



**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.

Registration 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



### Registration is Open

Use the link below to go directly to the NAYDO 2021 Registration Form. For fees and more information, select the REGISTRATION tab above.

[Register Now!](#)

Brochure Sponsor:  
Great American Insurance Group

# Conference Schedule at a Glance

Detailed schedule and times are in the full Conference Schedule. 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



Photo: Wesley Law

[NAYDO Networks Hot Topics Power Hour](#)

Hot Topics Rounds A and B

[Latin American and Caribbean YMCA Alliance \(LACA\) Meeting](#)

[YMCA Impact Tours](#)

## 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](#) | Round C

[NAYDO's Got Talent!](#)

## Thursday | April 15

[Philanthropy Live!](#) | Two-Part Series

Opening Inspiration from the Gateway Region YMCA

[Virtual Exhibit Hall Open](#) | Appointments with Company Reps

[Hot Topics](#) | Round D

[Educational Sessions](#) | Workshop Rounds 4 and 5

[NAYDO Network Philanthropy Forums](#)

[YMCA Impact Tours](#)

[Educational Sessions](#) | Workshop Rounds 6 and 7

[Closing General Session](#) | YMCA Impact Awards NAYDO 2022 Preview

[40th Anniversary Party!](#)

Featuring Platinum Rock Legends



# 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**

[naydocomms2021@swo.ymca.ca](mailto:naydocomms2021@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)

# Conference Sponsors

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 October 20, 2020

## Premier Sponsors

### Daxko

Keynote General Session  
Thursday Party  
Year-Round Webinar Series

### 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

### Great American Insurance Group

Brochure

### Gro

Impact Awards General Session  
Impact Tours

### The Redwoods Group

Philanthropy Live!

♥ Special thanks for donating their NAYDO 2020 fees!

## Major Sponsor

### Arthur J. Gallagher Risk Management Services

Virtual Gift Bag

## Specialty Sponsors

### Doc Morgan Inc./Pins of Acclaim

Commemorative Pin

### FourSquare Research, Inc.

Schedule at a Glance

### Personify

NAYDO's Got Talent!

### ThankView

Stewardship

## Workshop Sponsors

### Blackbaud

### Classy

### Daxko

### Great American Insurance Group

### Lucidpress

### ReClique

### Salesforce

### Ter Molen Watkins & Brandt, LLC

### The Redwoods Group ♥

## Network Sponsors

### American City Bureau, Inc.

Smaller Ys

### CampMinder

Camp Professionals

### Grant Professionals Association

Grant Writers Group

### Gro

Operations Staff

### Lucidpress

MarCom Professionals

### PowerUp Fitness

Program & Membership Staff

### Swagdog

VIP (Volunteers in Philanthropy)

### YMCA of the USA International Group/World Service

International Network

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.

# Conference Exhibitors

## 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!

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

### Premier Exhibitors

[Daxko](#)

[DBD Group](#) ♥

[Great American Insurance Group](#)

[Gro](#)

[Matrix Fitness](#)

[Octane Fitness](#)

[ReClique](#)

[The Redwoods Group](#) ♥

### Exhibitors

[ACTIVE Network](#)

[AirTrack Factory US](#)

[American City Bureau, Inc.](#)

[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 \(ESA\)](#)

[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](#)

[Personify](#)

[Precor](#) ♥

[PunchAlert](#)

[Salesforce](#)

[SCORE Sports](#)

[SOCIY](#)

[StickersAndMore.com](#)

[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.

# Special Events & Features

## NAYDO's Got Talent!

NEW IN  
2021

Wednesday, April 14  
Sponsor: Personify

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.

## 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.

## YMCA Impact Tours

Sponsor: Gro

No fee or advance sign up this year for a YMCA Impact Tour. Throughout the virtual conference, 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.

## Philanthropy Live!

Thursday, April 15

Sponsor: The Redwoods Group

Facilitators:

**Kevin Trapani**, President and CEO | The Redwoods Group  
**Tim Helm**, President and CEO | Gateway Region YMCA

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

Panelists:

**Ella M. Jones**, Mayor of Ferguson, MO  
Gateway Region YMCA/Emerson Board (VIP)  
**Lyda Krewson**, Mayor of St. Louis, MO

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.



