



We build strong kids,
strong families,
strong communities.



Plus de vie à la vie
des jeunes, des familles
et de la communauté.

YMCA

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.

SUSTAINING A HEALTHY FUTURE

NAYDO 2012: Thirty-first Annual Conference on YMCA Philanthropy

April 25–28, 2012

DAVID L. LAWRENCE CONVENTION CENTER

PITTSBURGH



JOIN US IN PITTSBURGH FOR NAYDO 2012

April 25–28, 2012 David L. Lawrence Convention Center

Famous for its rivers, bridges, and championship sports teams, Pittsburgh has the feeling of a small town while offering the advantages of a big city. Composed of a unique tapestry of 90 communities, Pittsburgh presents a lifestyle of cultural diversity, sustainability, affordability and safety, in addition to access to world-class education and health care.



Once known as a smoky, polluted steel town, Pittsburgh has reinvented itself with one of the most dramatic environmental transformations in the world, ranked among the top 10 cities in the United States for certified green building space. Pittsburgh has become a hot spot for biomedical sciences, corporate headquarters, and technology. We are home to one of the country's most active foundation communities, supporting hundreds of local nonprofits each year and acting as a significant force for good.



While visiting, you can enjoy a host of attractions that educate and entertain, including eight museums, attractions such as the symphony, ballet, and live-performance theatres and a world-class zoo and aquarium. Bring your family along and discover all that "Kidsburgh" has to offer.



This year's theme, **Sustaining a Healthy Future**, relates not only to the culture and industry of our city, but, it conveys a shared commitment and intent among all of us to carry-on the YMCA mission for years to come. This is more than a conference theme; it's a call to action!



As an organization, our healthy future hinges on our capacity to inspire and serve. We know that the impact the Y has is real – and it is those successes that motivate us all and drive our efforts among the philanthropic community. Sustainability, the potential for long-term well-being, which has environmental, economic, and social dimensions, is woven into the very essence of what we do and how we do it.

We look forward to seeing you in Pittsburgh at the 31st Annual NAYDO Conference on YMCA Philanthropy!



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KEYNOTE ADDRESSES

Thursday April 26, 12:00–1:45 pm

OPENING LUNCHEON

Sponsored by Daxko

Responsibility Creates Champions

Lynn Swann

What happens to the youngest of three boys, whose name is Lynn, when his mother



enrolls him in dance school as an eight-year-old child? The answer is he grows up to dance on stage with Gene Kelly and Twyla Tharp along with becoming a legendary Pittsburgh

Steeler and ABC sportscaster. Winner of four Super Bowls, his accomplishments also include being named to the All-Rookie Team in 1974, All-Pro in 1975, MVP of the Super Bowl in 1976, NFL Man of the Year in 1981 and in 2001 induction into the Pro Football Hall of Fame.

Lynn Swann is an active community volunteer serving on several boards of directors and has been a spokesperson for several national organizations including Big Brothers Big Sisters. In 2002 Lynn Swann was selected by President Bush to chair the President's Council on Physical Fitness and Sports. As Chairman, Swann passionately traveled the country educating Americans on health and fitness issues. He has received numerous honors for outstanding service and contributions for the continued growth and development of our nation's young people. Hear his story of how responsibility creates champions in a community.

Thursday, April 26, 7:15–9:15 pm

EAGLE AWARD BANQUET

Sponsored by Blackbaud

Love Builds Brains—Our Case for Philanthropy

Dr. Jean Clinton

Love Builds Brains—what does that have to do with philanthropy you ask? Dr. Jean



Clinton, a renowned child psychiatrist will help us understand why we do what we do as YMCA fundraisers, and why it matters so much. As an advocate for children's issues, Dr. Clinton's

special interest lies in brain development and the crucial role relationships and connectedness play therein. She speaks to the importance of relationships, early childhood development and brain development, parenting and asset building.

Dr. Clinton will provide us with an enlightening view into the brain of children and teenagers – crucial information for building our YMCA case for support. Her presentation will leave no question in your mind as to the value of all children and youth having greater access to YMCA programs and participation. "I have such admiration for the work the YMCA does. You level the playing field for all children... by giving kids the opportunity to participate fully in community life. There is no other organization that does this on this scale." Dr. Jean Clinton is Associate Clinical Professor, Department of Psychiatry and Behavioural Neuroscience, McMaster University in Canada.

Friday, April 27, 7:30–8:45 am

BREAKFAST KEYNOTE

Sponsored by Lighthouse Counsel

A Vision of Corporate Philanthropy: The Impact for Millions

Eva Tansky Blum

Eva Tansky Blum is senior vice president and director of Community Affairs for PNC



Bank. She also serves as chairwoman and president of The PNC Foundation. In this role, Blum works with PNC's businesses and regional presidents in establishing the

strategy to position PNC as a leader in the community. She directs the company's philanthropic programs, including PNC Grow Up Great, a ten-year, \$100 million program to support quality early childhood education. It is a new day for corporate philanthropy and Eva Tansky Blum will share her vision and the impact it has had.

