



NAYDO 2024 | DENVER

March 2024

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

2024 NAYDO Conference | Advance Planner | Sponsor: **IWAVE**

Advance Sign-ups: Many of the special events are designated as Advance sign-up and they close when capacity is reached. It is NOT required to sign up in advance for Fundamentals, Educational Track Workshops or Hot Topics.

Spanish Indicates Spanish translation is available onsite.

Session Audience Codes:

NFD: New Financial Development Staff
SFD: Seasoned Financial Development Staff

MC: Marketing & Communications
PM: Program & Membership Directors

BD: Board Members & Fundraising Volunteers
SMY: Applicable to Small and Mid-sized YMCAs

GW: Grant Writers
EX: Exec. Directors, CEOs & COOs

WEDNESDAY, APRIL 3

8:00–8:45 am | **BODYBALANCE®** | Sponsor: Les Mills

8:00 am–4:00 pm | **Welcome Center Open** for New Attendees

8:00 am–8:00 pm | **Registration and Information Center Open** | Sponsor: Gallagher Risk Management Services
Exhibitor Registration and Set-Up until Exhibits Open at 5:15 pm

8:00 am–8:00 pm | **Host YMCA Hospitality Center Open** | Sponsor: Technogym

8:00 am–8:00 pm | **Philanthropy Live! Drop-In Project Angel Heart** | Sponsor: The Redwoods Group

9:30 am–12:00 pm | **Impact Tour A: Fostering Connection Across Generations: The YMCA and City of Centennial Address**
Isolation through Intergenerational Programs | Sponsor: seca | Fee: \$40 **Advance registration required; tour & transportation included**
Bus boarding: 9:15 am

10:00 am–1:00 pm | **Impact Tour B: Public-Private Partnership Collaboration for New YMCA in Growing Diverse City of Aurora**
Sponsor: The Paro Consulting Group | Fee: \$35 **Advance registration required; tour & transportation included**
Bus boarding: 9:45 am

10:00 am–12:30 pm | **EGYM Headquarters Tour** | Sponsor: EGYM | **No fee but Advance registration required; transportation included**
Bus boarding: 9:45 am

12:30–4:30 pm | **Philanthropy Live! Project 1: Food Bank of the Rockies** | Sponsor: The Redwoods Group | **Sold out; Waiting list**
Advance registration required; transportation included | Bus boarding: 12:15 pm

12:30–4:00 pm | **Philanthropy Live! Project 2: Children’s Hospital Colorado** | Sponsor: The Redwoods Group | **Sold out; Waiting list**
Under 40 Network Project | **Advance registration required; transportation included** | Bus boarding: 12:15 pm

12:30–5:30 pm | **Canadian Hospitality Centre Open**

PHILANTHROPY SCHOOL FUNDAMENTALS | SPONSOR: DBD GROUP

1:00–3:00 pm | **Annual Support Fundamentals**
Andrew Powers | YMCA of Greater Rochester
Courtney Weiland, CFRE | DBD Group/YMCA Alumni

1:00–3:00 pm | **Endowment and Planned Giving Fundamentals**
Wendy Cornett-Marquitz, CFRE | Gateway Region YMCA
Robyn Furness-Fallin, CFRE | DBD Group/YMCA Alumni

1:00–3:00 pm | **Board Development Fundamentals: Strong Boards Fundraise More**
Brian Saber | Asking Matters

1:00–3:00 pm | **Culture of Philanthropy Fundamentals**
Pam Hearn, CFRE | YMCA of Greater Monmouth County
Elizabeth Bennett | YMCA of Metuchen, Edison, Woodbridge & South Amboy

3:00–5:30 pm | **Philanthropy Live! Project 3:** | **Sold out; Waiting list**
Montclair School of Academics & Enrichment
Sponsor: The Redwoods Group
Advance registration required; transportation included
Bus boarding: 2:45 pm

3:00–4:30 pm | **Under 40 Network Onsite**
Time for Project Angel Heart
Drop-In

WEDNESDAY, APRIL 3 (Continued)