**“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 Kevin Trapani and Tim Helm.

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

Panelists:

**Doug McMillan** | YMCA of the Triangle  
**Eric Mann** | Florida's First Coast YMCA  
**Dave Brown** | Capital District YMCA  
**Neal Denton** | YMCA of the USA

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.

## Sightseeing in St. Louis

You won't be in St. Louis physically, so you may be wondering why sightseeing is mentioned. NAYDO will include sites for you to virtually explore just as you would during your free time at a conference.

For starters, check out this St. Louis Destination video: “A Day in St. Louis.”



# 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 discussion groups.

## Educational Tracks

- 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

## Educational Track Workshops

Educational tracks are designed to guarantee that all aspects of YMCA financial development are covered. Mix and match sessions to meet your YMCA's needs. For some workshops, content does overlap, so read the description posted at [www.naydo.org](http://www.naydo.org) before choosing which ones to participate in.

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

## Target Audiences

Presenters have identified the groups their material will be most helpful for using the following codes found by the track name in each session listing:

- NFD** New Financial Development Staff
- SFD** Seasoned Financial Development Staff
- MC** Marketing and Communications Staff
- PM** Program and Membership Directors
- EX** Executive Directors, CEOs and COOs
- BD** Board Members
- FV** Fundraising Volunteers
- ALL** Everyone
- SMY** Content applicable to small and mid-size YMCAs

## Experience Level

Workshops are applicable to any level of experience unless noted as:

**Intermediate** – Designed for those with at least 5 years of experience

**Advanced** – Designed for those with 15+ years of experience

## 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

## 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

For U.S. attendees, the NAYDO Conference earns you 16 Leadership Certification Credits. The NAYDO Conference counts 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. In order for this to show up properly on your YMCA of the USA transcript, you will need to provide the following information on your NAYDO Conference registration form: date of birth and email address. If either of those items is left blank, NAYDO cannot submit your record to Y-USA.

For any questions, contact Y-USA at [leadershipcertification@ymca.net](mailto:leadershipcertification@ymca.net).

# Conference Schedule: Tuesday

Tuesday | April 13

Times Listed are Central Time Zone

**Virtual Conference Orientation Session on Demand**—Introduction to the Virtual Exhibit Hall on Demand

9:00 am–5:00 pm **NAYDO Help Desk Open for Tech Support and Other Questions**

9:30 am–12:30 pm **Exclusively Exhibits & Appointments Open in Virtual Exhibit Hall**

9:15–10:15 am **Sponsor Exhibitor Showcase Sessions: Round A**

**Brand Trust: The Secret to Successful Marketing in the New Normal** ..... Garrett Jestice | Lucidpress  
MC,PM,EX

**How to Level Up Your Recurring Giving** ..... Michael Slaughter | Classy  
NFD,SFD,MC,PM,EX,SMY–Intermediate Level

Watch for more sessions to come!

11:00 am–12:00 pm **Sponsor Exhibitor Showcase Sessions: Round B**

**CORE: Save Money While Improving Operations** ..... Jonathan Hill | ReClique Solutions  
MC,PM,EX,SMY

**Commercial Umbrella Liability—Are You Properly Covered?** ..... Matt Manion | Great American Insurance Group–Specialty Human Services  
EX,BD–Advanced Level

Mike Liguzinski | Great American Insurance Group–Specialty Human Services

**YMCA – The Connected Constituent & Digital Transformation** ..... Justin Schumer | Salesforce  
NFD,SFD,MC,PM,EX

Andrew Rogers | Traction Rec

Deb Brown | Salesforce

**Ready, Set, Accelerate: Moving Donors Up the Giving Ladder** ..... Meagan Downey | Ter Molen Watkins & Brandt (TW&B)  
NFD,SFD,MC,PM,EX,BD,FV,SMY

Amy Funk | Ter Molen Watkins & Brandt (TW&B)

Don Souhrada | Ter Molen Watkins & Brandt(TW&B)

**Using Raiser’s Edge NXT to Manage Your Annual Campaign** ..... Blake Moody | Blackbaud, Inc./YMCA Alumni  
NFD,SFD,EX,MC–Intermediate Level

**Accelerate Your Mission: Attract, Convert, Retain** ..... Christy Brown | Daxko  
NFD,SFD,MC,PM,EX,BD,FV,SMY

## Pre-Conference Virtual Events

### All Attendees Virtual Conference Orientation

Everyone is a first-time attendee at a NAYDO Virtual Conference! This short session provides 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. The NAYDO Academy Fundamentals workshop series will take place before (and after) the conference. Available to anyone affiliated with a Y: full- or part-time staff, board member, or fundraising volunteer.