Active as a corporate and community leader including co-chairing her alma mater - the University of Pittsburgh's \$2 billion dollar capital campaign, she has been recognized numerous times. In 1999, she was honored as one of Pennsylvania's Best 50 Women in Business; in 1998, she received the YWCA's Tribute to Women award; in 2007 was named the University of Pittsburgh's Distinguished Alumnae of the Year; and in 2009 was named a Distinguished Daughter of Pennsylvania. In addition she is a member of both the Pennsylvania and Allegheny County bar associations.

Friday, April 27, 12:30–2:00 pm

COMMUNICATIONS AWARDS LUNCHEON

Sponsored by Precor

Generational Giving—The Power and Influence of History

Tom Carroll

Back by popular demand—Tom Carroll is a YMCA of Metropolitan Chicago volunteer



and RR Donnelley's Executive VP and Chief Human Resource Officer. Tom drew a standing room only crowd at his 2011 NAYDO Conference workshop.

Generational history influences views on many aspects of our lives—what we want from work, how we communicate with one another, the meaning of family life or our views on giving. Even the definition of giving is viewed differently across generations. Understanding the life experiences and beliefs of the four generations making up today's population allows development professionals to customize messages, utilize methodologies and speak the language of their potential donor. Tapping into each generation's desire to live, to love and to leave a legacy becomes a powerful skill in building lifelong supporters of the YMCA's mission. Tom will help you understand the life experiences and beliefs of each generation, how to target messages to each one in ways that have meaning, and how to utilize communication tools and social media as methods for reaching out all of which can lead to improved charitable giving to the YMCA's mission work.

Saturday, April 28, 9:30–11:00 am

CLOSING BRUNCH

Sponsored by Jules and Associates, Inc.

A Living Legend—Inspired by the Y Bruno Sammartino

Bruno Leopoldo Francesco Sammartino is an Italian-American former professional



wrestler, best known for being the longest-running champion of the World Wide Wrestling Federation (WWWF), holding the title across two reigns for over 11 years in

total, as well as the longest single WWWF Championship reign in professional wrestling history.

Growing up in Italy as the youngest of seven brothers and sisters, his family hid from German soldiers forcing his mother to sneak into town for food and supplies for the family during the latter stages of World War II. Bruno Sammartino caught rheumatic fever but was nursed back to health by his mother during this time before moving to Pittsburgh. Here at a young age he was introduced to weight training at the YMCA, a sport that changed not only his life but the history of the sport. His inspirational story reminds us all of the long term impact the YMCA can have on one child.

NAYDO AWARDS

EAGLE AWARD

YMCAs that nurture a culture of philanthropy soar to new heights. The Excellence in Fundraising Eagle Awards* are presented to YMCA Associations that have demonstrated outstanding achievement in YMCA financial development.

Be inspired by short videos about this year's winners and witness firsthand how philanthropy, when integrated into all aspects of a YMCA's culture, can position a Y as a leading charitable community cause.

Criteria and nomination forms are available on the NAYDO web site, www.naydo.org. Nomination deadline is December 2, 2011.

COMMUNICATIONS AWARDS

NAYDO's Communications Awards spotlight YMCAs that exhibit excellence in philanthropic messaging. Whatever the medium and no matter the YMCA's size, stellar communication pieces that have helped their YMCAs achieve charitable positioning and/or financial development success are celebrated.

Categories, criteria and entry forms are available on the NAYDO web site www.naydo.org. Entries must be postmarked by December 2, 2011.

Take a chance to win a free 2012 conference registration by submitting your entry by the October 31st Member Only registration deadline. Winner will be notified by email November 16th.

EDUCATIONAL TRACK WORKSHOPS



Educational tracks are designed to guarantee all aspects of YMCA financial development are covered in some way:

- Annual Support
- Marketing and Communications
- Capital Development
- Endowment and Planned Giving
- Board and Volunteer Development
- Major Gifts
- Special Interest
(This track covers topics of interest that may not fit in the traditional tracks)

Mix and match track sessions to your YMCA's needs. No advance sign-up is required for these sessions; if advance assignment is required it is noted in the specific workshop description.

Visit www.naydo.org for full workshop descriptions and outcomes. For some workshops there is overlap in terms of the focus among several tracks so read the descriptions before choosing to attend based on track name or title alone.