SPONSOR SHOWCASE WORKSHOPS

- 3:15–4:15 pm | **Your Purchasing Partner - How YMCAs Can Save with Cooperative Purchasing**
Audience: NFD,SFD,EX,BD,GW,SMY
Corey Imhoff, Kristy Gonzalez | OMNIA Partners
- 3:15–4:15 pm | **Leveraging Health Plan Partnerships to Expand Memberships**
Audience: EX,MC,PM,MC,SMY
Chris Patton | FitOn Health
Gloria Winters | YMCA of the USA
- 3:15–4:15 pm | **Empowering YMCA Advocates: Building Authentic Communities for Effective Fundraising**
Audience: MC,PM,EX,BD
Elizabeth Ruikka | Classy
Emily Figueiredo, CFRE | YMCA of San Diego County
- 3:15–4:15 pm | **Case Study: Unlocking Staff Appreciation-Driven Fundraising? Authentic P2P Magic!**
Audience: NFD, SFD,MC, PM,EX ,BD,SMY
Neil Beam | The Appreciation Company
- 3:15–4:15 pm | **Creating Events That Foster Loyalty & Retention - They Want More Than Chicken!**
Audience: NFD,SFD,MC,PM,EX,BD
- 3:15–4:15 pm | **Building a Connected Network of Fundraisers & Donors with Technology**
Audience: NFD, SFD,MC, PM,EX
Stephanie Andersen, Moderator | Traction Rec
Lara Gilchrist, Jason Dobrolecki | Traction Rec
Tom Gardner | YMCA of the USA
Emily Newberry, Nikki DeFalco | OneCause
- 3:15–4:15 pm | **Grants, Resources & Services to Enhance & Support Your Racquet Sports Operation**
Audience: NFD,SFD,MC,PM,EX
Todd Carlson, Tracy Davies, Matt Barnhart | United States Tennis Association
- 3:15–4:15 pm | **From Memes to Movements: How the Internet Generation is the Future of Philanthropy**
Spanish
Audience: NFD,SFD,MC,EX,BD
Dave Martin | Givebutter
- 3:15–4:15 pm | **Unlocking the Future of Fundraising: Maximizing Impact through AI Powered Digital Strategies**
Audience: NFD,SFD,MC,PM,EX
Wendy White, Nick Lindauer | Daxko

SPECIAL SESSIONS & TOUR

- 3:15–4:15 pm | **Y Day of Giving** | Invitation Only
David Frederick | YMCA of San Diego County
- 3:30–5:30 pm | **Impact Tour C: Unlocking Potential: Power Scholars Program at Wyatt Academy Transforms Summer Learning for Underserved Students**
Fee: \$45 Advance registration required; tour & transportation included | Bus boarding : 3:15 pm
- 4:30–5:15 pm | **New Attendees Orientation**
Sponsor: Talent Optimizer Group
Mary Zoller | NAYDO
Andrew Powers | YMCA of Greater Rochester
- 4:30–5:15 pm | **NAYDO Young Professionals Class of 2024 Orientation** | Invitation Only
Courtney Cordero (YPP Alumni) | YMCA of San Diego County
Carrie Rossman | YMCA of the Rockies
Abby Waeiss (YPP Alumni) | YMCA of Greater Indianapolis

5:15–7:45 pm | EXHIBITS OPEN

5:30–7:30- pm | **Mile High Giving Opening Reception** | Sponsor: Traction Rec
Cash Bars and Food can be enough for Dinner



NETWORK EXPERIENCES DURING THE RECEPTION

- 6:00–7:30 pm | **International Attendees**
Invitation only; note different start time
Sponsor: Y-USA International/World Service
- 6:30–7:30 pm | **Staff New to Y Development Network (Y-NAN CDOs & All Development Staff Welcome)**
Sponsor: SCORE Sports
- 6:30–7:30 pm | **VIP (Volunteers In Philanthropy) Board Members / Fundraising Volunteers Network** | Sponsor: American City Bureau
- 6:30–7:30 pm | **MarCom Network** | Sponsor: Radar Promotions
- 6:30–7:30 pm | **Operations Network (CEOs, COOs, Branch/Centre Directors & Associates, Ops)** | Sponsor: The Appreciation Co.
- 6:30–7:30 pm | **Program/Membership Staff Network** | Sponsor: Startup Smartup
- 6:30–7:30 pm | **Grant Writers Network** | Sponsor: Grant Professionals Assoc.
- 6:30–7:30 pm | **Under \$4MY Network** | Sponsor: American City Bureau
- 6:30–7:30 pm | **DEI in Philanthropy Network** | Sponsor: The Redwoods Group
- 6:30–7:30 pm | **Camp Professionals Network** | Campminder
- 6:30–7:30 pm | **Under 40 Network** | C&A Social Impact Consulting

WEDNESDAY, APRIL 3 (Continued)

- 7:45–8:45 pm | **SPECIAL SESSION with the World’s YMCA Leaders on the Future of Philanthropy**
Spanish Carolyn Grady, Moderator | YMCA of Greater Pittsburgh | Suzanne McCormick | YMCA of the USA
 Carlos Sanvee | World Alliance of YMCAs | Peter Dinsdale | YMCA Canada

- 8:45–9:30 pm | **MINI-CONCERT with Tiamo De Vettori**
Cash bar will be open



THURSDAY, APRIL 4

- 6:30–7:15 am | **BODYBALANCE®** | Sponsor: Les Mills
- 7:30 am–5:30 pm | **EXHIBITS OPEN**
Closed during General Session luncheon
- 7:30 am–6:00 pm | **Registration and Information Center Open**
Sponsor: Gallagher Risk Management Services
- 7:30 am–8:15 am | **Hot Topics Facilitator Required Breakfast Check-In Meeting**
- 7:30 am–6:00 pm | **Philanthropy Live! Drop-In Project Angel Heart**
Sponsor: The Redwoods Group
- 7:30 am–6:00 pm | **Host YMCA Hospitality Center Open**
Sponsor: Technogym
- 7:30 am–5:30 pm | **Canadian Hospitality Centre Open**
- 7:45–9:45 am | **Continental Breakfast in Exhibits** | Sponsor: UpBup