# Conference Schedule: Tuesday

Tuesday | April 13

Times Listed are Central Time Zone

12:45–1:45 pm **Opening Keynote General Session Featuring John O’Leary** | Sponsor: Daxko

SPANISH TRANSLATION

1:45–5:30 pm **Virtual Exhibit Hall Open**

2:30–3:30pm **Network Hot Topics Power Hour: Round A**

**VIP (Volunteers in Philanthropy) Board Members Network** | Sponsor: Swagdog

**Young Professionals Class of 2021 Orientation** (invitation only)

**Marketing Communications Network** | Sponsor: Lucidpress

**Grant Writers Network** | Sponsor: Grant Professionals Association

**Staff New to YMCA Development (in last 3 years) Network**

**International Network** | Sponsor: YMCA of the USA International Group/World Service

For attendees from countries other than US and Canada and anyone who would like to meet them

4:15–5:15 pm **Network Hot Topics Power Hour: Round B**

**Camp Professionals Network** | Sponsor: CampMinder

**Young Professionals Under 40 (Staff and Board) Network**

**Program & Membership Network** | Sponsor: PowerUp Fitness

**Smaller YMCAs (Under \$4M) Network** | Sponsor: American City Bureau, Inc.

**Operations Network** | Sponsor: Gro

**Latin America and Caribbean Alliance (LACA) Meeting** (in Spanish; by invitation only) . . . . . **Antonio Merino** (YPP Alumni) | LACA

# Conference Schedule: Wednesday

Wednesday | April 14

Times Listed are Central Time Zone

**Virtual Conference Orientation Session on Demand**—Introduction to the Virtual Exhibit Hall on Demand

9:00 am–9:00 pm **NAYDO Help Desk Open for Tech Support and Other Questions**

9:30–10:00 am **Opening Inspiration with Kenston Griffin**

9:30 am–5:30 pm **Virtual Exhibit Hall Open**

10:30–11:30 am **Workshops: Round 1**

- Pandemic Paralysis—Moving Forward in a COVID World** ..... **Bruce Ham** | YMCA of the Triangle Area  
Annual Support: NFD,SFD,MC,EX,BD,FV **Matt Strickland** | YMCA of the Triangle Area
- Maintaining Capital Momentum During a Time of Limited Solicitations** ..... **Stephanie Mills** | YMCA of Southern Arizona  
Capital Development: SFD,EX,BD,FV—Intermediate Level **Sara Pollock DeMedeiros** | West Suburban YMCA  
**Jon Simons** | DBD Group/YMCA Alumni  
**Missy Durkin** | Greater Joliet Area YMCA/Morris Community YMCA
- Making Legacy Gifts EASY** ..... **Ken Walsh** | YMCA & Boys & Girls Clubs of Greater Waterville, Maine  
Major and Planned Gifts: NFD,SFD,MC,PM,EX,BD,FV,SMY
- YouTube for YMCAs: Top 10 Strategies to Attract Donors and Members** ..... **Allan Pressel** | PowerSite123  
**SPANISH TRANSLATION** Marketing and Communications: NFD,SFD,MC,PM,EX,BD,FV,SMY
- Make the Jump to Warp Speed: Board Development for the Small to Mid-Sized Y** ..... **Cassie Lloyd** | YMCA of Greater Spartanburg  
Board and Volunteer Development: NFD,EX,BD,FV,SMY **Claude Saleeby (VIP)** | YMCA of Greater Spartanburg Board
- State Alliances: A Coordinated Approach to State Level Public & Private Fundraising** ..... **Joel Larson** | YMCA of the USA  
Community Benefit: SFD,EX,SMY—Advanced Level **Paula Wackenheim** | YMCA Regional Cohort Serving OK, AR, LA