While you may attend any workshop you want, presenters have identified what groups their material will be most helpful to using the following codes:

- NFD New Financial Development Staff
- SFD Seasoned Financial Development Staff
- MC Marketing and Communications Staff
- PD Program and Membership Directors
- EX Executive Directors, CEOs and COOs
- BD Board Members
- FV Fundraising Volunteers
- ALL Everyone

CREDITS

CFRE CREDIT

Approved conference sessions provide Certified Fund Raising Executive (CFRE) certification credit and a tracking form is provided in the NAYDO Onsite Guide. Attend the Thursday morning CFRE session to learn more about the CFRE certification.

LEADERSHIP COMPETENCY CREDITS

For attendees from YMCAs in the US, participation in the NAYDO Conference earns you 2 Leadership Competency Credits (LCC) for recertification of the YMCA of the USA Leadership Certification.

You must supply information on the registration form to receive credit. Contact info@naydo.org if you have questions.

EDUCATIONAL TRACK WORKSHOPS

Thursday, April 26, 2:00–5:00 pm

PHILANTHROPY SCHOOL SESSIONS

ANNUAL SUPPORT TRACK

(NFD, PD, BD, FV)

Fundamentals:
Annual Community Support Campaigns—Model Practices for Implementing Your Staff Supported, Volunteer Driven Campaign

Jason Shearer
Missoula Family YMCA

CAPITAL DEVELOPMENT TRACK

(SFD, EX, BD, FV)

Fundamentals:
Capital Development Planning and Readiness for Fundraising

David Ports
YMCA of the USA

Yuriy B. Zajac, AIA, Assoc. RAIC
YMCA of the USA

Erik J. Daubert, MBA, ACFRE
Nonprofit Management
Consultant

ENDOWMENT AND PLANNED GIVING TRACK

(NFD, EX, BD, FV)

Fundamentals:
Starting or Reinvigorating a Sustainable Endowment Program for Any Size Y

Nick Zimmer
Montgomery County Family YMCA

Suzanne S. Iler
YMCA of Middle Tennessee



SPECIAL INTEREST TRACK

(NFD, SFD, PD, EX, BD, FV)

Fundamentals:
Writing Grants That Get Results

Seth Montague
YMCA of the USA

Beth Spurgeon
YMCA of the USA

BOARD AND VOLUNTEER DEVELOPMENT TRACK

(EX, BD)

Recruiting a Dynamic Board That Can Govern and Fundraise

David Sternberg
Loring, Sternberg and Associates

MARKETING AND COMMUNICATIONS TRACK

(MC, PD, EX)

Winning Brand Conversion in the US

Mary Kay Polston
YMCA of Greater Rochester NY

Heather Katawazi
YMCA of Greater Rochester NY

Thursday April 26, 2:00–3:15 pm

EDUCATIONAL TRACK WORKSHOPS: ROUND 1

MAJOR GIFTS TRACK

((NFD, SFD, EX)

Prospect Research 101

Selene Hur
YMCA of Greater Toronto

MARKETING AND COMMUNICATIONS TRACK

(MC, EX, BD, FV)

Soc-Ability: Connecting Your Community to your Cause with Social Media

Lora Dow
Donor By Design Group

ANNUAL SUPPORT TRACK

(SFD, MC, ED, BD, FV)

Strategic Planning for Super Stretch Goals
(Advanced Level)

G. M. Byrd Larberg
YMCA of Greater Houston
Volunteer

ANNUAL SUPPORT TRACK

(ALL)

Creating Your Y's Compelling Case for Support: One Story at a Time

Tom Horlor
Hallett Horlor, Inc.

Thursday April 26, 3:45–5:00 pm

EDUCATIONAL TRACK WORKSHOPS: ROUND 2

CAPITAL DEVELOPMENT TRACK

(NFD, SFD, MC, EX, BD, FV)

Cultivating Major Gift Prospects for Future Capital Projects

Ed Hurley
Hockomock Area YMCA

Peter Waisgerber
Hockomock Area YMCA

BOARD AND VOLUNTEER DEVELOPMENT TRACK

(NFD, SFD, PD, EX, BD, FV)

Engaging Senior Level Volunteers: Creating the Volunteer/Staff Partnership

Bryan Dawson
YMCA of Greater Toronto Volunteer

Faiza Kanji
YMCA of Greater Toronto

ENDOWMENT AND PLANNED GIVING TRACK

(ALL)

Operating an Effective Planned Giving Program

Jeffrey A. Lydenberg
PG Calc Incorporated

SPECIAL INTEREST TRACK

(PD, EX, BD, FV)

Teen Legacy Club

Loy Adkins
YMCA of Gaston County

Tony Sigmon
YMCA of Gaston County

Steve D'Avria
YMCA of Gaston County

Erin Welsch
YMCA of Gaston County Volunteer

Between 2:00 and 5:00 pm Thursday afternoon, conference attendees can choose between taking:

- One 3-hour Philanthropy School Session
- Two 1¼-hour Educational Track Workshops: Rounds 1 and 2

EDUCATIONAL TRACK WORKSHOPS

Friday, April 27, 9:00–10:15 am

EDUCATIONAL TRACK WORKSHOPS: ROUND 3

ANNUAL SUPPORT TRACK

(ALL)

Easing the Face to Face Ask: Tools to Build Your Confidence and Tell Your Story

Teresa Hibbard, CFRE
YMCA of the Suncoast

CAPITAL DEVELOPMENT TRACK

(SFD, EX, BD)

Changing Leadership Midstream During a Capital Campaign— Perspectives of a CEO, CVO & CDO

Kathy Riggins
YMCA of Silicon Valley

Robb Hermanson
YMCA of Silicon Valley

John Baird
YMCA of Silicon Valley Volunteer

ENDOWMENT AND PLANNED GIVING TRACK

(SFD, MC, EX, BD, FV)

Endowment Building, Part I: The Essentials

Diana S. Newman, CFRE
Author of *Nonprofit Essentials:
Endowment Building*

Laura MacDonald, CFRE
Benefactor Group

MAJOR GIFTS TRACK

(NFD, EX, BD, FV)

Starting from Scratch: Using the Annual Campaign to Launch Major Gifts

Diane Mann
Madison Area YMCA

Georgeanne Limbach
Madison Area YMCA Volunteer

Helen Caulfield
Madison Area YMCA Volunteer

BOARD AND VOLUNTEER DEVELOPMENT TRACK

(BD, FV, Staff required to attend with
a volunteer)

Magic Partnership: Commitment and Passion a Board Member Should Bring to the Y

Jerold Panas
Jerold Panas, Linzy & Partners

MARKETING AND COMMUNICATIONS TRACK

(NFD, MC, EX, BD, FV)

Special Events: Raise Friends and Funds

Diego Aviles
YMCA of Greater New York

Susan Sharer
YMCA of Greater New York

SPECIAL INTEREST TRACK

(ALL)

From Camper to Campaigner: Enlisting Volunteers for Lifelong Engagement

Dave Bell
YMCA of Greater Seattle

MAJOR GIFTS TRACK

(NFD, SFD, EX, BD, FV)

How to Listen and Ask for the Major Gift

William T. Sturtevant
Fundraising Consultant

SPECIAL INTEREST TRACK

(NFD, SFD, PD, EX, BD, FV)

Diversity & Social Inclusion

Jim Milligan
YMCA of Greater Toronto

CAPITAL DEVELOPMENT TRACK

(ALL)

Inside the Heart of a Capital Donor: What Motivates a Naming Gift

Moderator:
Erik J. Daubert, MBA, ACFRE
Nonprofit Management
Consultant

Eva Tansky Blum
PNC Bank/The PNC Foundation

Kristy Rodriguez
The Sampson Foundation



EDUCATIONAL TRACK WORKSHOPS

Friday, April 27, 11:00 am–12:15 pm

EDUCATIONAL TRACK WORKSHOPS: ROUND 4

ANNUAL SUPPORT TRACK

(NFD, SFD, PD, EX)

How to Build a Philanthropic Culture Foundation for Non-Development Staff

Jeanette Heywood
YMCA of Simcoe/Muskoka

Amber Giffen
YMCA of Simcoe/Muskoka

CAPITAL DEVELOPMENT TRACK

(ALL)

The Art of the Hallway Ask

Julie Sistrunk
Daxko

ENDOWMENT AND PLANNED GIVING TRACK

(SFD, MC, EX, BD, FV)

Endowment Building, Part 2: Hands-on Clinic

(Part 1 highly recommended but not required to attend Part 2)

Diana S. Newman, CFRE
Author of *Nonprofit Essentials: Endowment Building*

Laura MacDonald, CFRE,
President, Benefactor Group

MAJOR GIFTS TRACK

(NFD, SFD, EX, BD, FV)

Developing Successful Cultivation Plans for Major Gift Donors Using Moves Management

William T. Sturtevant
Fundraising Consultant

BOARD AND VOLUNTEER DEVELOPMENT TRACK

(ALL)

What Makes a Great Y Fundraiser?