HOT TOPICS FACILITATED TABLE DISCUSSIONS

- 8:30–9:15 am | **Round A** | Hot Topics
- 9:30–10:15 am | **Round B** | Round A Hot Topics repeated
- 8:30 am–9:15 am | **Young Professionals Class of 2024 ONLY Round A Career Tracks**
Marketing and Communications Track | Rob Totaro
Financial Development Track | Jarred Barnes
Program & Membership Track | Kate Meeks
Executive Track | Curt Hazelbaker

Topic Number | Topic and Presenter

Category: Board Development

- Understanding your role as a board member (For Volunteers Only)
Brian Saber
- Setting up your board members for fundraising success
Rick Callebs
- Prospecting & recruiting effective board members
Alfredo Velasco
- Ways to engage your board members
Jared Beard

Category: Telling the Story

- Smart brevity: The power of saying more with less
Jorge Perez
- Recruiting program alumni to tell their stories & make the ask
Shane Hoefer
- Weaving impact stories within program delivery to engage families in annual campaign
Mary Curcio

Category: Marketing & Communications

- Innovative social media for philanthropy
Lauren Wilson
- Audience segmentation: Communicating differently to different audiences
Michelle Polivka
- Using AI in philanthropy
Nick Lindauer
- Earned media for philanthropy
David Frederick

Topic Number | Topic and Presenter

Category: About the Members

- Engaging frontline staff in member giving
Hillary Hoesch
- Moving from membership sales to experiences: Introducing philanthropy to increase member giving
Constance Miller (VIP)
- Using digital communications to reengage past members and transform new members into donors
Monica McKinley
- Quick tips on sharing our cause during the new member process
Sidney Gray

Category: Annual Giving

- The role of annual campaign at Ys in affluent communities
Nicole Bartlett
- Using matching gifts to boost annual fund drives
Bobby Reitsch
- Boosting annual giving at year-end
Cassie Lloyd, CFRE
- Year-round plan for annual support
Johnathan Teal, CFRE

Category: Operations and Philanthropy

- Diversifying revenue for your Y’s financial health
Keiz Larson
- Tips & trends for event sponsorships
Chad Barger, CFRE
- Working with staff to capture mission stories
Pam Hearn, CFRE
- Partnering with frontline staff to recruit campaign volunteers
Anne Rhind

THURSDAY, APRIL 4 (Continued)

Topic Number | Topic and Presenter

Category: Endowment/Planned Giving

- 24. Starting or reactivating a planned giving program
Greg Coop
- 25. Engaging the full team in planned giving
Suzanne Nunn (VIP)
- 26. Planned giving for all levels & generations
Tony Martignetti

Category: Capital & Comprehensive Campaigns

- 27. Pathways to enter into a capital campaign
Amy Eisenstein, ACFRE
- 28. Balancing comprehensive campaigns between annual & a multi-year capital campaign
Wendy Cornett-Marquitz, CFRE
- 29. Building capital & program partnerships
Mike Brown

Category: Staff Matters

- 30. Getting full buy-in from board & staff for a culture of philanthropy
Lauren Koontz
- 31. Showing staff appreciation for philanthropy work
Brad Wright
- 32. Philanthropy training for staff & volunteers
Molly McCabe

Category: Campaign Management

- 33. Kick-off, report parties & victory celebrations that WOW!
Marsha Hollaway
- 34. Recruiting & keeping great fundraising team members
Zane Korytko
- 35. Data-informed campaigns: Putting your data into action
Ben Green
- 36. Community-centric fundraising: Engaging the community in your annual campaign
Lauren Burt

Topic Number | Topic and Presenter

Category: Donor Relations

- 37. Donor Advised Funds: Motivating centers of influence to share your mission
Anna Barnes
- 38. Identifying & cultivating current donors for major gifts
Marcy Heim
- 39. Creative stewardship ideas
Lynne Wester
- 40. Engaging lapsed donors
Alison Hansen, CFRE

Category: DEI in Philanthropy

- 41. Viewing philanthropy through the lens of DEI
Mariella Canady-Towns
- 42. Engaging diverse staff, volunteers & young leaders in annual campaign planning for community engagement
Erik J. Daubert, MBA, ACFRE
- 43. Incorporating global DEI language into your case of support
Chad Nico Hiu
- 44. Answering DEI (racial/gender/sexual identity) questions about staff/board on grant applications
T. Clay Buck, CFRE

Category: Grants

- 45. Grant applications: What works, what doesn't
Steve Conrad
- 46. Writing & managing grants without a grantwriter
Ali Hollenbeck
- 47. Cultivating relationships with grant officers/foundation trustees
Anabel Spencer

Category: Camp

- 48. Social media content creation for summer camps fundraising
Cory Harrison
- 49. Camp events (donor appreciation/anniversaries/ off-season alumni & donor)
Melissa Di Fiori
- 50. Summer fundraising initiatives (campers & staff)
Sallie Ransom

