



# NAYDO 2025 | ST. LOUIS

Feb. 2025

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

## 2025 NAYDO Conference | Advance Planner | Sponsor: **GOPHER**

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

**Spanish** Spanish translation onsite (SMY) Small to mid-sized YMCA presenter

### 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

## TUESDAY, APRIL 29

- 3:00–7:00 pm | **Conference Early Registration Open** | Sponsor: Gallagher Risk Management Services
- 3:00–7:00 pm | **Welcome/Host Y Hospitality Center Open** | Sponsor: Technogym
- 6:30–8:30 pm | **USA SMY CEO Network National Conference Opening Reception at Magnolia Hotel**
- 5:00–7:00 pm | **NAYDO Council Dinner Meeting**

## WEDNESDAY, APRIL 30

### Preconference Events

- 6:45–7:30 am | **Les Mills Limited Edition Workout at Marriott St. Louis Grand & Hyatt Regency St. Louis** | Sponsor: Les Mills
- 7:30 am–6:00 pm | **Shuttle on continuous loop to and from Hyatt** | Sponsor: Daxko
- 7:30 am–2:30 pm | **USA SMY CEO Network National Conference at Magnolia Hotel**
- 8:00 am–6:00 pm | **Conference Registration Center Open** | Sponsor: Gallagher Risk Management Services
- 8:00 am–6:00 pm | **Welcome/Host Y Hospitality Center Open** | Sponsor: Technogym
- 8:15 am–3:45 pm | **Camp Tour: YMCA Camp Lakewood & YMCA Trout Lodge** | Sponsor: Campminder  
Additional fee \$45 (lunch included) | [Advance registration required](#)
- 8:30–11:00 am | **Impact Tour A: A Partnership for Health – Emerson YMCA + Affinia Healthcare** | Sponsor: Davis Phinney Foundation  
Additional fee \$25 | [Advance registration required](#)
- 8:30–11:00 am | **Impact Tour B: Rethink Fitness – Chesterfield YMCA** | Sponsor: nodaFi  
Additional fee \$25 | [Advance registration required](#)
- 9:00 am–12:00 pm | **Philanthropy Live! Project A: F.R.E.S.H Garden** | Sponsor: The Redwoods Group  
[Advance registration required](#)
- 9:00 am–12:00 pm | **Philanthropy Live! Project B: Delmar DivINe** | Sponsor: The Redwoods Group  
[Advance registration required](#)
- 9:00 am–12:00 pm | **Philanthropy Live! Project C: St. Louis Area Food Bank** | Sponsor: The Redwoods Group  
[Advance registration required](#)
- 9:00 am–12:00 pm | **Philanthropy Live! Project D for Under 40 Network, YP Alumni & Class of 2025: Wags Campus YMCA at Washington U**  
Sponsor: The Redwoods Group | [Advance registration required](#) | Waiting list available

**SOLD OUT**

## WEDNESDAY, APRIL 30

### 9:45–11:45 am PHILANTHROPY SCHOOL FUNDAMENTALS | SPONSOR: DBD GROUP

- Annual Support Fundamentals**  
Andrew Powers | YMCA of Greater Rochester  
Courtney Weiland, CFRE | DBD Group/Y Alumni
- Board Development Fundamentals**  
Brian Saber | Asking Matters
- Capital/Comprehensive Campaign Fundamentals**  
Michelle Curtis, CFRE | YMCA of Greater St. Petersburg  
Bruce Berglund | DBD Group/Y Alumni
- Culture of Philanthropy Fundamentals**  
Pam Hearn, CFRE | YMCA of Greater Monmouth County  
Carrie Collins, CFRE | YMCA of the USA
- Advancing DEI in Philanthropy**  
Samantha Mosby | YMCA of Greater Cincinnati  
Jorge Perez | YMCA of Greater Cincinnati

### 10:00 am–5:30 pm | Retirement Fund Appointments

11:30 am–1:30 pm | **Networking Lunch** | Arrive and leave at any time  
Additional fee \$40 | [Advance registration required](#)

### 12:00–6:00 pm | Canadian Hospitality Centre

12:15–1:15 pm | **CRM Platforms: User Discussion Groups**  
No company reps involved

### 12:15–2:00 pm LUNCH AND LEARN SESSIONS | \$40 additional fee includes lunch | [Advance registration required](#)

- Accelerate Transformational Giving in Your Y!**  
Lunch and Learn with Marcy Heim, CFRE, PLCC, CSP  
Marcy Heim Consulting/The Artful Asker
- Donor Retention – From Required to Extraordinary**  
Lunch and Learn with Chad Barger, ACFRE,ACNP  
Productive Fundraising
- Meeting the Foundation’s Goals First**  
Lunch and Learn with Kyle Wilkes | YMCA of Greater Tulsa
- Fundraising Foundations for CEOs, Executive Directors, GMs, and Camp Directors**  
Lunch and Learn with Larissa Stoddart | Growth & Co.
- AI is for Everyone: Big and Small YMCAs**  
Lunch and Learn with Ryan Burns | Microsoft
- 1:15–3:45 pm | **Impact Tour C: New Adaptive Sports Complex**  
Additional fee \$25 | [Advance registration required](#)
- 1:30–5:30 pm | **EXHIBITS OPEN**
- 2:15–3:15 pm | **Certified Fund Raising Executive – Learn What It Takes**  
Sheri Noer, CFRE | YMCA of the USA  
Michelle Curtis, CFRE | YMCA of Greater St. Petersburg