11:30 am–12:15 pm **Virtual Exhibit Hall Open**

# Conference Schedule: Wednesday

Wednesday | April 14

Times Listed are Central Time Zone

12:15–1:15 pm

**Workshops: Round 2**

**Stewardship Behind the Screens** ..... Jennifer Swanson | Treasure Valley Family YMCA  
Annual Support: NFD,SFD,MC,PM,EX,BD,FV,SMY

Meagan Ellis | Treasure Valley Family YMCA  
Carrie Magnuson | Treasure Valley Family YMCA

**Re-thinking the Funding for Capital Projects** .....  
Capital Development: SFD,MC,EX,BD,FV,SMY–Advanced Level

Rod Grozier | Gro/YMCA Alumni  
Ed Crouch | Not for Profit Capital Strategies LLC  
Bryan Huffman | YMCA of the Triangle Area

**Endowment: The Opportunity to Sustain the Future** .....  
Major and Planned Gifts: NFD,SFD,EX,BD,FV

Robyn Furness-Fallin, CFRE | DBD Group/YMCA Alumni

**Hybrid Event Fundraising Strategies–It’s the Future** ..... Kelly Velasquez-Hague | OneCause  
**SPANISH TRANSLATION** Marketing and Communications: NFD,SFD,MC,PM,EX,BD,FV,SMY

**Post-Award Grant Management + Navigating Crisis & COVID Fallout** ..... Beth Becker | YMCA of the North  
Special Interest: NFD,SFD,SMY

**The Fired-Up and Woke Fundraising Board Designed for Diversity** ..... Christal Cherry (VIP) | The Board Pro/YMCA of Metro Atlanta Board  
Board and Volunteers: NFD,SFD,MC,PM,EX,BD,FV,SMY

1:15 –2:00 pm

**Virtual Exhibit Hall Open**

2:00–3:00 pm

**Workshops: Round 3**

**Staff Campaign During the Pandemic: Building a Culture of Philanthropy** ..... Kristen Clayton, CFRE | YMCA of Greater Saint John  
Annual Support: NFD,PM,SMY

**Cultivating the Next Generation of Board Leadership** ..... Justin Stearns (VIP) | Gateway Region YMCA/Bayer YMCA  
Board and Volunteers: NFD,SFD,MC,PM,EX,BD,FV,SMY

**Closing the Funding Gap with Government Grants** ..... Katie Adamson | YMCA of the USA  
Community Benefit: SFD,MC,PM,EX,BD,SMY–Intermediate Level

Elena Rocha | YMCA of the USA

**During a Crisis: Energizing Volunteers, Deepening Financial Support and Strengthening Alliances** ..... Carolyn Grady | YMCA of Greater Pittsburgh  
Kevin Bolding | YMCA of Greater Pittsburgh

**SPANISH TRANSLATION** Special Interest: SFD,MC,EX,BD–Advanced Level

Round 3 continues next page

# Conference Schedule: Wednesday

Wednesday | April 14

Times Listed are Central Time Zone

2:00–3:00 pm

**Workshops: Round 3** (continued)

**Planned Giving—Easy to Understand & Implement** ..... **Suzanne Nunn** (VIP) | YMCA of Greater Long Beach Board  
Major and Planned Gifts: NFD,SFD,EX,SMY **Susan Patena** | Southeast Ventura County YMCA

**Taking Advantage of Coordinated Non-Event, Non-Solicitation Engagement Opportunities** . . **Lynne Wester** | The Donor Relations Guru Group  
Marketing and Communications: NFD,SFD,MC,EX—Intermediate Level

3:00–3:45 pm

**Virtual Exhibit Hall Open**

3:45–4:45 pm

**Workshops: Round 4**

**Converting Members to Donors Has New Meaning—What the Pandemic Has Taught Us** . . . . **Erik Daubert**, MBA, ACFRE | YMCA Alumni  
Annual Support: NFD,SFD,MC,PM,EX,BD,FV,SMY

**How Your Volunteers Can Become Master Storytellers** ..... **Barbara O'Reilly**, CFRE | Windmill Hill Consulting  
Board and Volunteers: SFD,EX,BD,FV,SMY—Intermediate Level **Pam Havlick Hearn**, CFRE | YMCA of Greater Monmouth County

**Latin American Philanthropy in Times of Disruption** ..... **Gloria Hidalgo** | YMCA Bogota  
**IN SPANISH / ENGLISH TRANSLATION** Community Benefit: EX,SMY **Marisia Donatelli** | YMCA Sao Paulo  
**Jose Caporal** | YMCA Rio Grande do Sul