ROUND 1 | EDUCATIONAL WORKSHOPS

- 10:45–11:45 am | Board & Volunteer Development
Rightsizing Your Board
Audience: SFD,EX,BD,SMY
Curt Hazelbaker | YMCA of Metropolitan Dallas
Felix Lozano (VIP) | YMCA of Metropolitan Dallas Board Chair
Jody Zorn (VIP) | YMCA of Metropolitan Dallas Foundation Chair

- 10:45–11:45 am | Annual Support
The Critical Middle: YMCA Annual Fund Strategy Reimagined
Audience: NFD,SFD,MC,EX
Shane Hoefer, Monica Kenney, Kurt Simer
YMCA of the North

- 10:45–11:45 am | Annual Support (Camp Focus)
Yes, Alumni Can Be Found and Engaged
Audience: NFD,SFD,MC
Sallie Ransom | YMCA of the Triangle

- 10:45–11:45 am | Marketing & Communications
Marketing And Development: The Perfect Philanthropic Partnership
Audience: NFD,SFD,MC,PM,EX,BD,GW,SMY
Michelle Curtis, CFRE, Lisa Eccles
YMCA of Greater St. Petersburg

- 10:45–11:45 am | Operations & Philanthropy
Philanthropic Bench Strength – A Case Study
Audience: NFD,SFD,MC,PM,EX,BD,GW,SMY
Lisa Hood, Michelle Fischer | YMCA of Three Rivers

- 10:45–11:45 am | Grants & Gov't Funding
Navigating a Complex Funding Stack for a Larger Net
Intermediate: Audience: SFD,EX,BD
Brian Steffen | Eugene Family YMCA

THURSDAY, APRIL 4 (Round 1 Continued)

- 10:45–11:45 am | DEI in Philanthropy
Embedding Equity & Anti-Racism in Strategic Planning and Philanthropy – A Journey
Audience: NFD,SFD,EX,BD
Chad Nico Hiu, Marcos Santiago | YMCA of San Francisco
- 10:45–11:45 am | Major & Planned Gifts
Successful Conversation for a Planned Giving/Heritage Club Visit
Audience: NFD,SFD,EX,BD
Suzanne Nunn (VIP), Alfredo Velasco
YMCA of Greater Long Beach
- 10:45–11:45 am | Capital Development
Maximizing Dollars Raised and Your Y’s Impact: The Comprehensive Campaign
Audience: NFD,SFD,MC,EX,BD,SMY
Debbie Sontupe | Match Nonprofit Consulting/
YMCA Alumni

12:00–1:45 pm | **General Session Luncheon featuring Keynote Tiamo De Vettori**
Spanish **“Be the Change”**
 Sponsor: NinjaZone
 Doors Open at 11:45 am



1:45–2:45 pm | **Exclusively Exhibits Time**

1:45–2:45 pm | **Philanthropy Live! Appreciation Reception for Offsite Project Volunteers** | Sponsor: The Redwoods Group
Invitation only

ROUND 2 | EDUCATIONAL WORKSHOPS

- 2:45–3:45 pm | Annual Support
Plug & Play Annual Campaign Training: An Interactive Train-the-Trainer Workshop
Audience: NFD,PM,EX,BD
Rachel Bowman | YMCA of Central Florida
Pam Hearn, CFRE | YMCA of Greater Monmouth County
- 2:45–3:45 pm | Capital Development
Capital/Capacity Campaign Trends and Tips: Survey Results and Case Study
Advanced: Audience: SFD,EX,BD,SMY
Amy Eisenstein, ACFRE | Capital Campaign Pro
- 2:45–3:45 pm | Major & Planned Gifts
No Nonsense Must-Haves for Major Giving Success NOW!
Audience: NFD,SFD,MC,PM,EX,BD,GW,SMY
Marcy Heim | The Artful Asker
- 2:45–3:45 pm | Grants & Gov’t Funding
Grant Writing Through the Advocacy Lens: How to Win Funding and Impress Your Cat
Audience: SFD,EX,GW
Pam Bailey | YMCA of Greater Flint
Ali Hollenbeck | Tampa Metropolitan Area YMCA
Lauren Wilson | Williams YMCA of Avery County
- 2:45–3:45 pm | DEI in Philanthropy
Philanthropy Partnerships Worldwide – Learn From the Best
Audience: SFD,EX,BD,GW,SMY
Erik J. Daubert, MBA, ACFRE | Author, Consultant, Speaker
Charlotte Cole | YMCA of England & Wales
Anne Rhind | YMCA Milton Keynes
- 2:45–3:45 pm | Operations & Philanthropy
Spanish **Fundraising is Life – How to Reenergize Yourself and Your Fundraising**
Audience: NFD,SFD,MC,PM,EX,BD,GW,SMY
Lynne Wester | The DRG Group
T. Clay Buck, CFRE | TCB Fundraising
- 2:45–3:45 pm | Board & Volunteer Development
A Tale of Two Board Members: Fundraising Bifurcation
Intermediate: Audience: SFD,EX,BD,SMY
Johnathan Teal, CFRE | DBD Group/YMCA Alumni
Lauren Koontz | YMCA of Metropolitan Atlanta
- 2:45–3:45 pm | Marketing & Communications
Creating a Third Place at the Denver YMCA
Audience: SFD,MC
Sue Glass | YMCA of Greater Charlotte
Claudia Morlan | YMCA of Metropolitan Denver
Mario Trescone | Greater Than > Analytics
- 2:45–3:45 pm | Operations & Philanthropy (Camp Focus)
Association Philanthropy Teams + Camp Staff Collaboration: Achieving Fundraising Goals Together
Audience: NFD,SFD,EX
Cory Harrison, Diana Watson | YMCA of Greenville

