



**NAYDO** | 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.

Introductory Edition

# NAYDO 2021 | GATEWAY TO GIVING

40TH ANNIVERSARY NAYDO CONFERENCE ON YMCA PHILANTHROPY

APRIL 13–15 | HOSTED BY GATEWAY REGION YMCA

**40** YEARS  
NAYDO STRONG



# NAYDO's 40th Anniversary!

## Celebrate the Past and Discover the Future: NAYDO's 40th Anniversary

### Philanthropy is Essential

2021 is the Gateway to Giving in new ways as YMCA members have discovered the YMCA's value in responding to the pandemic in 2020. Y members have donated their dues, and people unaffiliated with the YMCA made donations for the first time. Philanthropic support is essential to YMCA operations now more than ever.

Just as St. Louis was the gateway to the West in the pioneer days, NAYDO 2021 serves as the gateway to what's new in philanthropy in the YMCA and in the broader context of financial development worldwide.



### Join us for the Journey!

The Gateway Region YMCA, serving the Greater St. Louis metropolitan region in Missouri and Illinois, is excited to serve as your host of the 2021 NAYDO Conference, April 13-15.

On the occasion of our 40th year, NAYDO 2021 will launch a new era with its first Virtual Conference. Become part of NAYDO history as we celebrate 40 years by experiencing NAYDO virtually from wherever you may be! While this year will be a special transition year, we hope to offer virtual and in-person experiences in the future.

### Visualizing a Virtual Conference

Think of watching the Olympics on TV for 3 days, only you will have opportunities to interact with those being featured and others watching the same events:

- Just like the Olympic's Opening and Closing Ceremonies, we will have General Sessions and a Closing Party
- We will have both live and recorded Educational Sessions
- Features presented by Sponsors and Exhibitors
- Tours of the venues in the form of Virtual YMCA Impact Tours and St. Louis sightseeing tours



### Introductory Edition

Among the unique features of NAYDO's Virtual Conference is a different approach to this brochure. In the past, it was mailed to all YMCAs; for NAYDO 2021 it will be emailed in digital format only. There will be several editions of the conference brochure, each adding to the content as more information is finalized.

This Introductory Edition provides a glimpse of what NAYDO's Virtual Conference will look like.

### Registration Edition

Available right before registration opens on October 30, this version will provide workshop topics and the online registration link, along with updates on our sponsors and exhibitors.

### 2021 Edition

Available before the February 1 registration deadline, this version will include Hot Topics and specific details not provided in earlier editions.

# Conference Schedule

The next edition will include specific times for Eastern, Central and Pacific time zones. Remember, you will be participating in your own time zone.

## Tuesday | April 13

**Virtual Exhibit Hall Open**  
Appointments with Company Reps

### Sponsor Exhibitor Showcase

**Opening General Session**  
Keynote Speaker John O'Leary



**NAYDO Networks**  
**Hot Topics Power Hour**  
Hot Topics Rounds A and B  
**Latin American and Caribbean YMCA Alliance (LACA) Meeting**

## Wednesday | April 14

**Opening Inspiration**  
Featuring Kenston Griffin



**Virtual Exhibit Hall Open**  
Appointments with Company Reps

### YMCA Impact Tours

**Educational Sessions**  
Workshop Rounds 1, 2 and 3

**Hot Topics**  
Hot Topics Round C

### NAYDO's Got Talent!

## Thursday | April 15

**Philanthropy Live! Series**  
Opening Inspiration from the Gateway Region YMCA

**Virtual Exhibit Hall Open**  
Appointments with Company Reps

**Hot Topics**  
Hot Topics Round D

**Educational Sessions**  
Workshop Rounds 4 and 5

### NAYDO Network Philanthropy Forums

**Educational Sessions**  
Workshop Rounds 6 and 7

**Closing General Session**  
YMCA Impact Awards

### 40th Anniversary Party!



## Pre-Conference Virtual Events

### **All Attendees Virtual Conference Orientation**

Everyone is a first-time attendee at a NAYDO Virtual Conference! This short session will provide tips on getting the most out of the Virtual Conference and includes time for Q&A. The orientation will be recorded, so you can listen at your convenience if not available on dates scheduled.

