2020 NAYDO IMPACT MEASUREMENT – The Impact of NAYDO at Your Y

Your feedback is essential for NAYDO to assess how the conference and the organization inspire and strengthen the philanthropic culture of your Y.

One way to do this is to bring your conference delegation (volunteers and staff) together to talk about your NAYDO experience, what was learned and how you will implement it in your Y. If you were the only representative from your Y who attended the conference, take a moment to write down your takeaways, then develop a plan to act on them this year. What are you putting into practice at your Y? How has NAYDO helped you improve your philanthropy? Also, please let us know where NAYDO could do more.

Your Y's Association membership contact will receive a link to a short, online survey (questions below) immediately after the conference. Different from the conference evaluation, this information will provide NAYDO with the impact the conference is making on local Ys. A NAYDO representative will follow-up with you in 3-6 months to check on your progress. In the future, we'll share your successes with other NAYDO members.

Win a 2021 Conference Registration and Three Nights Lodging! Submit the online survey (or hard copy) to the NAYDO Office by Friday, May 8, 2020, and you will be entered into a drawing for a free 2021 Conference Registration, including three nights lodging at the conference hotel. The winner will be drawn at the June NAYDO Council Meeting and announced by email June 15.

We look forward to hearing from you and wish you continued success with your philanthropic work. If you have questions, please contact Kristen.

On behalf of the NAYDO Council,

Kristen Obaranec, CFRE, APR
NAYDO Year-Round Learning Coordinator
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1) In which areas did you have educational takeaways from the conference that your Y plans to use in 2019:
   - Annual Support
   - Capital Development
   - Major and Planned Gifts
   - Board Development
   - Fundraising Volunteer Development
   - Marketing and Communicating Philanthropic Messages
   - Community Benefit
   - Philanthropy in General
   - Other
   (Optional) Please explain:

2) From those areas you marked in #1, which 2 areas are the most important to your YMCA’s fundraising strategy in 2019?

3) Based on the 2 areas you identified in #2, provide 3–5 measurable goals (examples below) that your Y plans to implement in 2019.

   Goal 1:
   Goal 2:
   Goal 3:
   Goal 4:
   Goal 5:

   Examples of Goals (for reference only)
   Goal: Increase by X% the number of member donors
   Goal: Increase donor retention by X%
   Goal: Achieve 100% board participation in annual support campaign
   Goal: Conduct X # of Lunch & Learn events around Planned Giving

4) Please tell us about the impact NAYDO has had on your YMCA fundraising efforts.

5) What more can NAYDO do to help you and your team be more successful in your development efforts?

6) Contact (1 per YMCA) for follow-up on progress towards goals at your YMCA: (required)

   Name ______________________________________________________________
   Title _______________________________________________________________
   YMCA ______________________________________________________________
   Email ______________________________________________________________
   Preferred Phone (______) _____________________________________________