THURSDAY, APRIL 4 (Continued)

ROUND 3 | EDUCATIONAL WORKSHOPS

- 4:00–5:00 pm | Annual Support
HELP! Strategies to Recruit and Retain Annual Campaign Volunteers
 Audience: NFD,SFD,PM,EX,BD,SMY
 Molly McCabe | YMCA of the Triangle
- 4:00–5:00 pm | Operations & Philanthropy
Maximizing Assets to Support Your Mission
 Advanced: Audience: SFD,EX,BD,SMY
 Brian Keel | YMCA of the Triangle
 Jim Mellor | DBD Group/YMCA Alumni
- 4:00–5:00 pm | Operations & Philanthropy (Camp Focus)
Multi-Y Camp Campaign: Lessons from YMCAs in Atlantic Canada
 Audience: NFD,SFD,MC,PM,EX,BD,SMY
 Anna Barnes | YMCA of Greater Halifax Dartmouth
 Jennifer Yeomans | YMCA of Greater Saint John
- 4:00–5:00 pm | Board & Volunteer Development
How to Prepare Your Board Members for a Capital/Capacity Campaign
 Audience: EX,BD,SMY
 Amy Eisenstein, ACFRE | Capital Campaign Pro
- 4:00–5:00 pm | Capital Development
Capital Base Camp to Summit – Route Finding as You Reach New Heights
 Intermediate: Audience: NFD,MC,EX,SMY
 Brian Steffen | Eugene Family YMCA
- 4:00–5:00 pm | Marketing & Communications
Spanish **Creating Digital Confetti: Tips to Integrate Social, PR & Fundraising**
 Audience: NFD,SFD,MC,SMY
 Laura Merritt, Dan Cruz | YMCA of San Diego County
- 4:00–5:00 pm | DEI in Philanthropy
Perspectives in Philanthropy Across Diverse Cultures
 Audience: NFD,SFD,MC,PM,EX,BD,GW,SMY
 Erik J. Daubert, MBA, ACFRE | Author, Consultant, Speaker
- 4:00–5:00 pm | Capital Development
The Healthy Living Campus Frontier: Attracting Funding and Collaborations for Innovation and Impact
 Intermediate: Audience: SFD,EX,BD,SMY
 Dave Kasarda | Duneland Family YMCA
 John Biggins, Wess Audsley | American City Bureau
- 4:00–5:00 pm | Grants & Gov't Funding
Grants – Diversification, Stewardship, and How to Fund Memberships With Grants
 Audience: NFD,SFD,EX,GW,SMY
 Dennis Enix, CFRE, Michelle Hurley
 YMCA of Greater Louisville

SPECIAL EVENTS

- 5:00–6:00 pm | **Under 40 Network Happy Hour** in NAYDO Chair's Presidential Suite
- 5:15–6:15 pm | **U.S. Small & Mid-Size Y CEO Conference Opening Session** | Jeff Wozer, Keynote
- 5:30–7:00 pm | **Canadian Reception** | Invitation only
- 6:00–9:00 pm | **YMCA of Metropolitan Denver Host Y CEO + Reception** | Invitation only | Offsite with bus transportation | Sponsor: EGYM
 Bus boarding: 5:45 pm
- 6:00–9:30 pm | **Meow Wolf Convergence Station & Raices** | Offsite optional event
 Fee: \$37 | Advance registration required for bus | Tour and dinner additional cost | Bus Boarding: 5:45 pm
- 6:15–7:00 pm | **U.S. Small & Mid-Size Y CEO Conference Reception** | Invitation only
- 7:00–8:00 pm | **Les Mills® Dance Class** | All attendees welcome to class & reception that follows
- 8:00–9:30 pm | **Les Mills® Reception** | Appetizers and cash bar | Sponsor: Les Mills

FRIDAY, APRIL 5

- 6:30–7:15 am | **BODYBALANCE®** | Sponsor: Les Mills
- 7:30 am–5:00 pm | **Canadian Hospitality Centre Open**
- 7:30 am–6:00 pm | **Registration and Information Center Open** | Sponsor: Gallagher Risk Management Services
- 7:30 am–6:00 pm | **Host YMCA Hospitality Center Open** | Sponsor: Technogym
- 7:30–10:00 am | **Last Chance to Visit Exhibits Continental Breakfast** | Sponsor: Convergent Nonprofit Solutions
Breakfast until 9 am; beverages until 10 am
- 7:30–10:00 am | **Last Chance for Project Angel Heart**
- 7:30–10:00 am | **Philanthropy Live!** Last chance for drop-in Project Angel Heart | Sponsor: The Redwoods Group