### 2:15–3:15 pm SPONSOR SHOWCASE WORKSHOPS | Presenters are permitted to promote their products

- Leveraging Digital Advertising to Boost Program Awareness & Community Engagement**  
MC, PM, EX, BD, SMY  
Aidan Augustin | Feathr
- Harnessing AI for Fundraising: How to Transform Data Into Action**  
MC, PM, EX, SMY  
Stephanie Andersen | Traction Rec
- Data Dynamics: Enhancing Future Fundraising Through Event Analytics**  
SFD, MC, EX, BD, Intermediate Level  
Nikki DeFalco and Emily Newberry | OneCause
- Future-Proof Your Funding: How Ys Are Building Unshakable Revenue Streams**  
NFD, SFD, MC, PM, EX, BD, SMY  
Moderator: Constance Miller | Daxko  
Boyd Williams | YMCA of the Pikes Peak Region  
Sharna Braucks | YMCA of Superior, California (SMY)
- Mastering Digital Fundraising: Engage Donors, Boost Donations**  
NFD, SFD, MC, EX, BD, SMY  
Dave Martin | Givebuttr
- Empowering Growth & Wellness Through Personalized Community Solutions**  
PM, MC, EX, SMY  
Greg Hybl | Peloton  
Molly Silverman | YMCA of Metropolitan Chicago
- Storytelling for ACTION**  
NFD, SFD, MC, PM, SMY  
Steven Screen | The Better Fundraising Co.  
Eliza Pickard | Greater Burlington YMCA (SMY)
- Putting the Mission Back in Your Marketing**  
NFD, SFD, MC, PM, EX, BD, SMY  
Allie Grack | Workhorse Marketing
- Continuous Learning With Olympian Jason Lezak**  
NFD, SFD, MC, PM, EX, BD, SMY  
Jason Lezak | ACTIVE
- How to Build a Proactive Planned Giving Program**  
NFD, SFD, PM, EX, BD, SMY  
Ava Klein | FreeWill

## WEDNESDAY, APRIL 30

3:15–5:30 pm

### OPENING RECEPTION

**Gateway to Giving Opening Reception featuring Network Experiences 4–5 pm** | Food and credit card bars in Exhibits | Sponsor: [Traction Rec](#)

**3:30 pm** | Gather by stage in Level 2 Exhibits for official opening with Traction Rec

3:30–5:00 pm | **Young Professionals Class of 2025 Orientation** | Sponsor: C&A: Social Impact Consulting

4:00–5:00 pm

### NETWORK EXPERIENCES DURING THE RECEPTION

- Marketing Communications Professionals**  
Sponsor: [Radar Promotions](#)
- Staff New to Leading YMCA Development** | Seasoned CDOs Welcome!  
Sponsor: [SCRORE Sports](#)
- VIP (Volunteers in Philanthropy)** for Board Members and Fundraising Volunteers | Sponsor: [American City Bureau](#)
- Under 40 Young Professionals** for Staff and Board Members  
Sponsor: [C&A: Social Impact Consulting](#)
- Program & Membership Staff** | Sponsor: [Amilia](#)
- DEI in Philanthropy** | Sponsor: [IMPACT Parks](#)
- Camp Professionals** | Sponsor: [Day Camp Community](#)
- Grant Writers** | Sponsor: [Grant Professionals Association](#)
- Under \$4M Smaller YMCAs** | Sponsor: [American City Bureau](#)
- Operations Staff** | for CEOs, COOs, VPs, Branch/Center EDs  
Sponsor: [Townsend Institute at Concordia University Irvine](#)

5:00–5:30 pm | **Young Professionals Class of 2025 and NAYDO Council Reception**

6:00–9:00 pm | **International Attendees Welcome Reception at O’Fallon Park Rec Complex YMCA**  
[Invitation only](#) | [Advance registration required](#) | Transportation provided

6:00–8:00 pm | **Canadian Reception at Hyatt Regency at the Arch** | [Invitation only](#)

6:00–8:00 pm | **YMCA 360 Social at The Over/Under Bar & Grill**

**NAYDO Roundtrip Shuttle from Hyatt or Marriott St. Louis Grand** or go on your own to:

6:30–10:00 pm | **Red Route: Ballpark Village & Union Station**

Hyatt Departures

6:30 or 7:30 pm

Marriott St. Louis Grand Departures

6:45 or 7:45 pm

6:15–10:00 pm | **Green Route: Ballpark Village (only)**

Marriott St. Louis Grand Departures

6:15 or 7:15 pm

6:15–9:00 pm | **Blue Route: City Foundry**

Marriott St. Louis Grand Departure

6:15 pm

Dinner on your own | [Sign up in advance for \\$18 round-trip shuttle](#)

