

NAYDO ACADEMY 2019 DETROIT

A 1-day training on YMCA philanthropy

Hosted by the YMCA of Metropolitan Detroit

Underwritten in part by the NAYDO Speakers Network sponsored by YMCA of the USA Financial Development

NAYDO ACADEMY 2019 DETROIT, MICHIGAN

Kensington Church
25000 Hall Road
Clinton Township, MI 48036

Wednesday, October 30, 2019
8:00AM – 4:00PM

8:00AM	Registration, Breakfast & Networking <i>Paper Buffet: Bring samples of your Annual Campaign materials to display and share</i>		
8:30AM	WELCOME Helene Weir, President & CEO, YMCA of Metropolitan Detroit		
8:30AM	OPENING GENERAL SESSION Philanthropy! It's Everyone's Job Robin Jordan-Repokis, Senior Consultant, DBD Group Introduction by Helene Weir		
9:30AM	BREAK		
	BOARD TRACK	STAFF LEADERSHIP TRACK	FRONTLINE STAFF TRACK
9:45AM	Let's Make the Ask: Anyone Can be a Great Campaigner Presenter: Andy Powers, YMCA of Greater Rochester	Using the Case in Your Ask Presenter: Courtney Cordero, YMCA of San Diego County	Donor Stewardship on a Dime Presenter: Kayla Williams, Gateway Region YMCA
11:00AM	BREAK		
11:15	Defining Board and Staff Roles in Philanthropy Presenter: Gloria Price, YMCA of Metropolitan Denver	A Major Gift Approach to the Annual Campaign Presenter: Andy Powers, YMCA of Greater Rochester	Why Fundraising is Everyone's Job Presenter: Jen Silvers, MBA, CFRE, YMCA of South Hampton Roads
12:30	LUNCH		
1:00PM	LUNCH GENERAL SESSION Communicating Your Impact Effectively Laura Grannemann, Vice President Community Fund, Quicken Loans Introduction by Helene Weir		
2:00PM	BREAK		
2:15PM	Developing Major Gifts Presenter: Robin Jordan-Repokis, DBD Group	Foundation Panel – Building Relationships Panelists: Katie Brisson, Community Fund of Southeast Michigan; Beth Correa, Flagstar Bank; Lynette Dowler, DTE Energy Foundation	All In: Building a Culture of Philanthropy Presenter: Gloria Price, YMCA of Metropolitan Denver
3:30PM	Networking & Conclusion		

NAYDO Academy qualifies for CFRE credit and Y-USA leadership development recertification credit.



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Workshop Descriptions

Let's Make the Ask: Anyone Can be a Great Campaigner

Presenter: Andy Powers, Vice President of Philanthropy, YMCA of Greater Rochester

YMCA staff and volunteers are naturally effective campaigners, but many just don't know it. This session is focused on helping attendees to recognize the tools and skills they already possess to be great campaign solicitors and build confidence in their ability to effectively ask for philanthropic gifts. Attendees will leave ready to practice their new skill and bring the cause to life in a way that will encourage donors and prospects to give generously. Disclaimer: there will be NO involuntary 'make the ask' role-playing!

Using the Case in Your Ask

Presenter: Courtney Cordero, Association Director of Annual Campaign, YMCA of San Diego County

Learn how to increase your Annual Campaign revenue, improve your supporters' engagement with the Y, and enhance donor retention with just a few simple changes in how you use the case in your ask. Based on research from a collaboration between YMCA of the USA and NAYDO, and now field-tested at multiple Ys through the country, the concept is simple: basing your ask for support around the needs of your community will make your donors feel stronger about giving and your campaigners feel better about asking. In this session, you will:

- Learn the importance of embedding the case in your ask
- Get some tools for creating case statements that showcase the impact of your Y
- See research results and how focusing on the case increased Annual Campaign dollar totals

Donor Stewardship on a Dime

Presenter: Kayla Williams, Association Director of Philanthropy, Gateway Region YMCA

So, you've successfully inspired someone to give to your YMCA ... now what? Research has shown that while it may be difficult to garner new donors, it is even more challenging to retain them. Stewardship is much more than sending a timely, thank you letter. This session will provide a foundational overview of donor stewardship and share practical examples of how to put them into practice at your local Y. And it doesn't have to break the budget!