SPECIAL SESSIONS

- 7:30–8:30 am | **YMCA Latin America & Caribbean Meeting** | *Invitation only*
Maria Fernanda Giraldo | YMCA LAC
- 7:45–8:30 am | **Interested in Serving on the 2025 Conference Committee? This is the Meeting for You!**
Mary Zoller | NAYDO
Wendy Cornett-Marquitz, CFRE | Gateway Region YMCA
- 7:45–8:30 am | **CFRE – Learn What’s Required to Become a Certified Fund Raising Executive**
Michelle Curtis, CFRE | YMCA of Greater St. Petersburg
Sheri Noer, CFRE | YMCA of the USA

ROUND 4 | EDUCATIONAL WORKSHOPS

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| <ul style="list-style-type: none"> <input type="checkbox"/> 8:45–9:45 am Marketing & Communications
Anatomy of a Capital Campaign:
A Communications Perspective
Audience: NFD,MC,SMY
Beth Casper, Megan Jessup-Varnum, Danielle Uhlhorn
Eugene Family YMCA <input type="checkbox"/> 8:45–9:45 am DEI in Philanthropy
Advancing Diversity, Equity, and Inclusion in
Philanthropy: Best Practices
Advanced: Audience: SFD,MC,EX,BD
Jorge Perez, Jesiah Brock YMCA of Greater Cincinnati <input type="checkbox"/> 8:45–9:45 am Annual Support
Engaging Frontline Staff in Member Giving –
The “Offering Plate” of the Y
Spanish
Audience: NFD,SFD,PM,EX,SMY
Monica McKinley, Donna Smith, Tyler West (VIP)
YMCA of Greater Spartanburg <input type="checkbox"/> 8:45–9:45 am Board & Volunteer Development
Building a Proactive Fundraising Board:
A YMCA Case Study
Audience: NFD,SFD,MC,PM,EX,BD,GW,SMY
Debbie Sontupe Match Nonprofit Consulting/
YMCA Alumni
Zane Moore, Allen Childs (VIP)
YMCA of Bucks and Hunterdon Counties | <ul style="list-style-type: none"> <input type="checkbox"/> 8:45–9:45 am Annual Support (Camp Focus)
Camp Comprehensive Campaign Approach:
Giving Your Donors S’More Opportunities to Give
Audience: NFD,MC,PM,EX,BD,SMY
Alison Hansen, CFRE YMCAs of Greater Cincinnati & Louisville
Elizabeth Day YMCA of Greater Cincinnati
Elizabeth “Eli” Cochran YMCA of Greater Cincinnati/
YMCA Camp Ernst <input type="checkbox"/> 8:45–9:45 am Capital Development
Lessons from Successful Capital Campaigns:
A Panel
Audience: NFD,SFD,EX,BD,SMY
Bruce Berglund, CFRE, Moderator DBD Group/YMCA Alumni
Mike Miller Newport County YMCA
David Duro, Meagan Ellis Treasure Valley Family YMCA
Carrie Rossman YMCA of the Rockies <input type="checkbox"/> 8:45–9:45 am Grants & Gov’t Funding
Framing Your Impact for Grant Proposals
and Reports
Audience: NFD,SFD,MC,PM,EX,GW,SMY
Dawn Palmer-Van Camp, Lynette Simmons,
Mike Strong YMCA of Metropolitan Detroit <input type="checkbox"/> 8:45–9:45 am Major & Planned Gifts
Fundraising for Introverts
Audience: NFD,SFD,MC,PM,EX,BD,GW,SMY
Brian Saber Asking Matters <input type="checkbox"/> 8:45–9:45 am Operations & Philanthropy
Finding Time for Fundraising
(or Your “Other Duties as Assigned”)
Audience: NFD,SFD,MC,GW,SMY
Chad Barger, CFRE Productive Fundraising |
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FRIDAY, APRIL 5 (Continued)

ROUND 5 | EDUCATIONAL WORKSHOPS (Continued)