## THURSDAY, MAY 1

6:45–7:30 am | **Les Mills Limited Edition Workout at Marriott St. Louis Grand & Hyatt Regency St. Louis** | Sponsor: Les Mills

7:30 am–6:00 pm | **Shuttle on continuous loop to and from Hyatt** | Sponsor: Daxko

8:00 am–5:30 pm | **Conference Registration Center Open** | Sponsor: Gallagher Risk Management Services

8:00 am–5:30 pm | **Welcome/Host Y Hospitality Center Open** | Sponsor: Technogym

**8:00 am–5:00 pm** | **EXHIBITS OPEN** except during General Session

**8:00–10:15 am** | **Continental Breakfast in Exhibits** | Sponsor: UpBup

8:00–8:45 am | **Hot Topic Facilitator Required Check-In Breakfast**

8:00 am–5:00 pm | **Retirement Fund Appointments**

## THURSDAY, MAY 1

### HOT TOPICS FACILITATED TABLE DISCUSSIONS

9:00–9:45 am | **Hot Topics Round A**

10:15–11:00 am | **Hot Topics Round B** (Round A topics repeated)

#### Table Number | Topic and Presenter

##### Advocacy, Community & Philanthropy

1. Successful partnerships through corporate giving  
Anna Barnes
2. YMCAs & healthcare partners  
Pam Cowan
3. Building relationships with local politicians & those in public service  
Sharon Levy
4. Being an ambassador for your Y in the community  
**For volunteers only**  
Hope Sneed (VIP)

##### Board & Volunteer Development

5. Engaging your board members  
Zane Korytko
6. Setting up your board members for fundraising success  
Rick Callebs
7. Understanding your role as a board member  
**For volunteers only**  
Brian Saber
8. Circle of influence: Connecting potential new board members to your Y  
Tami Tobar (VIP)
9. Board succession planning & mentoring  
Alfredo Velasco

##### Camp

10. Creative fundraising initiatives for campers & staff  
Jeff Pereles
11. Bereavement giving & planned giving groups for Camp  
Michael Burger
12. Infusing Camp into philanthropy at your Y  
Zach Klipsch
13. Making Camp a vital part of branch campaigns  
Matt Clark

##### Campaign Management

14. Best KPIs to monitor fundraising metrics  
Randy Klassen
15. Case for support development planning & process  
Rick Batyko
16. Integrating giving days with your annual campaign  
Meagan Ellis

##### Capital & Comprehensive Campaigns

17. Capital campaign readiness  
Meg George

#### Table Number | Topic and Presenter

18. Funding sources for capital campaigns in lower income communities  
John Biggins
19. Planning for comprehensive multi-year campaigns  
Phil George

##### DEI / EDIB in Philanthropy

20. Collaborating with international Ys to advance philanthropy  
Kayla Williams
21. Intentional DEI practices in philanthropy  
Jenny Federici
22. Recognizing donors through a DEI Lens  
Robin Jordan-Repokis

##### Donor Relations

23. Creative stewardship ideas  
Lynne Wester
24. Identifying & cultivating current donors for major gifts  
Deb Flores
25. Alternatives to naming opportunities  
Ryan Finney
26. Prospecting & building relationships with new donors  
Elizabeth Kearns

##### Events

27. More than just a logo: Event sponsor strategies  
Kristen Clayton, CFRE
28. Fundraising in a small town: Smaller branch fundraising events and programs  
Trey Oakley
29. Don't toss your event, rethink it!  
Bobby Reitsch
30. Supporting successful special events as a volunteer  
**For volunteers only**  
Chad Barger, ACFRE, ACNP

##### Grants

31. Winning government grants beyond the earmark  
Jerry Martin
32. Using impact storytelling in your grant narrative  
Hannah LaPointe
33. Writing & managing grants without a grant writer  
Heidi Hoeft
34. Program evaluation & outcomes for grants, proposals and case development  
Ali Hollenbeck, GPC
35. Securing Canadian government & foundation grants  
Christina Harley, CFRE

## THURSDAY, MAY 1 (Continued)

### Table Number | Topic and Presenter

#### Marketing & Communications

- 36. Using AI in philanthropy  
Jorge Perez
- 37. What works & what doesn't work with direct mail appeals  
Molly Silverman
- 38. Fundraising innovation through technology  
Mario Trescone
- 39. Branch marketing & communications to increase member giving  
Allie Grack

#### Operations & Philanthropy

- 40. Creating a culture of philanthropy when onboarding new members  
Pam Hearn, CFRE
- 41. Bridging the gap between operations & fund development  
Matt Thompson
- 42. Flexibility in fundraising: Responding to evolving community needs  
Anita Scott
- 43. Fundraising Signals Club: What will fundraising be like 10 years from now?  
Alison Huppert