Jerold Panas
Jerold Panas, Linzy & Partners

MARKETING AND COMMUNICATIONS TRACK

(NFD, SFD, MC, EX, BD, FV)

A Picture is Worth a Million Dollars

Moderator:
Damon King, CFRE
YMCA of Greater Oklahoma City

Dena Drabek
YMCA of Greater Oklahoma City

Steve Marrs
YMCA of Greater Oklahoma City

Johnathan Teal
YMCA of Greater Oklahoma City/
Chickasha Area YMCA

MJ Alexander
photographer

MAJOR GIFTS TRACK

(NFD, SFD, EX, BD, FV)

Stewardship: Practical Perspectives

Bruce A. Yoder, CFRE
YMCA of Greater Richmond

Blake Carlton
YMCA of Greater Richmond/
Manchester Branch

Ellie Sibiga
YMCA of Greater Richmond

Jay Shively
YMCA of Greater Richmond

MAJOR GIFTS TRACK

(ALL)

A Donor's Perspective on Being Cultivated

Bruce Berglund, CFRE
Donor By Design Group

SPECIAL INTEREST TRACK

(ALL)

Burning Questions in Y Camp Fundraising and Alumni Development

Moderator:
Mike Bussey
YMCA of the USA

Katie Trippi
McGaw YMCA Camp Echo

Kathryn Dobbs
Frost Valley YMCA

Magill Lange
YMCA of Greater Seattle/Camp
Coleman

Sallie Ranson
YMCA of the Triangle/Camps
Seagull & Seafarer

SPECIAL INTEREST TRACK

(ALL)

Engaging Youth in Philanthropic Service

Taurie Thayer
Golden State YMCA

Molly Lawson
Golden State YMCA

Tristan Thayer
Golden State YMCA



Visit www.naydo.org for full workshop descriptions and outcomes. For some workshops there is overlap in terms of the focus among several tracks so read the descriptions before choosing to attend based on track name or title alone.

EDUCATIONAL TRACK WORKSHOPS

Friday, April 27, 2:15–3:30 pm

EDUCATIONAL TRACK WORKSHOPS: ROUND 5

ANNUAL SUPPORT TRACK

(NFD, SFD, EX, BD)

6 Winning Strategies for Annual Support Campaigns That Really Work!

Brad Davis
YMCA of the Triangle
Bruce Ham
YMCA of the Triangle

CAPITAL DEVELOPMENT TRACK

(ALL)

Measuring a YMCA's Community Impact

Laura Palmer-Korn
YMCA Canada
Ida Thomas
YMCA Canada

ENDOWMENT AND PLANNED GIVING TRACK

(NFD, SFD, PD, EX, BD, FV)

15 Hideous Reasons You're Not Getting Endowment Gifts

Debra Ashton
Ashton Associates

MAJOR GIFTS TRACK

(SFD, EX)

Infrastructure for Success: Building Major Gifts and Board Development (Advanced Level)

Dyan Sublett
YMCA of Metropolitan Los Angeles
Renee Bianco
YMCA of Metropolitan Los Angeles

BOARD AND VOLUNTEER DEVELOPMENT TRACK

(EX, BD)

Reset, Renew, Reboot: Board Engagement Strategies That Work

Gail Glasser
YMCA of Central Kentucky

MARKETING AND COMMUNICATIONS TRACK

(ALL)

Keynote Q and A: Generational Giving – The Power and Influence of History

Tom Carroll
RR Donnelly/YMCA of Metro Chicago Volunteer

SPECIAL INTEREST TRACK

(NFD, PD, EX)

Engaging Young Professionals Inside and Outside Our Ys (A Presentation by NAYDO 2011 Young Professionals)

Eric Hecker
Peninsula Metro YMCA/Hampton Family Branch

Bethany Moore
Anderson Area YMCA

Amber Giffen
YMCA of Simcoe/Muskoka

Kristina Quinlavin
New Canaan YMCA

Michelle Janke
McGaw YMCA

Vanessa Valente
YMCAs of Quebec

Brianne Pietronicco
Peninsula Metro YMCA/Hampton Family Branch

SPECIAL INTEREST TRACK

(NFD, SFD, MC, EX)

Implementing the "Academic" Model for Your Camp Fundraising Success

John Anz
Becket-Chimney Corners YMCA

BOARD AND VOLUNTEER DEVELOPMENT TRACK

(SFD, EX, BD, FV)

Volunteers' Effectiveness in Financial Development

Barry Taylor
YMCA of Greater Richmond
Raymond E. Moore
YMCA of Greater Richmond Volunteer
Claudia McSwain
YMCA of Greater Richmond Volunteer

MARKETING AND COMMUNICATIONS TRACK

(ALL)

Make Your Members Rock Stars Using Social Media to Deliver the Mission

Greg Lee
Chapel Hill-Carrboro YMCA
Lori Swann
Daxko
April Benetollo
Daxko

CAPITAL DEVELOPMENT TRACK

(NFD, SFD, MC, FV)

Mop Up Operations, Leave No Gift Behind

James (Jim) E. Carper
Southeast Ventura County YMCA



EDUCATIONAL TRACK WORKSHOPS

Friday, April 27, 3:45–5:00 pm

EDUCATIONAL TRACK WORKSHOPS: ROUND 6



ANNUAL SUPPORT TRACK

(NFD, SFD, EX, BD, FV)