### **NAYDO Academy: Philanthropy School Fundamentals**

**NEW IN 2021**

Be better prepared for the conference by experiencing the fundamentals in advance. NAYDO Academy Fundamentals is a workshop series that will take place before and after the conference. The workshops are available to anyone affiliated with a YMCA: full- or part-time staff, board member, or fundraising volunteer.



# General Sessions

## Prepare to be Transformed

Opening Keynote | Tuesday, April 13

Sponsor: Daxko

Dealing with the personal and professional impact of the current worldwide pandemic has created immense challenges for all of us.


 The lifestyle we enjoyed has been restricted; the workplace has changed in unforeseen ways along with changes to staff teams; families are trying to work, study, play, and live on new and overlapping schedules. There are so many things to figure out that the obstacles can seem insurmountable. Be inspired by our keynote speaker, John O'Leary. At age 9, John accidentally created a massive explosion in his home, resulting in burns covering his entire body and being 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 now facing.

Photo: Wesley Law




## Recognizing and Promoting Excellence in Fundraising

Impact Awards Closing Session | Thursday, April 15

Sponsor: Gro

### Excellence in Fundraising: Eagle Awards

NAYDO Eagle Awards are presented to YMCA Associations committed to excellence in

 fundraising's best practices and have demonstrated success in annual, capital and endowment efforts.

Be inspired by the 2020 winners who have demonstrated how integrating philanthropy into their organization's culture can position a YMCA as a leading charity in the community. NAYDO will complete the recognition and award presentation to our 2020 Eagle Award winners:

#### YMCA of Western North Carolina Gateway Region YMCA

Many challenges continue to face YMCAs moving into 2021. In lieu of a 2021 Eagle Award selection process, the 2021 NAYDO Conference will take the opportunity to celebrate NAYDO's history and its impact on YMCAs. NAYDO's 40th anniversary represents a milestone in YMCA philanthropy.



### Special Thank You

The Gateway Region YMCA credits the DBD Group as a valuable partner in their fundraising accomplishments.



In addition to support as a Premier Sponsor, the DBD Group provides support to local YMCAs. They were the first company to donate their 2020 fees to NAYDO and they are also donating a portion of the proceeds from every DBD Virtual Annual Giving Academy in 2020 and 2021. Under the leadership of Founder and President Bruce Berglund, CFRE, DBD is also sponsoring NAYDO's Annual and Major Gifts Philanthropy School Fundamentals.

### Celebrating 40 Years of Communicating

Please join in the Impact Awards program as we look back at four decades of the people and the places responsible for making the NAYDO Conference one of the most valued annual events in the movement.

We will recognize our 2020 Communications Award Winners, and celebrate NAYDO's 40 years of great communicating!



### Celebrating Your Story

We will celebrate the efforts and work of all Ys in communicating our story in this pandemic year. Did your Y do an amazing job this year communicating your need, your story, or your recovery? We want to see it. We are looking for Ys of all shapes and sizes, from camps to community centers, to full on membership centers. Share website snapshots, copies of your letters, videos, photos...anything you have to help us celebrate the effort and work of YMCAs this year.

### Upload submissions, through January 22!

For an upload link, contact:

**Christina Harley**

[naydocomm2021@swo.ymca.ca](mailto:naydocomm2021@swo.ymca.ca)

If you have questions, contact the NAYDO Communications Contest Co-Chairs:

**Christina Harley**

[christina.harley@swo.ymca.ca](mailto:christina.harley@swo.ymca.ca)

**Molly Thompson**

[molly.thompson@ymcatriangle.org](mailto:molly.thompson@ymcatriangle.org)

# Sponsors & Exhibitors

Our sponsors and exhibitors have always helped to underwrite the NAYDO Conference and provide the latest in techniques, ideas and innovations to make your philanthropic initiatives and YMCA operations creative and successful.

The companies and organizations listed here went above and beyond! All had paid their 2020 fees before the 2020 Conference was canceled. Instead of requesting a refund, they transferred their fees to NAYDO 2021 which we all thought would be an in-person event in St. Louis. When the decision was made September 2 to be a virtual conference, they re-confirmed their participation.