#### Planned Giving & Endowment

- 44. Starting or reactivating a planned giving program  
Tony Martignetti

### Table Number | Topic and Presenter

- 45. Clever ideas for making the case for endowment  
Greg Coop
- 46. The transfer of wealth: Engaging the next generation  
Nick Zimmer
- 47. Shifting from reactive to proactive planned giving  
Darlene Hepburn

#### Staff Matters

- 48. Building fundraising confidence in staff  
Molly McCabe
- 49. Fundraising is my superpower: Creating your personal brand  
Marcy Heim, CFRE, PLCC, CSP
- 50. Innovative staff campaign ideas  
Tymikia Glenn

#### Class of 2025 Young Professionals Career Tracks | Round A only

- 51. Marketing & Communications Track  
Beth Casper
- 52. Financial Development Track  
Courtney Cordero
- 53. Program & Membership Track  
Kyle Wilkes
- 54. Executive Track  
Curt Hazelbaker

11:15 am–12:15 pm

### WORKSHOPS ROUND 1

- Annual Support  
**Building Donor–Mission Relationships That Yield Real Results**  
NFD, SFD, MC, PM, EX, BD, SMY  
Kari Rambo | YMCA of the North  
Amanda Schroder DeLong | YMCA of the North
- Board & Volunteer Development  
**Mining Your Board's Treasure Map**  
SFD, EX, BD, SMY  
Linda Haley, CFRE | Let's Build Hope
- Capital Development (Camp Focus)  
**Projects and Dreams: Strategic Camp Fundraising**  
NFD, SFD, PM, EX, BD, SMY  
Jeff Merhige | YMCA of Pawtucket
- Capital Development  
**The Vision Tour: Tactics to Captivate Prospective Capital Campaign Donors**  
SFD, MC, EX, BD, SMY, Intermediate Level  
Meagan Ellis | Treasure Valley Family YMCA  
Emily Summerhays | Treasure Valley Family YMCA
- DEI in Philanthropy  
**Decolonizing Philanthropy**  
MC, PM, EX, BD, GW, Intermediate Level  
Christal Cherry | The Board Pro
- Annual Support  
**Asking for Anything Artfully and Beyond**  
NFD, SFD, MC, PM, EX, BD, GW, SMY  
Marcy Heim, CFRE, PLCC, CSP | Marcy Heim Consulting/The Artful Asker
- Grants & Government Funding  
**Navigating Your Post–Award to Avoid a Post–Apocalypse**  
NFD, SFD, PM, GW, SMY  
Lauren Wilson | Williams YMCA of Avery County (SMY)  
Amber Carpenter | Tampa Metropolitan Area YMCA
- Major & Planned Gifts  
**Uniting for Impact: Authentic Partnerships in YMCA Campaigns**  
NFD, SFD, PM, EX, BD, SMY  
Mike Brown Jr. | YMCA of Metropolitan Forth Worth
- Marketing & Communications  
**Advanced Strategies to Integrate AI Into Your Fundraising Program**  
SFD, MC, PM, EX, BD, GW, SMY, Intermediate Level  
Josh Hirsch | Fundraise Up
- Operations & Philanthropy  
**When Data Drives Strategy**  
SFD, EX, GW, SMY, Intermediate Level  
Robyn Furness–Fallin, CFRE | DBD Group/Y Alumni  
Nathan Sprenger | DBD Group
- Annual Support Spanish  
**Recalibrate Your YMCA's Fundraising Events to Further Year–Round Fundraising**  
NFD, SFD, EX, BD, SMY  
Chad Barger, ACFRE, ACNP | Productive Fundraising

## THURSDAY, MAY 1



**12:30–2:00 pm | General Session Keynote Luncheon Featuring John O’Leary**  
 Sponsor: [NinjaZone](#) [Spanish](#)

**2:00–3:00 pm | Exclusively Exhibits Time | Beverages available**

**2:00–3:00 pm | Class of 2025 Young Professionals Mentoring Sessions | [Advance sign-up required](#)**

**2:00–3:00 pm | Sponsor Showcase Workshop**  
**Serving Up Success: Tapping Into Grants, Resources & Programming to Kickstart Your Tennis Programs?**  
 NFD, SFD, MC, PM, EX, BD, GW, SMY  
 Adam Hutchinson | United States Tennis Association  
 Hector Gonzalez | United States Tennis Association  
 Zachary Frampton | United States Tennis Association