**AI in Nonprofits: The New Fundraising Normal** ..... **Lexie McCrillis** | BoodleAI  
Marketing and Communications: SFD,MC,EX,SMY—Advanced Level **Shawn N. Olds** | BoodleAI

**How to Steward & Cultivate Major Donors in a Virtual World** ..... **Rachel Muir** | Rachel M Muir  
Major and Planned Gifts: NFD,SFD,MC,EX,BD,FV

**A Conversation with Key Corporate Funders** ..... **Bruce Berglund**, CFRE, Facilitator | DBD Group/YMCA Alumni  
Special Interest: SFD,EX,BD,FV—Advanced Level Panelists: Gateway Region YMCA Corporate Funders

5:15–6:15 pm

**Hot Topics: Round C**

7:00 pm

**NAYDO's Got Talent!**

Sponsor: Personify

# Conference Schedule: Thursday

**Thursday | April 15**

**Times Listed are Central Time Zone**

9:00 am–9:00 pm **NAYDO Help Desk Open for Tech Support and Other Questions**

9:30 am–4:30 pm **Virtual Exhibit Hall Open**

9:15–10:15 am **Hot Topics: Round D**

9:15–10:15 am **Philanthropy Live!** | Opening Inspiration by Gateway Region YMCA

**Part 1 | The Anti-Racist YMCA: How Are We Called to Serve?** . . . . . **Tim Helm**, Facilitator | Gateway Region YMCA  
 Community Benefit **Kevin Trapani**, Facilitator | The Redwoods Group  
 Sponsor: The Redwoods Group Panelists: **Ella M. Jones** (VIP) | Mayor of Ferguson, MO, Gateway Region YMCA/Emerson Board  
**Lyda Krewson** | Mayor of St. Louis, MO

10:45–11:45 am **Workshops: Round 5**

**Philanthropy Live! Part 2 | The Anti-Racist YMCA: Funding the Work.** . . . . . **Tim Helm**, Facilitator | Gateway Region YMCA  
 Community Benefit **Kevin Trapani**, Facilitator | The Redwoods Group  
 Sponsor: The Redwoods Group Panelists: **Doug McMillan** | YMCA of the Triangle  
**Eric Mann** | Florida’s First Coast YMCA  
**Dave Brown** | Capital District YMCA  
**Neal Denton** | YMCA of the USA

**Making Your Annual Fundraising Goal as the Pandemic Evolves** . . . . . **Michelle Curtis**, CFRE | YMCA of Greater St. Petersburg  
 Annual Support: NFD,SFD,MC,EX,BD,FV,SMY

**Let Social Media Be Part of the Fundraising Solution.** . . . . . **Beth Casper** | Eugene Family YMCA  
 Marketing and Communications: NFD,MC,FV,SMY

**Maintaining Capital Momentum—Developing a Camp Master Plan in Challenging Times.** . . . . **Mike Frazee** | Studio Outside  
 Capital Development: NFD,SFD,MC,PM,EX,BD,FV,SMY **Andrew Duggan** | Studio Outside

**The Social Responsibility Membership—A New Concept** . . . . . **Alexandra (Alex) Moore**, CFRE | YMCA of Greater Richmond  
**SPANISH TRANSLATION** Community Benefit: NFD,SFD,MC,PM,EX,SMY—Intermediate Level **Abigail Farris Rogers** | YMCA of Greater Richmond

**Thriving in Fundraising Through Crisis: Operation Compassion—A YMCA Case Study** . . . . . **Debbie Sontupe** | Match Nonprofit Consulting/YMCA Alumni  
 Special Interest: NFD,SFD,MC,PM,EX,BD,FV,SMY **Shannon Connolly** | YMCA of Bucks County

# Conference Schedule: Thursday

Thursday | April 15

Times Listed are Central Time Zone

12:15–1:15 pm

**Network Philanthropy Forums** (over lunch on your own)

**VIP (Volunteers in Philanthropy) Board Members Network Philanthropy Forum** ..... **Mike Hood** (VIP) | YMCA of San Diego County  
**Rick Callebs** | YMCA of Greater Spartanburg  
 Sponsor: Swagdog