♥ Noted also are the companies that donated their 2020 fees for which NAYDO is most grateful.

Please support all of these companies as they contributed to NAYDO's ability to continue operating during the pandemic which forced many YMCAs to close temporarily.

Confirmed as of September 28, 2020

## Premier Sponsors

### Daxko

Keynote General Session  
Thursday Party  
Year-Round Webinar Series

### The Redwoods Group

Philanthropy Live!

♥ Special thanks for donating their NAYDO 2020 fees!

### Great American Insurance Group

Brochure

### Gro

Impact Awards General Session  
Impact Tours

### DBD Group

Philanthropy School Fundamentals:  
Annual Support  
Major/Planned Gifts

♥ Special thanks for donating their NAYDO 2020 fees – and for donating a portion of proceeds from every DBD Virtual Annual Giving Academy registration to NAYDO

## Major Sponsor

Arthur J. Gallagher Risk Management Services  
Virtual Gift Bag

## Specialty Sponsors

ThankView  
Stewardship

FourSquare Research, Inc.  
Schedule at a Glance

Doc Morgan Inc./Pins of Acclaim  
Commemorative Pin

Swagdog  
Basic Sponsor

## Workshop Sponsors

Blackbaud

Daxko

Great American Insurance Group

Lucidpress

ReClick

Salesforce

Ter Molen Watkins & Brandt, LLC

The Redwoods Group ♥

## Network Sponsors

CampMinder

Camping Professionals

Grant Professionals Association  
Grant Writers Group

Gro  
Branch Execs/Center Directors/COOs &  
Operations Staff

PowerUp Fitness  
Program & Membership

## Premier Exhibitors

Daxko

DBD Group ♥

Great American Insurance Group  
Gro

Matrix Fitness

Octane Fitness

ReClick

The Redwoods Group ♥

## Exhibitors

ACTIVE Network

AirTrack Factory US

Arthur J. Gallagher  
Risk Management Services

Blackbaud

Bloomerang ♥

Brandstetter Carroll, Inc.

CampMinder

CFRE International

Christensen Computer Company Inc.

Classy

Colaluca & Associates, Inc.

Convergent Nonprofit Solutions

Core Health and Fitness

Crescendo Interactive Inc.

Echelon Fitness Multimedia LLC

Efficient Air Systems, Inc.

Employment Screening Alliance (ESA)

## Experience the NAYDO Virtual Exhibit Hall!

Different than an in-person exhibit hall, this hall has more flexible hours. In a virtual exhibit booth, you will see videos and live demonstrations. You can download a handout, participate in a Q&A, and schedule a private appointment. Just wait to see what they put in your virtual gift bag!

Gabriel Group

IntelliData, LLC

International/World Service-Sioux YMCA  
and Pins of Acclaim

Life Fitness

Lucidpress

MyTrainingDocs

NAYDO 2022 - Visit Tampa

NAYDO Young Professionals Mentoring

OneCause

Precor ♥

PunchAlert

Salesforce

SCORE Sports

SOCIY

Swagdog

Ter Molen Watkins & Brandt, LLC

YMCA Retirement Fund

YMCA of the USA

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.

# Educational Sessions

While networking and other sessions provide learning opportunities, the number one reason YMCA staff and volunteers report for attending the NAYDO Conference year after year are the Educational Workshops and Hot Topics.

Workshops will be announced in the next edition of the conference brochure before registration opens October 30. There will be seven rounds of six workshops each.

Stay tuned!

## Hot Topics Facilitated Discussions

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, challenges, and more on a variety of topics. These facilitated discussions occur in a small virtual group environment, allowing for exploration of the most current philanthropy related issues at our YMCAs. The list of Hot Topics is always finalized at a later date to ensure content is relevant at time of the conference.

**Stephanie Mills** | Hot Topics Council Liaison  
YMCA of Southern Arizona  
[stephaniem@tucsonymca.org](mailto:stephaniem@tucsonymca.org)

**Danielle Robello** | Hot Topics Coordinator  
NAYDO Alumni & Retiree Team

## Educational Track Workshops

Educational tracks are designed to guarantee that all aspects of YMCA financial development are covered in some way. However, content does overlap, so be sure to check out the workshop description when available and do not rely on the title alone to decide which ones to participate in.