### 3:00–4:00 pm **WORKSHOPS ROUND 2**

- Annual Support**  
**The Incredibles: Retaining Your Most Important Donor Population—First-Time Donors**  
 NFD, SFD, SMY  
 Lynne Wester | Donor Relations Group
- Board & Volunteer Development**  
**The Board Chair—CEO Partnership**  
 BD, EX, SMY, Intermediate Level  
 Christal Cherry | The Board Pro
- Major & Planned Gifts (Camp Focus)**  
**The Seven Year Relationship - Patience & Promotion of Planned Giving**  
 NFD, SFD, MC, EX, BD, SMY  
 Jeff Pereles, CPA, CFRE | Camp Manito-wish YMCA, Inc. (SMY)  
 Judy Tegtmeier | Camp Manito-wish YMCA, Inc. (SMY)
- Capital Development**  
**The CEO–CDO Team: Lessons From a Successful Comprehensive Campaign**  
 NFD, SFD, EX, BD, SMY  
 Bruce Berglund | DBD Group/Y Alumni  
 Tim Helm | Gateway Region YMCA  
 Wendy Cornett-Marquitz, CFRE | Gateway Region YMCA  
 David Jezek | YMCA of Greater St. Petersburg  
 Michelle Curtis, CFRE | YMCA of Greater St. Petersburg
- DEI in Philanthropy**  
**Empowering Youth in Philanthropy: A Future-Forward Approach**  
 NFD, SFD, MC, PM, EX, BD, GW, SMY  
 Jorge Perez | YMCA of Greater Cincinnati
- Grants & Government Funding**  
**Navigating Federal Earmark Awards for Capital Projects**  
 SFD, EX, GW, SMY Intermediate Level  
 Robin Dewey, CFRE | YMCA of the USA  
 Brian Steffen | Eugene Family YMCA (SMY)
- Major & Planned Gifts**  
**Major Gift Best Practices + Current Philanthropy Trends**  
 NFD, SFD, EX, BD  
 Meg George | George Philanthropy Group  
 Phil George | George Philanthropy Group
- Marketing & Communications** [Spanish](#)  
**Harnessing the Power of Stories**  
 SFD, EX, BD, GW, SMY, Intermediate Level  
 Pam Cowan | YMCA of Greater Rochester
- Operations & Philanthropy**  
**How I Met Your Donor: The Donor Connection Blueprint**  
 NFD, SFD, MC, PM, EX, SMY  
 Erik Tomalis | Avid
- Capital Development**  
**Empowering Philanthropy: How Philanthropy & Financing Create Organization Zen**  
 SFD, MC, EX, BD, GW, Intermediate Level  
 Amy Kienle | YMCA of Greater Pittsburgh  
 Jim Mellor | DBD Group/Y Alumni  
 Jerry Haralson | Georgia State Alliance of YMCAs
- Board & Volunteer Development**  
**Leading in Chaos - Forging a New Path for Philanthropy**  
 SFD, EX, BD, Advanced Level  
 Damon Colaluca | YMCA of Greater Long Beach  
 C&A: Social Impact Consulting

**4:15–5:15 pm | A Conversation with Suzanne McCormick, President & CEO | YMCA of the USA**

**4:15–5:15 pm | YMCA LAC Meeting with Antonio Merino, CEO | YMCA Latin America and Caribbean**

**4:15–5:00 pm | Canada Attendees Session with Kevin Muir, COO | YMCA Canada**

**NAYDO Roundtrip Shuttle from Hyatt or Marriott St. Louis Grand** go on your own to:

**6:30–10:00 pm | Red Route: Ballpark Village & Union Station**  
 Hyatt Departures      Marriott St. Louis Grand Departures  
 6:30 or 7:30 pm      6:45 or 7:45 pm

**6:15–10:00 pm | Green Route: Ballpark Village (only)**  
 Marriott St. Louis Grand Departures  
 6:15 or 7:15 pm

**6:15–9:00 pm | Blue Route: City Foundry**  
 Marriott St. Louis Grand Departure  
 6:15 pm

Dinner on your own | [Sign up in advance for \\$18 round-trip shuttle](#)

## FRIDAY, MAY 2

6:45–7:30 am | **Les Mills Limited Edition Workout** at **Marriott St. Louis Grand & Hyatt Regency St. Louis** | Sponsor: Les Mills

7:30 am–4:00 pm | **Shuttle on continuous loop to and from Hyatt** | Sponsor: Daxko

**8:00–10:30 am** | **Last Chance to Visit Exhibits Continental Breakfast** | Sponsor: Operate Fit

8:00–10:30 am | **Retirement Fund Appointments**

8:00 am–5:00 pm | **Conference Registration Center Open** | Sponsor: Gallagher Risk Management Services

8:00 am–4:00 pm | **Welcome/Host Y Hospitality Center Open** | Sponsor: Technogym