**Young Professionals Class of 2021 Philanthropy Forum** (invitation only) ..... **Bruce Ham** | YMCA of the Triangle Area  
**Abby Waeiss** (YPP Alumni) | YMCA of Greater Indianapolis

**Operations Network Philanthropy Forum** ..... **Bill Powell** | YMCA of Greater Cincinnati  
**Greg Coop** | YMCA of Greater Houston  
 Sponsor: Gro

**Smaller Ys (Under \$4 M) Network Philanthropy Forum** ..... **Angie Lassley** | YMCA of Salina, Kansas  
**Paul Andresen** | YMCA Alumni  
 Sponsor: American City Bureau, Inc.

**Camp Professionals Network Philanthropy Forum** ..... **Katie Trippi** | McGaw YMCA  
**Carolyn Grady** | YMCA of Greater Pittsburgh  
**Cory Harrison** | YMCA of Greenville/Camp Cabinet Advisor  
**Sallie Ransom** | YMCA of the Triangle Area/Camp Cabinet Advisor  
 Sponsor: CampMinder

**Program and Membership Network Philanthropy Forum** ..... **Sarah Grai** | YMCA of Greater Houston  
**Leslie Bryant** | YMCA of the Virginia Peninsulas  
**Rachel Bowman** | YMCA of Coastal Georgia  
 Sponsor: PowerUp Fitness

**Marketing and Communications Network Philanthropy Forum** ..... **Carrie Collins** | YMCA of Northwest North Carolina  
**Beth Casper** | Eugene Family YMCA  
**Steve Mastorakos** | Gateway Region YMCA  
 Sponsor: Lucidpress

**Grant Writers Network Philanthropy Forum** ..... **Erin Laumer** (YPP Alumni) | YMCA of the USA  
**Beth Becker** | YMCA of the North  
**Kathe Elwell** | YMCA of the USA  
 Sponsor: Grant Professionals Association

**Staff New to YMCA Development Network Philanthropy Forum** ..... **Pam Hearn**, CFRE | YMCA of Greater Monmouth County  
**Darlene Hepburn** | YMCA of Greater Vancouver

**International–Global Philanthropy Forum** (Attendees not from US or Canada) ..... **Mary Tikalsky**, CFRE | YMCA of the USA  
**Renata Ferrari** | YMCA of the USA  
 Sponsor: YMCA of the USA International Group/World Service

# Conference Schedule: Thursday

## Times Listed are Central Time Zone

### 1:45–2:45 pm Workshops: Round 6

**Sustainers (aka Monthly Donors) Are Crucial, Before, During and After a Crisis** . . . . . Erica Waasdorp | A Direct Solution

Annual Support: NFD,SFD,MC,PM,EX,BD,FV,SMY

**Holding Board Members Accountable for Fundraising.** . . . . . Brian Saber | Asking Matters

Board and Volunteers: NFD,SFD,EX,BD,SMY

**Campaigns & COVID-19: What We've Learned and What's Next.** . . . . . Sarah Schmall | CCS Fundraising

Capital Development: SFD,PM,EX,BD,FV

Judy Blaseg | Campaign Consultant/YMCA Alumni

Mark Berlyn, CFRE | CCS Fundraising

**How to Measure the ROI of Your Marketing Strategies** . . . . . Peter Ross | 829 Studios

Marketing and Communications: MC,PM,EX,BD

**Maintaining a Major Gifts Culture During a Crisis and Beyond** . . . . . Jan Brogdon, CFRE, | DBD Group/YMCA Alumni

Major and Planned Gifts: SFD,EX,FV,SMY–Advanced Level

Bruce Berglund, CFRE | DBD Group/YMCA Alumni

**Addressing the Digital Divide—A Case Study in a Pandemic Response** . . . . . Victor Dominguez | YMCA of Metropolitan Los Angeles

Community Benefit: NFD,SFD,MC,PM,EX,BD,FV,SMY

### 3:15–4:15 pm Workshops: Round 7

**YMCA Annual Campaigns: What Ys Are Saying Worked During the Pandemic** . . . . . Jim Kauffman, Moderator | YMCA Alumni

Annual Support: NFD,SFD,MC,PM,EX,BD,FV,SMY

Panelists: Victor Dominguez | YMCA of Metropolitan Los Angeles

Kurtis Dawson | YMCA of Southern Arizona

Andre N. Anthony | YMCA of Central New York

Carol Kowalski | YMCA of Pierce & Kitsap Counties

**How To Engage Donors and Ask for Major Gifts in a COVID World** . . . . . Amy Eisenstein, ACFRE | Capital Campaign Toolkit

