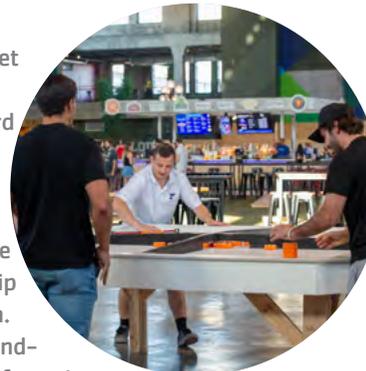
Closes at 9:00 PM | No reservation needed
No entrance fee | Additional fees for entertainment



Armory STL

Armory STL is home to 250,000 square feet of immersive entertainment experiences. Take a spin around the six-acre indoor yard and find over 40 interactive games from arcade, table and board games to classic yard games like cornhole and ping pong. Watch a game on massive TV screens. Take a run down the Super Happy Fun Slide or tip on the Giant Seesaw to feel like a kid again. Take a break from the games and enjoy hand-crafted drinks and an amazing food menu featuring St. Louis favorites.

No reservation needed | No entrance fee
Food and drink available for purchase



Saturday Sightseeing Options on Your Own

St. Louis Cardinals Baseball Game

There is a home game vs. NY Mets, but game time has not been announced and it is too early to purchase tickets. Be sure to mark the interest list on the registration form for details at a later time.

Anheuser-Busch Brewery and Biergarten – Home of the Clydesdales

With a legacy that transcends beer, take a tour of the brewery on Saturday and get up close and personal with the Clydesdales.



Forest Park Fun Day

Discover St. Louis's sprawling city park—bigger than Central Park. Start at Art Hill and choose your adventure: explore the top-notch Art Museum, Missouri History Museum, St. Louis Science Center, or the top-ranked St. Louis Zoo, ALL FOR FREE! Paddleboat/board, or kayak/canoe at the Boathouse, or squeeze in 9 or 18 holes at the golf course. Also explore 30 miles of walking trails within the park. Grab lunch onsite at any of the venues. It's a Saturday of outdoor fun and culture in St. Louis.



GOLF anyone?

For serious golfers, Gateway National Golf Links is recommended. Located about 10 minutes from downtown across the river in Illinois. [Check it out.](#)

Looking for others interested in playing golf, contact [Grant Strieker](#).

Conference Registration & Financial Assistance

Tips on making the conference more affordable

- Become a NAYDO Association Member so your Y qualifies for the Member rate for an unlimited number of staff and volunteers
- Register by the Members Only Deadline of October 30, 2024 so you are paying the lowest rate
- If you don't know the names of who your Y is sending by October 30, you can request codes from the [NAYDO Office](#) that will allow you to register at the lowest rate without names and supply them by the January 31 deadline instead.
- NAYDO offers several contests to win a free registration. Enter them!
- Apply for conference financial assistance; you still have to register for the conference and pay a \$50 application fee but you can get the rest of the conference fee covered and a portion of your travel costs. A maximum of 3 people per Y can apply and all 3 names go on one application form. [Financial assistance form](#)

Financial Assistance Application Deadline: December 6, 2024

- Financial Assistance Applicant Notification by January 10, 2025
- Date to Remember: January 31, 2025 Conference Registration Deadline
- Registration after January 31 only if space is available.

Registration Period:	Members Only Through Oct. 30, 2024	Early Registration Oct. 31–Dec. 6, 2024	Regular Registration Dec. 7, 2024–Jan. 31, 2025	Late Registration* Starting Feb. 1, 2025
NAYDO Member	\$775 if paid in full \$800 if deposit only	\$850	\$875	\$900
Non-Member	n/a	\$1300	\$1400	\$1500
Financial Assistance Applicant	\$50	\$50	n/a	n/a
Spouse or Guest	\$300	\$300	\$300	\$300

* Late Registration is available only if the conference has not sold out

Meals Covered by the Registration Fee

Wednesday: Opening Reception Appetizers
Lunch available for purchase

Thursday: Continental Breakfast and Lunch

Friday: Continental Breakfast, Lunch,
Party can be enough for dinner

If you have medically-based meal restrictions, include specifics on your registration form. Requests made after March 28 cannot be accommodated.