Defining Board and Staff Roles in Philanthropy

Presenter: Gloria Price, Vice President of Development, YMCA of Metropolitan Denver

Donations come in all sizes for our YMCAs, but philanthropy is the foundation for how we create new buildings and sustain our programs. Understand how board and staff at all staff levels are key in building a culture of philanthropy at your YMCA. See how personal leadership and philanthropy come together in this presentation of working with key staff, board members, development team, program staff, and donors.



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A Major Gift Approach to the Annual Campaign

Presenter: Andy Powers, Vice President of Philanthropy, YMCA of Greater Rochester

This session will help attendees borrow from the proven major gift donor cycle and apply it to the Annual Campaign, with the goal of “thinking big” and making plans to focus on higher levels of giving that can make significant impact on their Annual Campaign. Attendees will learn about identification, cultivation, solicitation, stewardship, and how each can be practically applied to the Annual Campaign.

Why Fundraising is Everyone's Job

Presenter: Jen Silvers, CFRE, District Vice President, YMCA of South Hampton Roads

Cultivation of donors starts the second someone walks into our YMCAs. Frontline staff will learn how to engage in the art of fundraising from giving tours, to coaches' relationships with parents, to providing volunteer opportunities for members. You will learn key strategies for member engagement so fundraising can easily become part of everyone's job.

Developing Major Gifts

Presenter: Robin Jordan-Repokis, Senior Consultant, DBD Group

Participants will explore strategies and enhance skills to develop a major gift program including setting goals, identifying prospects, and creating cultivation plans to prepare to make “the ask.”

All In: Engaging Everyone in Philanthropy

Presenter: Gloria Price, Vice President of Development, YMCA of Metropolitan Denver

YMCAs often struggle to get all levels of the organization engaged in the philanthropic experience, but all Ys need to help develop a culture of philanthropy at ALL levels of the organization in order to move forward. Understand how at any staff level you are the key in helping to build a culture of philanthropy for your YMCA. Learn more about how to develop strategies for getting Board Members engaged in philanthropic initiatives, develop strategies for getting entry level directors and staff engaged in philanthropy, and develop a new understanding of building relationships.



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Foundation Panel – Building Relationships

Panelists:

Katie Brisson, VP of Programs, Community Fund of Southeast Michigan
Beth Correa, SVP, Director of Corporate Social Responsibility, Flagstar Bank
Lynette Dowler, President, DTE Energy Foundation

Foundation representatives will discuss their experiences and ideas including answers to the following:

- How does your foundation decide which community causes are worth supporting? How are funding decisions made?
- What are your tips for writing a compelling case when seeking foundation support?
- In what ways can nonprofits effectively communicate with foundations during the non-proposal time?
- Tell us about a sustainable, long-term relationship with a nonprofit you work with.
- What are some of the do's and don'ts when submitting a foundation proposal?
- What is one thing you wish every nonprofit professional (staff or volunteer) knew or did?

Keynote Presentations

Philanthropy! It's Everyone's Job

Robin Jordan-Repokis, Senior Consultant DBD Group

From staff to volunteers making your YMCA accessible to all is everyone's responsibility. Robin will share practical tips to help understand the various roles in fundraising to further the YMCA mission.

Communicating Your Impact Effectively

Laura Grannemann, Vice President of Strategic Investments, Quicken Loans Community Fund

For over 30 years, Quicken Loans has been providing people with the American Dream of owning a home. Learn how they impact Detroit communities using cutting-edge communication techniques.