8:00 am–4:00 pm | **Canadian Hospitality Centre**

### 8:30–9:30 am

### WORKSHOPS ROUND 3

- Annual Support  
**Maximizing Efficiency With AI: Unlocking Productivity Through ChatGPT**  
NFD, SFD, MC, PM, GW, SMY  
Randy Klassen | YMCA of Greater Moncton
- Board & Volunteer Development  
**Closing the Trust Gaps in Your Annual Mission Campaign**  
SFD, PM, EX, BD, SMY  
Tricia Meinhold | Ozarks Regional YMCA (SMY)  
Cory Scheer | TrustCentric Consulting
- Operations & Philanthropy Spanish  
**The Future of Fundraising: Top Trends Impacting Nonprofit Leaders Today and Tomorrow**  
SFD, EX, BD, SMY  
Amy Eisenstein, ACFRE | Capital Campaign Pro
- Annual Support (Camp Focus)  
**Camp Impact Data as Compelling Case for Support**  
NFD, SFD, MC, EX, SMY  
Joel Sieplinga | YMCA Camp Tecumseh (SMY)  
Stacey Seeger | YMCA Camp Tecumseh (SMY)
- DEI in Philanthropy  
**DEI Unboxed: DEI Board Leaders Driving Change**  
NFD, EX, BD, SMY  
Sidney Edwards | YMCA of Greater Richmond  
Lisa Ramirez | YMCA of Greater Richmond
- Major & Planned Gifts  
**Leveling Up: A Step-By-Step Process to Successful Major Gift Fundraising**  
NFD, SFD, MC, EX, BD, GW  
Deb Strecker | YMCA of Southwestern Ontario/Plus Delta Partners  
Christina Harley, CFRE | YMCA of Southwestern Ontario
- Major & Planned Gifts  
**Planned Giving: Debunk the Top 5 Myths**  
NFD, SFD, EX, BD, SMY  
Tony Martignetti | Martignetti Planned Giving Advisors, LLC
- Grants & Government Funding  
**From Blah to Brilliant: Funding Needs Statement Makeovers**  
NFD, SFD, GW, SMY  
Anabel Spencer | YMCA of the USA  
Ali Hollenbeck, GPC | Tampa Metropolitan Area YMCA
- Marketing & Communications  
**Winning Fundraising Examples You'll Want to Use**  
NFD, SFD, MC, EX, BD, SMY  
Rachel Muir, CFRE | League of Extraordinary Fundraisers
- Capital Development  
**YMCAs Blazing the New Frontier for Colossal Community Impact**  
NFD, SFD, MC, EX, BD, SMY  
Christina Bateman | Nishna Valley Family YMCA (SMY)  
Dan Haynes | Nishna Valley Family YMCA (SMY)  
John Biggins | American City Bureau
- Capital Development  
**Cultivating Donors BEFORE Your Feasibility Study**  
NFD, SFD, MC, EX, BD, GW, SMY  
Rick Kiernan | Convergent Nonprofit Solutions  
Sharon Padgett | Gaston County Family YMCA (SMY)

**9:30–10:30 am** | **Exclusively Exhibits Break**

9:40–10:25 am | **Interested in Serving on 2026 Conference Committee? Come to This Meeting!**

Alfredo Velasco | YMCA of Greater Long Beach

Mary Zoller | NAYDO

**FRIDAY, May 2** (Continued)

**10:30–11:30 am**

**WORKSHOPS ROUND 4**

- Annual Support  
**The Future of Philanthropy – A Panel Discussion**  
NFD,SFD,MC,PM,EX,BD,GW,SMY  
Abby Rogers, Moderator | YMCA of the USA  
Bruce Berglund | DBD Group/Y Alumni  
Bill Stanczykiewicz | UII Lilly School of Philanthropy
- Major & Planned Gifts  
**Gifts in Wills: The ABCs of How to Ask**  
NFD,SFD,EX,BD,SMY  
Brian Saber | Asking Matters  
Tony Martignetti | Martignetti Planned Giving Advisors, LLC
- Annual Support  
**Lighten Your Load – Leveraging Technology in Philanthropy**  
SFD,MC,PM,EX,BD,SMY, Intermediate Level  
Molly McCabe | YMCA of the Triangle
- Board & Volunteer Development  
**Building a Proactive Fundraising Board**  
NFD,SFD,EX,BD,SMY  
Debbie Sontupe | Match Nonprofit Consulting/Y Alumni  
Zane Moore | River Crossing YMCA  
Andy Cedarbaum (VIP) | River Crossing YMCA
- Capital Development (Camp Focus)  
**Running a Capital Campaign – Into the Details**  
NFD,MC,EX,BD,SMY  
Zach Klipsch | Sherman Lake YMCA Outdoor Center (SMY)  
Carrie Hybels | Sherman Lake YMCA Outdoor Center (SMY)
- DEI in Philanthropy  
**Leveraging NMTCs Into Deeper Partnerships – Community Development After the Transaction**  
SFD,PM,EX,BD,SMY, Intermediate Level  
Terry Grigsby | YMCA of Memphis & the Mid-South  
Doug Rasmussen | Steadfast City Economic & Community Partners
- Grants & Government Funding  
**Transformational Giving – Family Foundation Grants and the YMCA**  
NFD, SFD, MC, PM, EX, BD, GW, SMY  
Michelle Curtis, CFRE | YMCA of Greater St. Petersburg  
Cabot Pyle | Speer Foundation  
Meagan Ellis | Treasure Valley YMCA
- Major & Planned Gifts  
**In the Room Where It Happens: Maximizing Donor Visits**  
NFD, SFD, PM, EX, BD, SMY  
Jon Simons | DBD Group/Y Alumni  
Robert Kirschner | DBD Group
- Marketing & Communications Spanish  
**10 Seconds or Less: Writing Digital and Social Content That Resonates**  
MC,SMY  
Lynne Wester | Donor Relations Group
- Operations & Philanthropy  
**Staffing Your YMCA’s Fundraising Operation: Structure, Attract & Retain**  
SFD,EX,BD,SMY, Intermediate Level  
Chad Barger, ACFRE, ACNP | Productive Fundraising
- Capital Development  
**The Winding Road to a Successful Capital Campaign— Learn From a Mid-Sized Y**  
NFD,SFD,MC, EX,BD,SMY  
Brett Crosby | Rowan-Cabarrus YMCA (SMY)  
Christine Boll | Rowan-Cabarrus YMCA (SMY)