**REGISTER
HERE**

January 31, 2025

Hotels require all rooms held must have names that match those of registered attendees with no duplicates and NAYDO requires that if you held registrations without specific names they must be supplied by this date.

Cancellations

Requests for registration fee cancellations must be sent to info@naydo.org no later than **April 15** to qualify if a refund (minus the \$100 nonrefundable deposit) is being requested. Alternatives to refunds include:

- Substitutions which you can do on your own* until April 11; after that date, NAYDO Office must be notified about any substitution.
- Transfer funds to NAYDO 2026 with agreement to remain a current NAYDO Member and register by December 5, 2025 for NAYDO 2026 Conference in Long Beach, California.

*Substitutions through April 11

Make sure the substitute has activated their Member Benefits first.

Step 1: Click on View or Modify then select TRANSFER to change name and email

Step 2: On new confirmation, select MODIFY to provide all other information about the substitute.

After April 11, contact info@naydo.org to make a substitution.

Travel Tips & Fitness Opportunities

Fitness Opportunities

With the conference at the Convention Center, 2025 brings new opportunities for fitness during the conference.

Les Mills Limited Edition Workout

Wednesday, Thursday, Friday
6:45 AM–7:30 AM

Fitness Sponsor:
Les Mills



Two Locations:

- Marriott St. Louis Grand
- Hyatt Regency St. Louis Arch

Les Mills is back with their latest products to share. You'll have to wait until closer to the conference to find out which amazing class you'll experience this year.

Exercise on Demand

Digital Fitness Sponsor:
MOSSA

Need an easy way to get moving?

Conferences always feel like an exciting but hectic combination of sessions, sitting, long days, and late nights. To help you squeeze in time to move, MOSSA, provider of YMCA Group Exercise Programs, is unlocking a special library of workouts and work-ins (recoveries) on MOSSA On Demand for all Conference attendees. Watch for the link to use whenever, wherever you want during the conference.

Travel Tips

Airport Transportation

Fly into St. Louis International Airport, about a 30–45 minute drive from downtown where all NAYDO hotels are located.

Take a ride share to and from your hotel. Approximate cost is \$40 with fees and tip.

Shuttle Bus to and from Hyatt Regency St. Louis Arch

Sponsor: Daxko

NAYDO Hotels are adjacent to America's Center (page 6) and do not require transportation. They are a short walk with one exception. The Hyatt Regency St. Louis Arch is 7 blocks. It is walkable, but NAYDO is providing a shuttle on Wednesday, Thursday and Friday for attendees staying at the Hyatt. Shuttle bus will run on a continuous loop starting at 7:30 AM from the Hyatt with last departure from America's Center at 6:00 PM on Wednesday and Thursday and last departure at 4:00 PM on Friday.

Parking Rates

Self-parking rates at most of NAYDO's hotels are \$35–\$40 per night; valet parking is more costly. Contact your hotel for exact rates. The Magnolia uses the Marriott St. Louis Grand parking.

NAYDO Hotel Rooms Sold Out?

If you find that rooms are sold out at all hotels listed on NAYDO website, contact the NAYDO Office at info@naydo.org. A waiting list will go into effect if all rooms are sold out. Call Mary Zoller, 504 858 3379, if you have questions but please book rooms early.

Hotel Room Cancellations

The names on hotel reservations must match NAYDO registration records as of January 31, 2025. Prior to that date, if you have more rooms booked than you need, simply cancel them with your hotel so others can book them.

After January 31, NOTIFY the NAYDO Office at info@naydo.org BEFORE cancelling any rooms at a NAYDO hotel. This is VERY important if we are sold out.

NAYDO Hotel Rate not available after April 7 (except at Magnolia where it is April 1).

America's Center is cashless and accepts credit cards, Apple and Google Pay.





NAYDO

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

NAYDO 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.

**Can't take part in NAYDO 2025?
Plan now to attend a future conference.**

2026 Long Beach, California, May 6–9 (Wed–Sat)

2027 Dallas, Texas, April 27–30 (Tues–Fri)

2028 Orlando, Florida, April 18–21 (Tues–Fri)

 info@naydo.org

 504 464 7845

 [facebook](#)

 [linkedin](#)

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Development Organization

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