- Annual Support
- Capital Development
- Major and Planned Gifts
- Board and Volunteer Development
- Marketing and Communications
- Community Benefit
- Special Interest – topics which may not fit under the traditional tracks

**Gloria Price** | Educational Tracks Chair  
YMCA of Metropolitan Denver  
[gprice@denverymca.org](mailto:gprice@denverymca.org)

## CFRE Certification Credit

Approved conference sessions provide Certified Fund Raising Executive (CFRE) certification credit. Tracking your participation is available through the event app. Be sure to visit CFRE in their Virtual Exhibit Hall booth.

## Y-USA Leadership Certification Credit

Look for details in the Registration Edition of this brochure in late October.



# Special Events & Features

## NAYDO's Got Talent!

NEW IN 2021

Wednesday, April 14

Though you spend your days as a Y professional or volunteer, we know you have other talents. In 2021 you will have the opportunity to share those talents virtually: singing, dancing, or anything else.

There will be advance auditions and a panel of fellow attendees will select the acts that appear on the first ever NAYDO's Got Talent! More details available once you register for the conference.

## YMCA Impact Tours

Sponsor: Gro

No fee or advance sign up this year for a YMCA Impact Tour. Throughout the virtual conference, **gro** the Gateway Region YMCA, together with Gro, will take you on several tours of their facilities. From the resident camp and conference center to newly renovated branches that serve primarily economically disadvantaged communities, you will have the opportunity to gain insight into the great YMCA work happening in St. Louis that also demonstrates the relationship between social justice and capital development.

## Wellness Activities

You have had to pivot your group exercise classes to online experiences, and so are we. Stay healthy in the comfort of your home or office with Gateway Region YMCA Virtual Group Exercise classes, stretching and yoga. Kick off or wind down from your conference day with an equipment optional workout. Watch for specifics in future editions.

## Philanthropy Live!

Thursday, April 15

Sponsor: The Redwoods Group

### PART ONE The Anti-Racist YMCA: How Are We Called to Serve?

As recent events have shown, America faces a deep reckoning around how racism manifests itself in our cultures, our institutions and our power structures – including organizations such as the Y that have at their core the words in John 17:21 "That they all may be one." Dismantling these manifestations will take time, and it will take real, strategic work. Yet it is exactly what the Y is called to do at moments in history like these. This workshop will include a discussion between expert panelists, Y insiders, and veterans of anti-racism work from across the country. Together, we will explore how institutional racism shows up within the Y, and within the communities we serve, and we will identify practical strategies for countering it.



### PART TWO The Anti-Racist YMCA: Funding the Work

If dismantling racism takes time and real work, then there needs to be funding for that work – for internal efforts to address racism within the Y as well as for outreach efforts to become more pro-active anti-racism advocates and organizers in the community. This panel will consist of national and local philanthropic funders of anti-racist programs and initiatives. Together, we will explore proven strategies for ensuring sustainable, long-term funding and engaged partners who can enhance and inform your efforts.

**"In a racist society, it is not enough to be non-racist. We must be anti-racist."**

Angela Davis' words provide the focus for a 2-part virtual workshop series designed by the facilitators – Kevin Trapani, President and CEO of The Redwoods Group and Tim Helm, President and CEO of the Gateway Region YMCA.

## Sightseeing in St. Louis

Because you will not physically be in St. Louis, you may be wondering why the NAYDO Conference would even mention sightseeing. Perhaps you discovered virtual travel during the pandemic. NAYDO will include sites for you to explore just as you would during your free time at a conference. More will be added but for starters, check out this St. Louis Destination video: "A Day in St. Louis."



## NAYDO 2025: St. Louis!

You might want to check out St. Louis for another reason. We rescheduled our 2021 conference venues for NAYDO 2025, so you will get to see St. Louis in person after all!