How Volunteers Will Grow Your Annual Campaign

Stephanie Dames, CFRE
YMCA/JCC of Greater Toledo

CAPITAL DEVELOPMENT TRACK

(SFD, EX, BD, FV)

Financing Your Capital Project: Use of Capital Projects for Sustainable Growth

Bill Jones
YMCA of Greater Pittsburgh

ENDOWMENT AND PLANNED GIVING TRACK

(SFD, EX, BD, FV)

Starting a New Endowment Program and Separate Foundation to Support Your Y

Chris Coker
YMCA of Boulder Valley

MAJOR GIFTS TRACK

(SFD, EX, BD, FV)

Balancing the Art and Science of Prospect Relationship Management

Brian M. Worrall
McGaw YMCA
Matt Johnson
McGaw YMCA

BOARD AND VOLUNTEER DEVELOPMENT TRACK

(EX, BD, FV)

Board Renewal – An Australian Way

Philip Hare
YMCA of Sydney

MARKETING AND COMMUNICATIONS TRACK

(NFD, MC, PD, BD, FV)

Power-Up Your Storytelling for Fundraising Success

Panel Moderator:
Michele Goodrich
Donor By Design Group

SPECIAL INTEREST TRACK

(ALL, especially Ys with active international partnerships)

Global Philanthropy and Community Engagement

Jamie Slater
YMCA of Greater Toronto
Y Representative
YMCA of Medellin, Colombia

CAPITAL DEVELOPMENT TRACK

(SFD, EX, BD, FV)

Planning and Implementing an Internal Feasibility Study

Brenda A. Marsian, CFRE
Becket-Chimney Corners YMCA

SPECIAL INTEREST TRACK

(NFD, SFD, PD, EX, BD, FV)

Better Together: Telling Your Y's Story Via Easygrants

Kathe Elwell
YMCA of the USA



Visit www.naydo.org for full workshop descriptions and outcomes. For some workshops there is overlap in terms of the focus among several tracks so read the descriptions before choosing to attend based on track name or title alone.

NETWORKING OPPORTUNITIES



NAYDO YOUNG PROFESSIONALS PROGRAM

This program is designed specifically for NAYDO members between the ages of 21 and 31 who have an interest in and passion for philanthropy. While participation involves no additional fee other than the conference registration fee at the time you register, it does include a selection process and requires arrival in Pittsburgh on Wednesday, April 25 in time for a 6:00–8:00 pm NAYDO Young Professionals dinner and networking event.

Visit www.naydo.org for program details and the application form. Application deadline is December 2, 2011; all applicants will be notified of their status by early January 2012.

If you have questions, contact info@naydo.org or the NAYDO Young Professionals Chair: Jan Brogdon jbrogdon@firstcoastymca.org

Wednesday, April 25, 4:00–6:00 pm

PHILANTHROPY AROUND THE WORLD OPENING RECEPTION

Complimentary soft drinks and hors d'oeuvres; cash bar

Food, fun and friends—what better way to kickoff the conference! Join

NEW FOR 2012!

us for this grand opening celebration of global philanthropy.

It is an ideal time to relax, enjoy some refreshments, reunite with old friends, welcome new attendees, meet international participants from more than 15 different countries, and get better acquainted with the products and services of our exhibitors.

More details in the Participant Advance Packet on a special opportunity for key global YMCA leaders to share their progress and vision of YMCA global philanthropy.

Wednesday, April 25, 6:00–8:00 pm

NIGHT OF NETWORKING

Wednesday evening provides a number of events at nearby venues and our co-headquarter hotels at various times within the 2-hours immediately following the Opening Reception. The night will include big and small events, meetings and social functions, invitation only and open to all receptions, YMCA groups and sponsor/exhibitor events, and more. Participate in as many networking opportunities as time permits—a great way to connect before the rest of the conference activities get started. Contact info@naydo.org or 504 464 7845 to schedule your group or event.

Thursday, April 26, 9:00–10:55 am

HOT TOPICS/ NETWORKING EVENT

Round 1: 9:00 – 9:55 am

Round 2: 10:00 – 10:55 am

Sponsored by Y-USA Financial Development

HOT TOPICS/Networking Event provides opportunities to meet

NEW: TWO ROUNDS!

attendees from a Y similar to yours, with a similar job title or with an interest in the same HOT TOPIC. This is the time and place to discuss those topics not covered in any workshops, new concerns that may not have surfaced at the time workshops were selected or any topic that would inspire and strengthen the philanthropic culture of your Y. Best of all you can recommend the groups you would like to meet with or the topics you would like discussed. This year for the first time you will be able to participate in two different table discussions.