**11:45 am–1:15 pm | General Session IMPACT AWARDS LUNCHEON**

Sponsor: [gro>](#) Spanish



**1:30–2:30 pm**

**WORKSHOPS ROUND 5**

- Annual Support Spanish  
**What the Best Fundraisers Do Differently**  
NFD, SFD, MC, EX, BD, GW, SMY  
Rachel Muir, CFRE | League of Extraordinary Fundraisers
- Capital Development  
**How to Prepare Your Board Members for a Capital/Capacity Campaign**  
SFD,EX,BD,SMY  
Amy Eisenstein, ACFRE | Capital Campaign Pro
- Marketing & Communications (Camp Focus)  
**How to Market Camp When Attention Spans Are Three Seconds Long**  
MC,PM  
Dan Weir | Day Camp Community/Y Alumni
- DEI in Philanthropy  
**Balancing Act – Recognizing Donors Through a DEI Lens**  
NFD,SFD, SMY  
Lynne Wester | The Donor Relations Group

## FRIDAY, MAY 2 (Continued)

1:30–2:30 pm

### WORKSHOPS ROUND 5 (Continued)

- Capital Development  
**Strategic Partnerships: A Proven Strategy for Comprehensive Campaigns**  
SFD, EX, BD, SMY, Advanced Level  
Tim Helm | Gateway Region YMCA  
Wendy Cornett-Marquitz, CFRE | Gateway Region YMCA
- Capital Development  
**Impact Finance and the YMCA: New Ways to Fund Our Work, Our Growth, Our Impact**  
NFD, SFD, PM, EX, BD, Intermediate Level  
Nicolas Greenfield | YMCAs of Quebec  
Kayla Williams | World YMCA
- Major & Planned Gifts  
**Culture of Major Gift Giving**  
NFD, SFD, EX  
Theodore Blackburn | CCS Fundraising  
Marcos Santiago | YMCA of San Francisco
- Major & Planned Gifts  
**Corporate Partnership – Building Robust, Multidimensional Philanthropic Relationships**  
NFD, SFD, EX, BD, GW  
Eileen MacNeil | YMCA of Greater Boston  
Irene Collins | YMCA of Greater Boston  
Julie Richmond | YMCA of Greater Boston
- Operations & Philanthropy  
**Empowering All Staff in Annual Campaign**  
NFD, SFD, MC, PM, EX, SMY  
Marcella Columbus (YPP Alumni) | Valley of the Sun YMCA  
Beth Haugen, CFRE | Valley of the Sun YMCA
- Board & Volunteer Development  
**Future-Proofing Your Small/Mid-Sized Y: 10 Steps for Creating a High-Performing Board**  
SFD, EX, BD, SMY  
Eddrick Martin | Elevated Momentum/Y Alumni
- Annual Support  
**Boosting Annual Campaign Contributions Through Impactful Programs**  
NFD, SFD, MC, PM, EX, BD, SMY  
Mary Curcio | YMCA of Greater Brandywine
- Grants & Government Funding  
**YMCA São Paulo and Government Fundraising (Public Funding Opportunity)**  
NFD, MC, EX, BD, GW  
Izabel Vito | YMCA São Paulo  
Cristina Neglia | YMCA São Paulo