## Closing 40th Anniversary Party

Thursday, April 15

Sponsor: Daxko

You won't want to miss an unforgettable VIRTUAL Closing Party on Thursday night. **daxko**

Celebrate the conclusion of the conference and 40 years of NAYDO as we livestream the biggest rock show in the Midwest – featuring Platinum Rock Legends. You can dance, sing along or just listen but you are sure to have fun at this final event of NAYDO 2021.

**PLATINUM**  
**Rock Legends**  
SUPER SHOW



# NAYDO Networks Year-Round

## Sign Up Now!

Fall NAYDO Network events will take place between October 15 and December 15, 2020. Sign up now for one or more NAYDO Networks on your **NAYDO record**.

It won't be on the conference registration form.

If you need assistance in adding a network to your record, contact:

**Kathy Meehan** | NAYDO Database Specialist  
[kathymeehan@cox.net](mailto:kathymeehan@cox.net)

## Year-Round Networking Sessions

For the September 2020–August 2021 NAYDO year, each network has at least 3 activities with most including a kickoff orientation event in the fall, a pre-conference and a post-conference learning opportunity which might be a:

- Network specific webinar
- Q&A session
- Hot Topics session or
- What the network decides would be most helpful

## Conference Network Activities

Network members registered for the conference will have two additional opportunities:

### Networks Hot Topics Power Hour

On the first day of the conference, you will be able to participate in 2 different network Hot Topics sessions focused on topics your network recommended.

### Networks Philanthropy Forums

This will be a Thursday lunch (on your own) and learn break. You will get together as a network to discuss ways to implement what you have learned and what you would like NAYDO to do post-conference and at NAYDO 2022 related to your network.

Contact your Network leaders for more specific details on year-round activities and watch for NAYDO eBlasts.

## NAYDO Networks

NAYDO offers 10 year-round groups for networking and sharing. Listed below are contacts for each of the networks. Note to CEOs: There is no network specifically for CEOs since you have many opportunities for networking as a group. Consider a focus on one aspect of your job to determine the best network for you.

If you have questions or need help in selecting a network, contact:

**Erica Halpern** | Networks Coordinator  
 YMCA of Greater New Orleans  
[ericah@ymcaneworleans.org](mailto:ericah@ymcaneworleans.org)

### Program & Membership Staff

Sponsor: PowerUp Fitness

**Rachel Bowman** | Council Liaison  
 YMCA of Coastal Georgia  
[rachelm@ymcaofcoastalga.org](mailto:rachelm@ymcaofcoastalga.org)

**Sarah Grai** | Coordinator  
 YMCA of Greater Houston  
[sarah.grai@ymcahouston.org](mailto:sarah.grai@ymcahouston.org)

**Leslie Bryant** | Coordinator  
 YMCA of Virginia Peninsula  
[leslie.bryant@ymcavp.org](mailto:leslie.bryant@ymcavp.org)

### Staff New to Leading YMCA Development

**Pam Havlick Hearn, CFRE** | Council Liaison  
 YMCA of Greater Monmouth County  
[phearn@ymcanj.org](mailto:phearn@ymcanj.org)

**Darlene Hepburn** | Coordinator  
 YMCA of Greater Vancouver  
[darlene.hepburn@gv.ymca.ca](mailto:darlene.hepburn@gv.ymca.ca)

## Operations Staff

Sponsor: Gro

COOs, District Vice Presidents, Branch Executives, Associate Executives, Center Directors, and other Operations staff

**Greg Coop** | Council Liaison  
 YMCA of Greater Houston  
[greg.coop@ymcahouston.org](mailto:greg.coop@ymcahouston.org)

**Biil Powell** | Coordinator  
 YMCA of Greater Cincinnati  
[bpowell@myy.org](mailto:bpowell@myy.org)

## Camp Professionals

Sponsor: CampMinder

**Carolyn Grady** | Council Liaison  
 YMCA of Greater Pittsburgh  
[cgrady@ymcapgh.org](mailto:cgrady@ymcapgh.org)

**Katie Trippi** | Coordinator  
 McGaw YMCA  
[katiet@mcgawymca.org](mailto:katiet@mcgawymca.org)

**Melissa DeFiori** | Host Y Liaison  
 Gateway Region YMCA  
[melissa.difiori@gwrymca.org](mailto:melissa.difiori@gwrymca.org)