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Presenter Bios

Katie Brisson

Vice President, Program, Community Foundation for Southeastern Michigan

Katie Brisson is Vice President, Program, at the Community Foundation for Southeastern Michigan, where she has worked since 1999. Katie has had progressively significant responsibility for key initiatives and grantmaking programs of the Foundation over this 20-year period. Recently, Katie launched the Michigan Opioid Partnership, a \$5 million public/private collaborative including the state of Michigan and 7 key health funders, aimed at decreasing Michigan opioid overdoses and deaths; led the 5-year, \$11 million Head Start Innovation Fund, a collaboration of 10 local funders designed to support a new system of early childhood education; and provided key oversight in the launch phase of the New Economy Initiative, now a \$150+ million collaboration of 11 foundations to build economic prosperity in southeast Michigan. Katie previously served as a consultant to the W.K. Kellogg Foundation and as chief lobbyist for The Maryland Food Committee in Baltimore, where she worked on hunger and poverty issues. She holds a master's degree in policy studies from The Johns Hopkins University, a master's in legal and ethical studies from the University of Baltimore, and a bachelor's degree in sociology from Western Michigan University.

Courtney Cordero

Association Director of Annual Campaign, YMCA of San Diego County

ccordero@ymca.org

Courtney Cordero is the Association Director of Annual Campaign for the YMCA of San Diego County. She currently supports 19 Annual Campaigns in their efforts to raise over \$7M county-wide. Courtney, originally from the Bay Area, California, started her career at the YMCA of Silicon Valley where she had the opportunity to work with a diverse group of members, volunteers, donors and staff. Her dedication to the Y and energy definitely brings the FUN into fundraising. Courtney has supported YMCAs nationally to run effective Annual Campaigns in their local communities. While she is the Annual Campaign Cheerleader by day, in her free time you will find her at all the hot spots in town as "Coco San Diego," a lifestyle blogger in the San Diego & Mexico community. Her passion in life is to be an experience creator and community cultivator, which is exactly why she is a dynamic leader in the YMCA movement and in her local community.

Beth Correa

Senior Vice President, Director of Corporate Social Responsibility

Beth Correa is senior vice president and head of Flagstar Bank's Office of Corporate Social Responsibility. In this role, she is responsible for strengthening Flagstar's position as a socially responsible company by directing community reinvestment initiatives, diversity and inclusion programs, and the Flagstar Foundation. She joined Flagstar in 2011 as senior vice president and market manager with responsibility for the bank's branch network in Southeast Michigan. In 2015 she was named director of Community Affairs and Quality, and later, as director of Community Relations. She assumed her current position in February 2019.



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Earlier in her career, she worked at Chase Bank and its predecessors, where she served in a number of positions, including first vice president and district manager, vice president and customer communications and training coordinator for merger integration, and vice president and training manager. She also has experience as a business owner, working with nonprofits and community banks to facilitate strategic planning. She is highly active in the community, and is or has been, a board member with the Michigan Humane Society, Detroit Public Schools Foundation and Inforum.

Lynette Dowler

President, DTE Energy Foundation

Lynette Dowler is president of the DTE Energy Foundation, the philanthropic arm of DTE Energy. As president, she brings operational expertise, strategic focus, and inspiration to the Foundation and is responsible for reviewing and directing grants to more than 300 non-profit organizations across Michigan. Being involved with nearly every aspect of DTE Energy, Lynette understands the impact that the company can have on families and communities, and her opportunity to lead the Foundation blends a personal passion with her professional career. As president, she ensures that the Foundation's investments create the most state-wide impact by being effectively distributed in each priority giving area, including arts and culture, basic needs, community transformation, economic progress, education and employment, and environment.