- 10:00–11:00 am | Annual Support
Optimizing Board Giving in Your Annual Campaign
Audience: SFD,EX,BD
Alfredo Velasco, Lisa Meier (VIP)
YMCA of Greater Long Beach
- 10:00–11:00 am | Capital Development
Capital Campaign Readiness
Audience: NFD,SFD,EX,BD,SMY
Jeffrey Snyder | Osage Prairie YMCA
John Biggins | American City Bureau
Mario Trescone | Greater Than > Analytics
- 10:00–11:00 am | Grants & Gov't Funding
A Practical Approach to Building a Healthy Grants Program
Audience: NFD,PM,EX,GW,SMY
Kim Hinrichs, Katrina Tamminga Crook
DBD Group/YMCA Alumni
- 10:00–11:00 am | Major & Planned Gifts
Planned Giving: Moving from Legacy to Vision
Intermediate: Audience: NFD,SFD,EX,SMY
Robyn, Furness-Fallin, CFRE, Courtney Weiland, CFRE
DBD Group/YMCA Alumni
- 10:00–11:00 am | Marketing & Communications
Fun and Easy Ways to Steward YMCA Donors Throughout the Year
Audience: NFD,SFD,MC,EX,BD,SMY
Rachel Muir, CFRE | League of Extraordinary Fundraisers
- 10:00–11:00 am | Marketing & Communications (Camp Focus)
Engage Donors, Families and Alumni with Stories Beyond the Campfire
Audience: NFD,SFD,MC,PM,EX,BD,SMY
Alison Hansen, CFRE | YMCAs of Greater Cincinnati & Louisville
Elizabeth Day | YMCA of Greater Cincinnati
Elizabeth "Eli" Cochran | YMCA of Greater Cincinnati/
YMCA Camp Ernst
- 10:00–11:00 am | Board & Volunteer Development
Fundraising Success in Rural Communities: A Case Study
Audience: NFD,EX,BD,GW,SMY
Trey Oakley | Williams YMCA of Avery County
- 10:00–11:00 am | DEI in Philanthropy
Don't Close the Doors on Donors: Intentional Inclusivity in Events
Audience: NFD,SFD,MC,PM,EX
Emily Newberry, Nikki DeFalco | OneCause
- 10:00–11:00 am | Operations & Philanthropy
Unleashing the Power of Resourcefulness: Mastering Fundraising Leadership with Limited Means
Intermediate: Audience: SFD,EX,BD,SMY
Jennifer Walker | YMCA Calgary
Vincent Duckworth | ViTreo Group/AFP Foundation
for Philanthropy - Canada, Board Chair

ROUND 6 | EDUCATIONAL WORKSHOPS

- 11:15 am–12:15 pm | DEI in Philanthropy
Balancing Act - Recognizing Donors Through a DEI Lens
Audience: NFD,SFD,MC,PM,EX,BD,GW,SMY
Lynne Wester | The DRG Group
- 11:15 am–12:15 pm | Board & Volunteer Development
Disrupting Disruption: Turning Chaos into Opportunity for Your Organization
Advanced: Audience: SFD,EX,BD
Damon Colaluca (VIP) | C&A: Social Impact Consulting/
YMCA Alumni
- 11:15 am–12:15 pm | Grants & Gov't Funding
Grants and Government Funding 101: Building Relationships and Navigating the Process
Audience: NFD,SFD,MC,EX,GW
Steve Conrad | Valley of the Sun YMCA
Sharon Levy | YMCA of Greater New York
Robin Dewey | YMCA of the USA
- 11:15 am–12:15 pm | Capital Development (Camp Focus)
How to Raise \$800K in One Day
Audience: SFD,MC,PM,EX,BD
Dan Reynolds | YMCA of Pawtucket
- 11:15 am–12:15 pm | Major & Planned Gifts
Planned Giving 101 (Especially for Small to Mid-Size YMCAs)
Audience: NFD,SFD,MC,EX,BD,SMY
Tony Martignetti | Consultant
- 11:15 am–12:15 pm | Marketing & Communications
How and Why to Engage the Next Generation in Giving and Charity
Audience: NFD,SFD,MC,PM,EX,BD,SMY
Ellen Sabin | Consultant
- 11:15 am–12:15 pm | Board & Volunteer Development
Recruiting a Diverse Board AND Meeting Your Fundraising Goals
Audience: NFD,SFD,EX,BD,SMY
Kellie Wardman (VIP), Robin Jordan-Repokis
DBD Group/YMCA Alumni

FRIDAY, APRIL 5 (Continued)

ROUND 6 | EDUCATIONAL WORKSHOPS (Continued)

- 11:15 am–12:15 pm | Annual Support
Data: The A-Frame to Fruitful Fundraising
 Intermediate: Audience: NFD,SFD,MC,EX
 Stephanie Veatch, Monica Kenney | YMCA of the North
 Tifne Ham | Blackbaud
- 11:15 am–12:15 pm | Major & Planned Gifts
Accelerating Fundraising - Destination? A Multi-Million Dollar Comprehensive Campaign
 Audience: SFD,MC,PM,EX,BD
 Angela Hodson, LaKeisha Harris, Nicole McWhorter
 YMCA of Greater Houston

12:30–2:15 pm | **General Session Impact Awards Luncheon Featuring Mission Moment by Carlos Sanvee** | Sponsor: gro>
Spanish Doors Open at 12:15 pm
 Communications Awards plus NAYDO 2025 Conference Preview