## Grant Writer Group

Sponsor: Grant Professionals Association

**Kathe Elwell** | Council Liaison  
 YMCA of the USA  
[kathe.elwell@ymca.net](mailto:kathe.elwell@ymca.net)

**Beth Becker** | Coordinator  
 YMCA of the North  
[beth.becker@ymcamn.org](mailto:beth.becker@ymcamn.org)

**Erin Laumer, LMSW** | Coordinator  
 YMCA of the USA  
[erin.laumer@ymca.net](mailto:erin.laumer@ymca.net)

Networks continue on the next page



# NAYDO Networks Year-Round

## Smaller Ys

Under \$4M Independent Associations

**Angie Lassley** | Council Liaison  
YMCA of Salina Kansas  
[alassley@salinaymca.org](mailto:alassley@salinaymca.org)

**Paul Andresen** | Coordinator  
Alumni & Retiree Team  
[pdandresen@gmail.com](mailto:pdandresen@gmail.com)

## MarCom Professionals

**Carrie Collins** | Council Liaison  
YMCA of Northwest North Carolina  
[c.collins@ymcanwnc.org](mailto:c.collins@ymcanwnc.org)

**Steve Mastorakos** | Host Y Liaison  
Gateway Region YMCA  
[steve.mastorakos@gwrymca.org](mailto:steve.mastorakos@gwrymca.org)

## International

For those from outside the US and Canada  
and anyone interested in connecting with  
international staff and volunteers

**Antonio Merino** | Council Liaison  
Latin America and Caribbean Alliance of YMCAs  
[antonio.merino@lacaymca.org](mailto:antonio.merino@lacaymca.org)

**Mary Tikalsky, CFRE** | Coordinator  
YMCA of the USA  
[mary.tikalsky@ymca.net](mailto:mary.tikalsky@ymca.net)

**Renata Ferrari** | Translation Services  
YMCA of the USA  
[renata.ferrari@ymca.net](mailto:renata.ferrari@ymca.net)

Note: Latin American and Caribbean  
Attendees Meeting (LACA) will take place  
on Tuesday during the conference

## VIP (Volunteers in Philanthropy)

Board Members & Fundraising Volunteers

**Rick Callebs** | Council Liaison  
YMCA of Greater Spartanburg  
[rcallebs@spartanburgymca.org](mailto:rcallebs@spartanburgymca.org)

**Mike Hood (VIP)** | Coordinator  
YMCA of San Diego County  
[mmhood@outlook.com](mailto:mmhood@outlook.com)

## VIPs Under 40

**Justin Stearns (VIP)** | Coordinator  
Gateway Region YMCA/Monsanto Branch  
[justin.s.stearns@hotmail.com](mailto:justin.s.stearns@hotmail.com)

## Young Professionals

Any Y staff or board member under 40

**Bruce Ham** | Council Liaison  
YMCA of the Triangle  
[bruce.ham@ymcatriangle.org](mailto:bruce.ham@ymcatriangle.org)

**Abby Waeiss** | Coordinator  
YMCA of Greater Indianapolis  
[awaeiss@indymca.org](mailto:awaeiss@indymca.org)

## NAYDO Young Professionals Class of 2021

A special program for Y staff between the ages of 21 and 31

The Young Professionals Program offers Y staff between the ages of 21 and 31 an 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 one-of-a-kind opportunity to invest in young staff members to advance the culture of philanthropy through a new generation of professionals.

## Young Professionals Class of 2021 Application Requirements

Because this year's experience is entirely virtual, your Y must be an Association Member or you must be a Virtual Training Subscriber registered for the conference to apply for the NAYDO Young Professionals Program. No additional fee is required beyond conference registration fee.

The program involves a selection process based on applications reviewed by a committee. If selected, attendance is required at the Class of 2021 Orientation, Young Professionals Hot Topics, and Young Professionals Philanthropy Forum. The Mentoring Program is highly recommended.

**Note:** Those confirmed for the Class of 2020 do not need to re-apply but have to register for the conference by December 4.

