

# 2022 Eagle Award for Excellence in Fundraising Nomination Form

**Deadline for 2022 Nominations: December 6, 2021**

**Instructions:** Complete the form below, the Annual Fundraising Performance chart and provide narrative response to the questions in Section III.

**Note:** YMCAs that received the Eagle Award prior to 2018 are eligible to reapply.

## Section 1 – Nomination Form

**Nominated Association/Branch Name:** \_\_\_\_\_

**Annual Budget Size:** \$ \_\_\_\_\_

**CEO Name:** \_\_\_\_\_

**Development Officer Name:** \_\_\_\_\_

**Association Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Prov/State:** \_\_\_\_\_ **Zip/Postal Code:** \_\_\_\_\_

**Association Office Phone:** \_\_\_\_\_

**Nominator Name:** \_\_\_\_\_

**Nominator Position/Job Title:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_ **Office Phone:** \_\_\_\_\_

**YMCA Name (if different from above):** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Province/State:** \_\_\_\_\_ **Postal/Zip Code:** \_\_\_\_\_

**Name of Key Volunteers:**

**Association/Branch Board Chair:** \_\_\_\_\_

**Campaign Chair or Key Volunteer:** \_\_\_\_\_

I certify all information provided as part of this nomination is accurate and I confirm the YMCA being nominated is a current NAYDO Association member.

**Nominator Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Section 1 of 3**

## Section 2 - Annual Fundraising Performance

Each YMCA chooses to utilize a unique set of the fundraising activities to support their mission in the community. This chart is designed to collect pertinent data for the Eagle Award judges to understand each nominee's fundraising focus and the results of their efforts.

Please complete the applicable cells of the chart below, as part of this year's Eagle Award nomination. If data is not available, please use the Comment section below to provide explanations, as needed.

**Nominee Association Name:** \_\_\_\_\_

**Fiscal Year: Month** \_\_\_\_\_ **To** \_\_\_\_\_

| Fund Description/ Fiscal Year Ending |   | 2017 | 2018 | 2019 | 2020 | 2021 YTD |
|--------------------------------------|---|------|------|------|------|----------|
| <b>Annual Support</b>                |   |      |      |      |      |          |
|                                      | Annual Campaign                             |      |      |      |      |          |
|                                      | United Way/Community Equivalent             |      |      |      |      |          |
|                                      | Grants                                      |      |      |      |      |          |
|                                      | Special Events Net                          |      |      |      |      |          |
|                                      | Other Annual Support**                      |      |      |      |      |          |
|                                      | Endowment Contributions to Operations       |      |      |      |      |          |
|                                      | <b>Total Annual Support (above totaled)</b> |      |      |      |      |          |
| <b>Endowment/ Planned Giving</b>     |   |      |      |      |      |          |
|                                      | New Direct Endowment Contributions          |      |      |      |      |          |
|                                      | New Endowment/PG Club Members***            |      |      |      |      |          |
|                                      | <b>Total Endowment Value</b>                |      |      |      |      |          |
| <b>Capital</b>                       |   |      |      |      |      |          |
|                                      | <b>Total Capital Contributions</b>          |      |      |      |      |          |

\*Amounts (\$) should be the same as those reported to Y-USA, Y Canada or other appropriate national YMCA organization.

\*\*Any other charitable funds received to support operations not fitting into the other activities listed.

\*\*\*Heritage Club/legacy societies that recognize current and committed future donors to the YMCA endowment.

| Key Annual Campaign Metrics                 | 2017 | 2018 | 2019 | 2020 | 2021 YTD |
|---|------|------|------|------|----------|
| <b>Campaign Performance (%=Raised/Goal)</b> |      |      |      |      |          |
| <b>% Association Board Giving</b>           |      |      |      |      |          |
| <b># of Campaign Volunteers</b>             |      |      |      |      |          |
| <b>% Member Donors</b>                      |      |      |      |      |          |

**Comments/Explanations:**

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## **Section 3 – Culture of Philanthropy Characteristics**

The YMCA strives to develop a strong culture of philanthropy across the movement. Please address each of the questions and culture characteristics below with a brief narrative. Organize your responses in order, by number. The total narrative for Section 3 should be **no more than four (4) single-spaced pages in 11-point font.**

1. Explain how Association leadership is committed, aligned and personally involved in fundraising (Include volunteer and staff leadership).
2. Explain the means by which all levels of the organization are involved and held responsible for relationship building. Describe how staff across all positions, promotes philanthropy and can articulate the case for giving.
3. Describe the effective communication strategies used to both elevate the cause of the Y and communicate the impact that donors' gifts make.
4. Explain Board members' role in financial development – Leadership and active solicitation of philanthropic support. Describe how their role is defined during recruitment, confirmed during orientation and monitored throughout fundraising activities.
5. Describe how the YMCA follows best practices in fundraising, uses multiple fundraising methods for Annual Support, with an emphasis on peer to peer fundraising.
6. Describe the recent history of successful capital campaign(s) that address critical needs within their community. Describe performance measures against targets.
7. Describe recent activities/campaigns to increase Endowment through direct gifts and planned giving.
8. Describe how this YMCA has shared its fundraising excellence for the benefit of other YMCAs.
9. How does this YMCA demonstrate commitment to fundraising and financial accountability standards (i.e. AFP Donor Bill of Rights, Imagine Canada Standards Program, Better Business Bureau Standards for Charitable Accountability)?

**Attachments:** Nominees may electronically submit up to four fundraising/campaign pieces that support the narratives above, regarding their respective annual campaigns, special event/appeals, endowment and capital efforts.

**If you have questions or issues with the nomination process, please contact Shelly McTighe-Rippengale, NAYDO Eagle Awards Chair, by email or phone below.**

**Shelly McTighe-Rippengale, NAYDO Eagle Awards Chair  
YMCA of San Diego County  
3708 Ruffin Road  
San Diego, CA 92123 USA**

**Email: [smcrip@ymcasd.org](mailto:smcrip@ymcasd.org)  
Cell Phone: 619-403-0447**

**Nominations must be received to the above email before  
12 a.m. (midnight) ET on December 6, 2021.**