Major and Planned Gifts: NFD,SFD,EX,BD,FV

**Staff Restructuring: Successfully Doing More With Less** . . . . . Stephanie Mills | YMCA of Southern Arizona

Special Interest: NFD,SFD,MC,PM,EX,BD,FV,SMY

Gloria Price | YMCA of Metropolitan Denver

**Secrets to Building Amazing Board Chemistry!** . . . . . Linda Haley, CFRE | Let's Build Hope

Board and Volunteers: SFD,EX,BD,FV,SMY–Intermediate Level

**Comprehensive Campaigns from Start to Finish: A Case Study** . . . . . Debbie Sontupe | Match Nonprofit Consulting/YMCA Alumni

Capital Development: SFD,MC,EX,BD,FV,SMY–Advanced Level

Zane Moore | YMCA of Bucks County

**Storyboard Creation to Editing: How To Make Powerful Videos** . . . . . Jorge Perez | YMCA of Greater Cincinnati

Marketing and Communications: NFD, SFD, MC, PM, EX, SMY

Jeff Saunders | YMCA of Greater Cincinnati

# Conference Schedule: Thursday

Times Listed are Central Time Zone

4:45–5:45 pm **YMCA Impact Awards General Session**

Sponsor: Gro

Join us in the Impact Awards program as we recognize our 2020 Eagle Award and Communications Award winners, and celebrate NAYDO's 40 years of great communicating and the work of all Ys in communicating our story in this pandemic year.

### Preview: NAYDO 2022 in Tampa

The Tampa Metropolitan Area YMCA looks forward to welcoming the NAYDO conference attendees April 6–9, 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.



6:00–9:00 pm **NAYDO 40th Anniversary Closing Party**

Sponsor: Daxko

You won't want to miss this unforgettable VIRTUAL Closing Party!

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.



# 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 (special Anniversary 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: 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.

### November 19 Webinar

#### “Incorporating Government Funding Into Your Resource Development Plan”

YMCA of the USA Government Relations and Public Policy Presenters:

- Katie Adamson**  
Vice President for Health Policy and Partnerships
- Elena Rocha**  
Senior Director, Youth Development Policy and Partnerships
- Kelly Kennai**  
Senior Director, Communications and Advocacy Engagement

Many Ys receive Federal funds to help them innovate programs and enhance or expand existing ones. Join members of Y-USA’s Government Relations and Public Policy team for an overview of federal funding streams that can be accessed by Ys and how to position your Y as a partner of choice for government agencies.

#### You will learn about:

- Federal funding streams that may be available to your Ys
- How to build and enhance relationships with public sector partners
- How you can engage in advocacy to unlock additional dollars for Ys

### December 10 Webinar

#### “YMCA Day of Giving: Grow Your Cause, Cash and Constituency in 24 Hours!”

Presenters:

- Charles Myer**  
VP/Chief Development Officer & Foundation President  
YMCA of Metropolitan Dallas
- David Frederick**  
VP/Chief Marketing and Communications Officer  
YMCA of Metropolitan Dallas
- Carrie Collins**  
SVP/Chief Advancement Officer  
YMCA of Northwest North Carolina

This webinar will share the learnings and best practices of running a “day of giving” initiative from two highly respected YMCA Associations in Dallas and Northwest North Carolina. We’ll discuss how a YMCA Day of Giving can become a successful tool to engage members, donors and volunteers in the Annual Campaign as well as create greater visibility for the YMCA in the community.

#### Workshop Objectives/Outcomes:

- Learn the best practices of planning and running a YMCA Day of Giving
- How to leverage the event to increase the number of new donors to the campaign
- How to leverage the event to increase the number of members that give to the campaign
- Learn about how to best utilize marketing and communications in promoting the one-day effort

# 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 three activities with most including a kickoff 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.