Lynette remains active in the community through a variety of non-profit roles and leadership positions with a personal mission to support the least, last and lost. She volunteers with Mercy Health New Beginnings, which supports abused and battered women, and she is also involved with international mission work through New Hope Moldova to eliminate human trafficking. She earned her bachelor's and master's degrees in business administration from the University of Toledo. She currently leads the Monroe County Community College Board of Trustees as chairman and serves on The Parade Company Board of Directors. Dowler has been married to her husband for more than 30 years and enjoys traveling and spending time with her three children, niece and three grandchildren.

Jen Harman, Sr. Marketing Director // Impact & Development, YMCA of Greater Charlotte

jen.harman@ymcacharlotte.org

Jen Harman has served in various marketing and communications roles with the YMCA of Greater Charlotte since 2008. After serving as a branch marketing director, she moved to the association office as the Charlotte Y's first director of donor marketing and communications. In this role, Jen focused on fostering collaboration between the marketing and fundraising teams and strengthening the Y's cause-driven storytelling. She worked to align individual branch cases for support with consistent and compelling messaging and helped the Charlotte Y develop an annual campaign communications plan and marketing strategy.

Most recently Jen shifted to an expanded role as the senior marketing director for impact and development. Her team continues to provide support for the annual campaign, along with marketing oversight of capital campaigns, fundraising events, major gifts, sponsorships, volunteerism, partnerships and global services. She is a former Y-USA marketing and communications resource partner and currently serves as a Y-LINK marketing community moderator. When Jen is not busy telling the Y story, she is even busier chasing around her almost 2-year-old triplets.



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Andy Powers

Vice President of Philanthropy, YMCA of Greater Rochester
andrew.powers@rochesterymca.org

Andy Powers is a 15-year development professional, with over 8 years of YMCA experience. Serving as the Vice President of Philanthropy for the YMCA of Greater Rochester, Andy leads all of Rochester's philanthropic efforts, including its current \$75M Comprehensive Campaign, which has exceeded goals in capital, annual and endowment giving. As a Y fundraiser, NAYDO Track Dean, regular NAYDO presenter, and Service Delivery Partner for Financial Development, Andy is deeply committed to supporting philanthropy within the Y movement and is passionate about connecting donors to the Y's cause. In addition to his work at the Y, Andy has worked in various fundraising roles for large and small nonprofit organizations.

Gloria Jara Price, Vice President of Development
YMCA of Metropolitan Denver

gprice@denverymca.org

For over 15 years, Gloria has led development teams to success. Her career started at the YMCA of Orange County in California where she discovered her passion for fundraising and understanding the power of working with philanthropic donors. She returned to the YMCA in January 2016. In three years at the YMCA of Metropolitan Denver, she has revamped the Annual Campaign structure from nine months to eight weeks. Her team works consistently to elevate fundraising in the Association to achieve success for the Y mission.

Gloria currently is a NAYDO Board Member, Y-USA National Steering Committee Member for the Women's Leadership Resource Network (WLRN), Nomination Chair and Mentor Program Chair for Colorado Planned Giving Roundtable and is Capstone Project Chair for the Institute for Leaders in Development (ILD) at the University of Denver. She holds a double bachelor's degree from the University of California, Irvine and enjoys teaching others about the impact of philanthropy.

Robin Jordan-Repokis

Senior Consultant, DBD Group
robin.jordan@dbd.group

Robin joined Donor By Design Group after a career of more than 30 years with the YMCA. Robin's passion and expertise in fundraising and volunteer, board and staff development has formed the cornerstone of her career. Robin has worked in Phoenix, Cleveland, Kansas City, Baltimore, and with YMCA of the USA in Chicago. She implemented and nurtured youth development programs like Black Achievers and Youth Obesity Prevention programs.

Her dedicated hands-on approach and community involvement build lasting relationships. Robin has actively been involved in her community including the Southtown Council in Kansas City where she was awarded the New Community Leaders Award in 2011. She was also awarded the Outstanding Community Service Award in 2006 at the South Mountain Kiwanis Club in Phoenix.



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Robin holds a Bachelor of Arts degree from Concordia University in Organizational Management and Leadership. She splits her time between Sarasota and Detroit, spending time with her family and friends. Her hobbies are running and biking.