## Young Professionals Program details and application



# Connect to NAYDO Year Round

## Event App

The event app is better than ever! Available in Apple and Android platforms, the app allows you to sign up in advance for sessions, plan your personalized schedule, visit virtual exhibitor booths and make appointments with company representatives, access session handouts, experience the social events, exchange contact information with other attendees, share with social networks and, most importantly, access the workshop resources and other information after the conference.

Because the event app is a conference attendee benefit, each registrant receives an individual confirmation code to access the app. The confirmation code is linked to name and email address for each attendee, so please be sure no attendees share the same email address.

## Year-Round Resources

Stay current on YMCA philanthropy as it evolves during the pandemic by visiting the NAYDO website [Ways to Participate](#).

Current Association Members can access [Members Only Resources](#) on the NAYDO website.

For more information on any of these year-round opportunities, contact:

**Kristen Obaranec, CFRE** | Virtual Training Director  
[kristenobaranec@naydo.org](mailto:kristenobaranec@naydo.org)

## NAYDO Virtual Academy Series

### Philanthropy School Fundamentals

**NEW IN 2021** This is a workshop series that will happen before and after the conference, available to anyone affiliated with a YMCA whether full- or part-time staff, board member, or fundraising volunteer. Each Fundamental will have its own registration link and opening and closing dates for registration announced by email.

#### Registration fee for each fundamental workshop:

**\$40** NAYDO Association Members & Virtual Subscribers (Anniversary Year special rate)

**\$75** Staff or volunteers who are NOT Association Members or Virtual Subscribers

### Philanthropy School Fundamentals

Each will be offered as a stand alone virtual session

- Advocacy/Government Funding
- Annual Support | Sponsor: DBD Group
- Board/Volunteer Development
- Capital/Comprehensive
- Culture of Philanthropy
- Endowment
- Grants
- Major/Planned Gifts | Sponsor: DBD Group
- Marketing/Communications

## NAYDO Webinar Series

Sponsor: by Daxko

Learn monthly from conference presenters through the NAYDO Webinar Series. Webinars focus on every area of philanthropy. They are only available to NAYDO Association Member YMCAs and Virtual Training Subscribers.

### October 15 Webinar

**"How to Engage Donors and Raise Emergency Funds During the COVID-19 Crisis"**

**Amy Eisenstein, ACFRE** | Presenter

Join fundraising expert Amy Eisenstein as she leads a discussion on raising funds through the COVID-19 crisis. Find out if and how you should be raising money now. Learn how to leverage the opportunity to build relationships with your biggest donors and pivot your fundraising to emergency needs. There will be plenty of time for Q&A, so bring your questions.

### November 19 Webinar

**"How to Incorporate Advocacy and Government Funding Into Your Resource Development Plan"**

### December 10 Webinar

**"YMCA Day of Giving: Grow Your Cause, Cash and Constituency in 24 Hours!"**

## Preview: NAYDO 2022 in Tampa

The Tampa Metropolitan Area YMCA looks forward to welcoming the NAYDO conference attendees in April 2022 with warm weather and world-class hospitality. The downtown convention district is home to some of the area's best and newest restaurants, attractions and gathering places.

The Tampa Marriott Water Street is one of Tampa Bay's most iconic hotels. Centrally located and within walking distance to the Florida Aquarium, Amalie Arena, the Tampa Riverwalk and popular downtown attractions, the hotel sits on the waterfront with sweeping views of both the downtown skyline and Gulf of Mexico.

Whether its warm weather, waterfront views, or cultural gems, Florida's Gulf Coast has it all.

See you April 6-9, 2022!





# Conference Registration

## Registration Fees

Two ways to lock in the lowest rates:

- Reserve your spot with just \$ 50 in 2020! **NEW IN 2021**
- Lock in the lowest rate possible if your Y is an Association Member and you pay in full with one payment in 2020.

Registration opens October 30 and the next edition of this brochure will include the online registration link.