On the registration form or through info@naydo.org you can recommend topics (such as “Marketing When There is No Marketing Director” or “Engaging Staff in the Culture of Philanthropy”). Or recommend groups you would like to connect with at a 10-person table (such as “Small Y Board Chairs” or “New to the Y; Not to Development Work”). The list of choices will be included in the Advance Packet emailed to registrants. You can decide in advance what table discussion would be most helpful to each member of your delegation. You can also volunteer to facilitate a group!



Friday, April 27, 5:00–8:00 pm

FRIDAY EVENING EVENT

An Evening for Champions at the Heinz History Center and Sports Museum

Complimentary snacks and soft drinks; cash bar

Stop by on your way to your hotel after the workshops end, on your way out to dinner, and on your way back. Enjoy the hors d'oeuvres, drinks and music with attendees you have just met or long time friends and co-workers. Stroll leisurely through the Senator John Heinz History Center and Western Pennsylvania Sports Museum, a museum like no other! From the pre-revolutionary drama of the French and Indian War to the legendary match-ups of the Super Steelers, discover 250 years of Pittsburgh history. The History Center is home to the state-of-the-art Western Pennsylvania Sports Museum which captures the unforgettable and almost forgotten tales of Pittsburgh sports through hundreds of artifacts, hands-on interactive exhibits, and audio-visual programs.

When it comes to sports history and pride, no other region of the world is like Western Pennsylvania. So it is fitting the YMCA professionals from around the globe would gather at a special place to honor, relive, and enjoy Pittsburgh's sports heritage.

SPECIAL SESSIONS

Thursday, April 26, 8:00–8:50 am

NEW ATTENDEE SESSION

First-time participants are invited—and strongly encouraged—to attend an orientation session that provides tips on making the most of your NAYDO Conference experience. Not to be missed is YMCA Canada President and CEO Scott Haldane's sage advice on "how to get the least out of your first NAYDO Conference." Conference leaders will be on hand to provide an overview of the event and educational track deans will be available to help you select the right workshops to meet your Y's needs.

Thursday, April 26, 8:00–8:50 am

GET THE RECOGNITION YOU DESERVE

Make Your Next Career Move by Becoming a Certified Fund Raising Executive (CFRE)

Joan Marie Belnap, CFRE
YMCA of NW North Carolina

Jay Lowden, CFRE
YMCA of Superior California

Carol Schmidt, CFRE
YMCA of the USA

Join a YMCA CEO, a Y-USA staff member and a CDO of a Metro 30 Group YMCA to hear how becoming a CFRE has supported each of their career achievements. Participants will get an orientation on the application process and criteria as well as tips for preparing for the certification test. It's well worth the effort to stand out as a YMCA professional proficient in strategic philanthropic leadership.

Thursday, April 26, 8:00–8:50 am

STAFF GIVING

Walking Our Talk: How Y Staff Can Make a Planned Gift Using Y-Retirement Fund Assets (and other methods too)

Doug Goodfellow
Y-USA Financial Development Consultant (Retired)

Throughout our lives we are constantly looking for ways to "give back" to those institutions (YMCA, church, school, hospital, other youth servicing and cultural organizations, etc.) that have impacted and added meaning to our lives. As YMCA Directors we have a planned giving vehicle in the US we can utilize to give back some of the financial assets we have accumulated during our lifetime. That vehicle is our very own Y Retirement Fund account. This workshop will help you understand how to transfer all or part of those assets (depending on your estate situation) in a tax-wise manner to the YMCA of your choice or to other non profit institutions (501c3) as you choose. In addition other vehicles/methods will be reviewed (will, trust, cash, stock, property, life insurance, etc.) to realize the same goal....."Giving Back."

NEW FOR 2012!

Thursday, April 26, 9:00–11:00 am

ABCS OF FUNDRAISING

Designed for international attendees but open to all

Renata Ferrari
YMCA of the USA

Global YMCA leaders

Learn about best practices in YMCA annual support campaigns with a particular emphasis on global YMCA contexts for international participants. Interactive discussion will compare and learn from the successes and challenges of YMCA campaign models from different countries. This workshop will help position you for success and connect you with a valuable network of support.

Saturday, April 28, 8:00–9:15 am

PHILANTHROPY FORUMS

Complimentary coffee

Information is shared, ideas inspired, and knowledge gained during the conference but what's next? What happens when you return to your Y? Philanthropy Forums provide a venue for you to meet with your own delegation or category of attendees to debrief and envision next steps OR hear about the latest next steps of the two NAYDO partners: YMCA Canada and YMCA of the USA.

CONFIRMED FORUMS

Additional forums to be named in the Participant Advance Packet.