Jen Silvers, CFRE

District Vice President, YMCA of South Hampton Roads

jsilvers@ymcashr.org

A seasoned YMCA professional, Jen has worked at the largest YMCA in the country, a small independent Y, and everything in between. With 17 years of experience, Jen understands the importance of fundraising and why, as YMCA professionals, it must be incorporated into everything we do. Her passion for fundraising has allowed Jen to move up in her role with various YMCAs. After serving as an executive director for the Tampa Metro Y, YMCA of Florida's First Coast and the YMCA of Greater New York, Jen newest role is District Vice President with the YMCA of South Hampton Roads. A former Division 1 college soccer player, Jen thrives on competition and is always seeking ways to improve personally and professionally. It is that desire to constantly grow that brings Jen here to present at NAYDO Academy.

Kayla Williams

Association Director of Philanthropy, Gateway Region YMCA

kayla.williams@gwrymca.org

Kayla Williams is the Association Director of Philanthropy for the Gateway Region YMCA in St. Louis, Missouri. Starting her career at a branch in St. Louis, Kayla found her passion for connecting donors and community member with the YMCA's mission. She currently supports 28 Annual Campaigns within the St. Louis association to raise an overall goal of \$3.5 million. She is passionate about donor recognition and stewardship efforts that thank donors in new and innovative ways all year.

Keynote Presenter Bios

Laura Grannemann

Vice President of Strategic Investments, Quicken Loans Community Fund

Laura Grannemann is the Vice President of Strategic Investments at the Quicken Loans Community Fund, which drives philanthropic strategy for the Quicken Loans Family of Companies. She co-founded the organization in May 2016. Laura has a degree in International Development from Georgetown, and while her education was focused internationally on China and Burma, she has been able to apply much of the same economic and social development methodology to the city of Detroit.

Laura focuses on breaking down complex systems related to economic development, housing stability, and employment, including Detroit's tax foreclosure crisis, the mortgage market in the city, and creating education programs that prepare students for 21st century jobs in Detroit. Additionally, Laura oversees national investments that create value for the business and community.



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Throughout her time at the Community Fund, Laura has founded and led projects that bring together community, public and private partners such as Rehabbed & Ready, Motor City Mapping, Neighbor to Neighbor and the Make it Home program. This work has affected tens of thousands of Detroit residents, allowing families to stay in their homes, become homeowners, and build equity and opportunity. Laura was named a "Crain's 20 in the 20s" honoree in 2018. Her work has been featured in the New York Times, Wall Street Journal, Urban Land Institute, Fox News, and more.

Robin Jordan-Repokis

Senior Consultant, DBD Group

robin.jordan@dbd.group

Robin joined Donor By Design Group after a YMCA career of more than 30 years. Robin's passion and expertise in fundraising and volunteer, board and staff development formed the cornerstone of her career. With this broad base of experience, Robin supports her clients in annual campaign development, board and volunteer development, endowment development, staff development/coaching, feasibility studies and capital campaigns, membership and program growth. Robin has worked in Phoenix, Cleveland, Kansas City, Baltimore, and with YMCA of the USA in Chicago. She implemented and nurtured youth development programs like Black Achievers and Youth Obesity Prevention programs. Throughout her career, Robin developed high performing teams, committed volunteers, and achieved financial success.

Robin has actively been involved in her community through various volunteer roles including the Southtown Council in Kansas City where she was awarded the New Community Leaders Award in 2011. She was also awarded the Outstanding Community Service Award in 2006 at the South Mountain Kiwanis Club in Phoenix. It is the committed role Robin takes within her community that allows her to forge meaningful and long-lasting relationships. Robin holds a Bachelor of Arts degree from Concordia University in Organizational Management and Leadership. She splits her time between Sarasota and Detroit, spending time with her family and friends. Her hobbies are running and biking.



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