ROUND 7 | SPECIAL SESSIONS, EDUCATIONAL WORKSHOPS & PHILANTHROPY FORUMS

- 2:30–3:30 pm | Special Session
MarCom Network Sharing Showcase of YOUR Communications Pieces
 Beth Casper | Eugene Family YMCA
 Michelle Polivka | YMCA of Rock River Valley
- 2:30–3:30 pm | Philanthropy Forum
Grant Writers Network Philanthropy Forum
 Michelle Curtis, CFRE | YMCA of Greater St. Petersburg
 Margaret Caufield | YMCA of Memphis & the Mid-South
 Anna Barnes | YMCA of Greater Halifax/Dartmouth
- 2:30–3:30 pm | Special Session
Under 40 Network: Panel Presentation - All About Careers in Fundraising
 Jarred Barnes, Moderator (YPP Alumni)
 Riverbrook Regional YMCA
 Kate Cohen | Greater Valley YMCA
 Vanessa Pritchett (YPP Alumni) and
 Veronica Torsney (YPP Alumni)
 YMCA of Metropolitan Denver
- 2:30–3:30 pm | Philanthropy Forum
Young Professionals Class of 2024
 Courtney Cordero (YPP Alumni) | YMCA of San Diego County
 Abby Waeiss (YPP Alumni) | YMCA of Greater Indianapolis
- 2:30–3:30 pm | Philanthropy Forum
Global (for International Attendees)
 Mary Tikalsky, Renata Ferrari | YMCA of the USA
- 2:30–3:30 pm | Philanthropy Forum
Staff New to Y Development Network
 Pam Hearn, CFRE | YMCA of Greater Monmouth County
 Darlene Hepburn | YMCA BC
 Elizabeth Kearns | YMCA of Fredericton
- 2:30–3:30 pm | Philanthropy Forum/
Hot Topics
DEI Network with Hot Topics
 Kevin Bolding | YMCA of Central Florida
 Zane Korytko | YMCA of Greater Moncton
- 2:30–3:30 pm | Philanthropy Forum
VIP (Board Members) Network Philanthropy Forum
 Rick Calles | YMCA of Greater Spartanburg
 Mike Hood (VIP) | YMCA of San Diego County
- 2:30–3:30 pm | Hot Topics
Program & Membership Network Hot Topics
 Fundraising in specific program areas based on attendees: childcare, adult wellness, afterschool, etc.
 Carrie Hybels, Facilitator | Sherman Lake YMCA Outdoor Center
 Rachel Bowman, Facilitator | YMCA of Central Florida
 Michelle Gorham, CFRE, Facilitator | YMCA of Rock River Valley
- 2:30–3:30 pm | Philanthropy Forum
Camp Professionals Network
"Giving Trends & Connecting with Your Camp Community"
 Zach Klipsch | Sherman Lake YMCA Outdoor Center
 Amy Gutschenritter | Becket-Chimney Corners YMCA
 Andrew Corley | YMCA of the Seven Council Fires
 John Tilley | YMCA Camp Coniston
 Mark Dibble | YMCA of the Pines
- 2:30–3:30 pm | Hot Topics
Operations Network Hot Topics
 Bill Powell | YMCA of Greater Cincinnati
 Tymikia Glenn | YMCA of Memphis & the Mid-South
 *How to Run Your First Annual Campaign (geared towards 1st or 2nd year Execs who have never run one)
 Hillary Hoesch, Facilitator | YMCA of Wichita Kansas
 *How to Partner with Front-Line Staff to Recruit Volunteers
 Nicole Bartlett, Facilitator | Hockomock YMCA
 *How to Thank Your Staff During Annual Giving
 Brianna Howard, Facilitator | YMCA of Greater Louisville

FRIDAY, APRIL 5 (Continued)

ROUND 7 | (Continued)

- 2:30–3:30 pm | **Philanthropy Forum**
Young Professionals Class of 2024
Courtney Cordero (YPP Alumni) | YMCA of San Diego County
Abby Waeiss (YPP Alumni) | YMCA of Greater Indianapolis

U.S. Small & Mid-size Y CEO Conference Sessions

- 2:30–3:30 pm | **Succession Planning Workshop**
Susan Joy | YMCA of the USA
- 3:45–4:45 pm | **Networking Round Table Topics for CEOs**

- 6:00–9:00 pm | **Jeans & Jerseys Closing Party at Empower Stadium** | Sponsor: Precor
Cash bars and enough food for dinner, music and special features
Cost included in registration fee. Buses will be on continuous loop 5:15–9:00 pm from Gaylord and one central location from among the four overflow hotels.
Guest Fee: \$65 includes food and transportation.



SATURDAY, APRIL 6

SIGHTSEEING DAY

- 8:30–9:30 am | **Host YMCA Hospitality Center Open** | Sponsor: Technogym
- 9:00 am–12:30 pm | **Red Rocks Park & Amphitheatre Tour**
Fee: \$43 for bus transportation; advance registration required for bus; admission is free
Bus boarding: 8:45 am

CONFERENCE QUESTIONS: Contact the NAYDO Office, info@naydo.org or 504 858 3379

NAYDO GIVES YOU CREDIT

- CFRE:** Approved conference sessions provide Certified Fund Raising Executive (CFRE) certification credit. CFRE conference tracker will be included in the Advance Packet.
- Y-USA:** If you are a U.S. YMCA staff member, the NAYDO Conference earns you 16 Leadership Certification Credits only 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 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.

Session Audience Codes:

NFD: New Financial Development Staff
SFD: Seasoned Financial Development Staff

MC: Marketing & Communications
PM: Program & Membership Directors

BD: Board Members & Fundraising Volunteers
SMY: Applicable to Small and Mid-sized YMCAs

GW: Grant Writers
EX: Exec. Directors, CEOs & COOs