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

**Erica Halpern**, YMCA of Greater New Orleans | Networks Coordinator | [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 the Virginia Peninsulas  
[leslie.bryant@ymcavp.org](mailto:leslie.bryant@ymcavp.org)

### Operations Staff

**Sponsor: Gro**

COOs, District VPs, 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)

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

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

**Cory Harrison** | Camp Cabinet Co-Advisor  
[charrison@ymcagreenville.org](mailto:charrison@ymcagreenville.org)

**Sallie Ransom** | Camp Cabinet Co-Advisor  
[sallie.ransom@ymcatriangle.org](mailto:sallie.ransom@ymcatriangle.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  
Sponsor: American City Bureau, Inc.

**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

Sponsor: Lucidpress

**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)

**Beth Casper** | Coordinator  
Eugene Family YMCA  
[beth@eugeneymca.org](mailto:beth@eugeneymca.org)

## International

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

Sponsor: YMCA of the USA International  
Group/World Service

**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)

## VIP (Volunteers in Philanthropy)

Board Members & Fundraising Volunteers

Sponsor: Swagdog

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

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

## VIPs Under 40

**Justin Stearns (VIP)** | Coordinator  
Gateway Region YMCA/Bayer YMCA  
[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 – Apply by December 4

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



# 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](#).

To join as an Association Member, visit: [NAYDO Membership](#).

**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.

If your Y is an Association Member, use this link to [Activate your Member Benefits](#).

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!

If your YMCA is not an Association Member, use this link to become a [Virtual Training Subscriber](#).

## 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

## Registration Information

### Two ways to lock in the lowest rates:

**NEW IN 2021**

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

### Need to reserve a space without a specific name?

There are a few requirements and you should view or download the directions at this link:

#### Reserving Spaces Without a Name

- At least 2 people must be registering from your YMCA; one registering as the Group Leader and the Group Member(s) being the space(s) without a name
- Specific names must be provided for your Group Member(s) by Friday, January 29 (right before the Monday, February 1 Registration Deadline)
- You must select one of these types for Registering As:
  - Association Member Paid in Full**
  - Association Member Conference Financial Assistance**
  - Virtual Training Subscriber Paid in Full**

**Register Now!**

### Need to register your delegation as one group?

- You must select one of these types for Registering As:
  - Association Member Paid in Full**
  - Association Member Conference Financial Assistance**
  - Virtual Training Subscriber Paid in Full**
  - Exhibitor**
- You must use the same form of payment for the entire group (cannot use different credit cards for different attendees)

### Need to make a change in attendees?

**NEW IN 2021**

You can transfer a registration to another person at your YMCA through Monday April 12, the day before the Virtual Conference starts!

### Cancellations:

Due to the flexibility of a Virtual Conference, we hope you won't have to cancel but if you do, send your refund request to [info@naydo.org](mailto:info@naydo.org) no later than March 26, 2021. Please note that \$50 of all registrations is non-refundable.

## 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.

If you have questions about financial assistance, contact: **Mary Zoller** | NAYDO Operations & Conference Director 504 464 7845 or [info@naydo.org](mailto:info@naydo.org)

## 2021 NAYDO Virtual Conference Fees

### Registration fees cover:

- Program and production costs, event app access and virtual gift bag
- Participation in: general sessions, educational workshops, Hot Topics, 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

Registration Type	NAYDO Members & Virtual Subscribers Oct. 30, 2020–Feb. 1, 2021	Late Feb. 2–Mar. 26, 2021
<b>NAYDO Association Member</b> (Staff or Volunteer)	<b>\$200</b> paid in one full payment <b>\$250</b> with a \$50 deposit* in 2020 and balance paid by Feb 1, 2021	<b>\$300</b>
<b>Virtual Training Subscriber</b> (Staff or Volunteer)	<b>\$250</b> paid in one full payment <b>\$300</b> with a \$50 deposit* in 2020 and balance paid by Feb 1, 2021	<b>\$350</b>
<b>Other Attendees</b>	<b>Not Available</b>	<b>\$550</b>
<b>Exhibitor</b>	<b>Pre-paid:</b> Virtual Exhibit Hall representatives only	

Credit cards, checks and wire transfer payments are accepted

\* \$50 deposit is non-refundable

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

# NAYDO

## North American YMCA Development Association

### 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

**2025** St. Louis, Missouri, April 30–May 3

**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.

