

# NAYDO 2013 Conference on YMCA Philanthropy

## ORDER FORM FOR RECORDED SESSIONS

**NOTE:** If a session is not listed below, the presenter did not give permission to be recorded, in most cases.

TRACKS	SESSION #	SESSION TITLES by Educational Tracks
<b>General Session</b>	YD13-GS	Communications Award: Digital Engagement at the YMCA–Wikibrands, Wikicauses; Sean Moffitt
<b>Special Session</b>	YD13-SS	From Parking Lot to World Class Facility: A Case Study in Creating Social Capital
<b>Special Interest</b>	YD13-01	Cultural Competency and Fundraising: First, Do No Harm!
	YD13-02	Developing a Campaign Communications Plan: The Who What, When, Where, and How
	YD13-03	Propelling Positive Change to Maximize Financial Development
	YD13-04	Weaving Ethics into Your Organizational Culture of Philanthropy
	YD13-05	Plan Y and Our Approach to Coordinated Philanthropy & Cause Advocacy in Canada
	YD13-06	Trends: A Changing World of Donors and Volunteers
	YD13-07	Youth Matters! Involving Youth in Volunteerism
	YD13-08	Financial Development–Learned Down Under, Applicable Worldwide
	YD13-09	An Innovative, Ready-Made Strategy to Engage a New Generation of Donors
	YD13-10	Engaging Young Professionals in the Y Cause
	YD13-11	CONNECTION 365: Maximizing Camp’s Greatest Asset–Relationships!
	YD13-12	People Power: Leveraging Powerful Grants Through Collaboration
<b>Annual Support</b>	YD13-13	Starting a New Staff-Supported and Volunteer-Led Best Practice Annual Community Support Campaign
	YD13-14	Revisit the Fundamentals for Jumpstarting Your Staff-Supported Volunteer-Led Annual Community Support Campaign
	YD13-15	Creating an Appreciation Committee: Thank Your Donors, Make Them Know You Really Mean It, and NOT Ask for Money!
	YD13-16	Six Winning Strategies for Annual Support Campaigns That Really Work!
	YD13-17	Tried & True: Fun, Effective Staff Engagement In Your Annual Campaign
	YD13-18	Amping Up the Annual Campaign with Online Donor Pages
	YD13-19	Success is in the Details: Collecting, Evaluating and Using Annual Campaign Metrics
<b>Capital Development</b>	YD13-20	New Markets Tax Credits: A Powerful Capital Project Funding Source
	YD13-21	Capital Development Planning and Readiness for Fundraising at Your Y
	YD13-22	A Personalized Approach to Capital Fundraising
	YD13-23	Raising a Camp Full of Donations
	YD13-24	Involving Teens in a Capital Campaign
<b>Major &amp; Planned Gifts</b>	YD13-25	Donor-Centered Fundraising for Major Gifts–Beyond Waddington Chairman’s Round Tables (CRTs)
	YD13-26	How to Ask for the Major and Planned Gift–Tools & Techniques
	YD13-27	Fundamentals: Starting or Reinvigorating a Sustainable Endowment Program for Any Size Y
	YD13-28	Winning at Major Gifts! Are You Ready to Step Up Your Cultivation and Solicitation Plan?
	YD13-29	Transformational Giving: Where the Heart Meets the Strategic Plan

TRACKS	SESSION #	SESSION TITLES by Educational Tracks
<b>Major &amp; Planned Gifts</b> (continued)	YD13-30	Planned Giving: A Case Study–Taking It Out of the Box
	YD13-31	Crafting & Implementing Relationship-Building Strategies for Major and Planned Gift Donors
	YD13-32	YMCA Triangle Society: Multi-Year Annual Giving Strategies
	YD13-33	Bridging the Gap Between Prospect Identification and Making the Ask
	YD13-34	Incorporating Endowment in a Comprehensive Campaign
	YD13-35	Advanced Forum on Major Gifts
<b>Board &amp; Volunteer Development</b>	YD13-36	Volunteer Staff Partnerships–Creating Genuine Connections Cortes to Build Community Together
	YD13-37	Facing the Same Dilemmas...Build a New Board to Face Them Today!
	YD13-38	Our Journey to Create a Culture of Philanthropy
	YD13-39	Getting Things Done: Forming a Leadership Council to Impact Lasting Change
	YD13-40	Be Intentional, Inclusive and Diverse in Volunteer Recruitment
	YD13-41	Vision vs. Mission: How to Elevate Both in a Responsible Manner by Aligning Fundraising Efforts
<b>Marketing &amp; Communications</b>	YD13-42	Anatomy of Engagement Marketing
	YD13-43	All Things Digital
	YD13-44	Marketing the Y Cause to Baby Boomers
	YD13-45	How a Targeted and Integrated Communications Campaign Increased Member Involvement and Donations
	YD13-46	Maximize Your Marketing and Fundraising Efforts with Google Grants
	YD13-47	Y Voice Marketing in a Coupon Driven Society
	YD13-48	Positioning the YMCAs in Canada as a Charity of Choice

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