2:45–3:45 pm

### WORKSHOPS ROUND 6 | NETWORK PHILANTHROPY FORUMS, WORKSHOPS OR HOT TOPICS

- Global Philanthropy Forum for International Attendees**  
Mary Tikalsky | YMCA of the USA
- VIP (Volunteers in Philanthropy) Network Philanthropy Forum for Board Members**  
Rick Callebs | YMCA of Greater Spartanburg (SMY)  
Mike Hood (VIP) | YMCA of San Diego County
- Staff New to Y Development Philanthropy Forum**  
Pam Hearn, CFRE | YMCA of Greater Monmouth County  
Darlene Hepburn | YMCA BC  
Elizabeth Kearns | YMCA Fredericton (SMY)  
Michelle Aladich | YMCA of Central Stark County  
Kamari Wooten | YMCA of Greater Louisville
- Class of 2025 Young Professionals Philanthropy Forum**  
*Invitation only*  
Courtney Cordero (YPP Alumni) | YMCA of San Diego County
- DEI in Philanthropy Network Workshop: Building the Local YMCA Case for Global DEI**  
Dan Schulze | Gateway Region YMCA  
Kayla Williams | World YMCA
- Camp Network Workshop: Maximizing Donor Engagement: Crafting Impactful Asks in Camping Philanthropy**  
John Tilley | YMCA Camp Coniston (SMY)  
Julie Watkins | YMCA of the Rockies  
Brad Murray | Camp Wood YMCA (SMY)
- Grantwriters Network Workshop: Grant Pros Unite: Your Questions Answered!**  
Ali Hollenbeck, GPC | Tampa Metropolitan Area YMCA  
Lauren Wilson | Williams YMCA of Avery County (SMY)  
Jennifer Walker, CFRE | YMCA Calgary
- MarCom Network Communications Showcase & How-To Workshop: Video Production for Telling Our Story**  
Beth Casper, Moderator | Eugene Family YMCA (SMY)  
Irene Collins | YMCA of Greater Boston  
Mary O'Leary | YMCA of Greater Boston
- Operations Network Hot Topics**  
Bill Powell, Moderator | YMCA of Greater Cincinnati  
Tymikia Glenn, Moderator | YMCA of Memphis & the Mid-South
  1. Building strategic partnerships: How branch executives can forge key relationships  
Nathan Donald | YMCA of Greater Spartanburg
  2. How branch executives can empower their board for greater fundraising results  
Isaac Isais | YMCA of Memphis & the Mid-South
  3. Ops synergy: How branch operations can support & enhance fundraising efforts  
Justin Inskeep | YMCA of Memphis & the Mid-South
  4. Empowering your team: Engaging staff in the fundraising process  
Kim Jass-Ramirez | YMCA of Marshalltown, Iowa (SMY)

## FRIDAY, MAY 2 (Continued)

2:45–3:45 pm

**WORKSHOPS ROUND 6 | NETWORK PHILANTHROPY FORUMS, WORKSHOPS OR HOT TOPICS (Continued)**



### Under \$4 M YMCAs Network Hot Topics

Angie Lassley, Moderator | YMCA of Greater Kansas City

1. Systems to measure impact: What works for small Ys?  
Trey Oakley | Williams YMCA of Avery County (SMY)
2. Is an event the answer? Getting board members involved in fundraising  
Paul Andresen | Alumni & Retiree Team
3. Finding time for fundraising & stewardship  
Theresa Hendrix | Grand River Area Family YMCA (SMY)



### Program and Membership Network Hot Topics

Program-specific topics (teens, after school, aquatics, etc.)

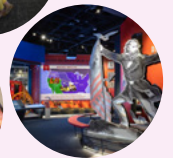
based on attendees  
Michelle Gorham, CFRE | DBD Group  
Rachel Bowman | YMCA of Central Florida  
Kyle Wilkes | YMCA of Greater Tulsa

6:45–10:00 pm | **Closing Party at the Gateway Arch** | Sponsor: [TRUE Fitness](#)

Included in attendee/onsite exhibitor/guest registration fee: Enough great food for light dinner plus 2 beverage tickets

Walking distance but one bus will be on continuous loop departing at 6:30 pm from Marriott St. Louis Grand for those with mobility needs

Tour the museum, shop for souvenirs in the store, take a tram ride to the top of the Arch for a nighttime view the public never gets to see, enjoy the music of the Dirty Muggs starting at 8 pm



## SATURDAY, MAY 3

### SIGHTSEEING ON YOUR OWN

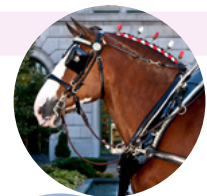
1:15–4:00 pm | **St. Louis Cardinals vs. New York Mets Baseball Game**



\$23 discounted ticket price includes a voucher for a soda & hot dog at the concession stand | Tickets in Left or Right Field Loge, Sections 228–237 or 265–272, Busch Stadium. [Purchase tickets here](#) through Friday, April 4. For faster purchase, use the 'Quick Checkout' button. Pick up tickets before 1:30 pm Friday at Host Y Hospitality Booth in NAYDO Welcome Center.

**Anheuser-Busch Brewery & Biergarten –**

[See the Budweiser Clydesdales!](#)



**Forest Park Fun Day**

**Golf**  
For more information contact [Grant Strieker](#)



**CONFERENCE QUESTIONS:** Contact the NAYDO Office, [info@naydo.org](mailto: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 Staff Members:** The NAYDO Conference earns you 16 Leadership Certification Credits only if you attend all days of the conference. It 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.

For questions, contact [leadershipcertification@ymca.net](mailto: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