## 2021 NAYDO Virtual Conference Fees

Registration Type	NAYDO Members Only Oct 30, 2020–Feb 1, 2021	Late Feb 2–Mar 26, 2021
NAYDO Association Member (Staff or Volunteer)	\$200 paid in one full payment \$250 with a \$50 deposit* and balance paid by Feb 1, 2021	\$300
Virtual Training Subscriber (Staff or Volunteer)	\$250 paid in one full payment \$300 with a \$50 deposit* and balance paid by Feb 1, 2021	\$350
Others	Not Available	\$550

Credit cards, checks and wire transfer payments are accepted

\* \$50 deposit is non-refundable

\* Beginning January 1, 2021, only payment in full is accepted

## Registration Fees Cover:

- Program and production costs, event app access and virtual gift bag
- Participation in the general sessions, educational workshops, Hot Topics, the virtual exhibit hall, wellness activities, YMCA Impact Tours, Philanthropy Live! and 40th Anniversary special features
- Social activities including Wednesday's NAYDO's Got Talent! and Thursday's closing party featuring the Platinum Rock Legends

## Ways to Participate in NAYDO

The new NAYDO calendar year is September through August, so make the most of your dues or subscription and sign up now!

To review a complete listing of the benefits associated with each of these options, visit: [Membership Benefits](#)

Here are the ways to participate in NAYDO, effective September 1, 2020:

### Association Membership

A YMCA pays a flat rate based on budget size that allows an UNLIMITED number of full- and part-time staff and volunteers to enjoy all NAYDO Membership benefits. Names can be added or changed at any time without any additional cost. Association Membership is a requirement for applying for or receiving conference financial assistance.

All YMCA Association Members were asked to re-enroll in August or September. If your Y was an Association Member in the past year, make sure your Y has taken that step AND that you or your Y has activated your membership benefits since mid-August. One benefit of the Association Membership is that it covers the cost of the Virtual Training Subscription described below for all staff and volunteers who activate their membership.

Contact the NAYDO Office to find out your Y's current membership status:

504 464 7845 or [info@naydo.org](mailto:info@naydo.org)

### Virtual Training Subscription

If your YMCA is not an Association Member, you can still participate fully in NAYDO virtual learning opportunities including the conference by paying for a Virtual Training Subscription. It is non-transferable. There are some differences in the benefits but not in terms of how much you can learn!

### Email List for Others

If you decide against NAYDO membership or subscription, contact [info@naydo.org](mailto:info@naydo.org) with your name, Y name and email address to be contacted about limited training opportunities open to everyone or to inquire about financial assistance available for NAYDO Association Memberships.

### Conference Registration Fee Assistance

The \$50 non-refundable deposit is due for everyone registering for the conference including conference assistance recipients.

**For NAYDO 2021 only:** NAYDO is honoring the conference assistance awards granted for NAYDO 2020. Awardee YMCAs received notification of the number of registrations their assistance will cover for NAYDO 2021. Those Ys must be current NAYDO Association Members and register for the conference by November 30, 2020. Should any not meet these requirements, more conference assistance will be available to Ys who did not receive any 2020 awards.

Email [info@naydo.org](mailto:info@naydo.org) to be on list for email notification when conference assistance application process opens if your YMCA will need to apply.

For questions about financial assistance, contact:

**Mary Zoller** | NAYDO Operations & Conference Director  
504 464 7845 or [info@naydo.org](mailto:info@naydo.org)

# NAYDO

## North American YMCA Development Organization

21 Chateau Trianon  
Kenner, LA 70065 USA

## 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.

## Future NAYDO Conferences

Plan now to attend a future conference:

**2022** Tampa, Florida, April 6-9

**2023** Houston, Texas, April 11-14

**2024** Denver, Colorado, April 3-6

**40** YEARS  
NAYDO STRONG

## SPECIAL THANKS

### Great American Insurance Group | 2021 NAYDO Conference Brochure Sponsor

For nearly 40 years, Great American Insurance Group has provided insurance solutions to the human and social service marketplace. We were one of the first insurance companies to recognize the special needs of these organizations.

Over the years, we have expanded our coverage and services to ensure we are experts who can meet the evolving needs of this marketplace.

The YMCA mission includes promoting healthy spirit, mind and body. Our purpose is to enable you to manage your risk by providing tailored coverage and specialized risk management for your unique exposures.



Specialty Human Services