Advancing Our Cause:

A Nationwide Campaign in the US

Kate Markin Coleman
YMCA of the USA
Monique Hanson
YMCA of the USA

Launching a New Canadian YMCA Brand

Laura Graham-Prentice
YMCA of Greater Toronto

International Attendees

Mary Tikalsky
YMCA of the USA

Jerusalem International YMCA

Mike Bussey
YMCA of the USA

YMCA Camping Professionals

John Duntley
YMCA of the USA

NAYDO Young Professionals (Class of 2012)

Jan Brogdon
NAYDO Young Professionals Chair
Florida's First Coast YMCA

PRECONFERENCE OPTIONS

Wednesday, April 25, 8:15 am–5:00 pm

PRECONFERENCE WORKSHOP

Y-USA Capital Development Planning and Readiness Workshop

Cost: \$ 100 (includes lunch)
Advance Sign-up Required

Courtney Weiland
YMCA of the USA

Yuriy B. Zajac, AIA, Assoc. RAIC
YMCA of the USA

Erik J. Daubert, MBA, ACFRE

David Ports
Greater Missoula Family YMCA

Carol Schmidt, CFRE
YMCA of the USA

If there is a capital project or campaign in your Y's future and you are just beginning your planning process, this session is strongly recommended for CEOs, Executive Directors, Board Members and financial development staff. It will help position you for success and avoid costly mistakes by acquainting you with the recommended, "tried and true" 8 phase process and planning model. For questions about content, email Carol Schmidt, Senior Financial Development Specialist at Y-USA, at carol.schmidt@ymca.net. This is a pre-conference session so there is an additional cost to cover the Y-USA certification fee, lunch and workshop materials.

Note: Early start time on Wednesday may require that you arrive Tuesday night. Book your flight and hotel reservations accordingly.

Wednesday, April 25, 12:00–4:00 pm

PRECONFERENCE TOUR

Steel City Special: Experience Philanthropy in the YMCA of Greater Pittsburgh

Fee: \$50 (includes lunch and transportation)

Discover how relationships, philanthropy and sustainable building practices have been used in the creation of two new Y facilities.

The PNC YMCA has played an integral role in the city's renaissance efforts in the heart of downtown. Formerly known as the Golden Triangle Y, the Downtown Y and the birthplace of the Y movement in Pittsburgh, the PNC Y is exemplary in forging strategic community partnerships such as the one behind their namesake, PNC Bank. This branch serves the downtown workforce and nearby residents including a dedicated senior population who rely on the central access to public transportation to be a part of the Y.

The new Thelma Lovette YMCA expands the Y's service delivery in a community where the Centre Avenue YMCA has been for over a century and provided one of the few recreational facilities for African American from the 1920s–1950s. Addressing the current needs of this urban community, the Thelma Lovette Y is an incredible story of philanthropic support that also boasts unique sustainable building features like the rooftop garden.

Anytime!

FREE TIME IN PITTSBURGH

While visiting Pittsburgh you can enjoy a host of attractions that educate and entertain including eight museums, cultural attractions such as the symphony, ballet and dozens of live-performance theaters, and a world-class zoo and aquarium.

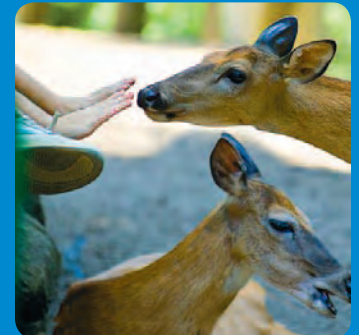
Bring your family along and discover all the "Kidsburgh" has to offer. With your children you can talk to robots, play in a sea of clouds, dig for dinosaurs or explore the rich historical attractions in and around Pittsburgh. Volunteers and staff from YMCAs across Western Pennsylvania will be on-hand to help make the most of your stay in town.



Clockwise from above:
Downtown Pittsburgh and the Duquesne Incline from Mt. Washington
Pittsburgh Zoo and Aquarium
Carnegie Library and Museums of Art and Natural History with Carnegie Mellon University in the background
Pittsburgh Ballet

For a complete list of attractions and activities in Pittsburgh visit:
www.visitpittsburgh.com

If you would like suggestions from local Pittsburgh YMCA staff, feel free to contact Kim Black:
kblack@ymcapgh.org



Wednesday, April 25

PHILANTHROPY LIVE!

A Choice of Two Community Service Projects

"Philanthropy Live!"—NAYDO's second annual community service project brings life to Social Responsibility for NAYDO 2012 conference attendees. On Wednesday, April 25th, join fellow attendees for a half day or full day of giving back, relationship building, learning, and fun! This year you have two projects to choose from—Global Links and the Hazelwood YMCA.

What to Bring

The Philanthropy Live! Team will "get down and dirty" with both projects. Wear comfortable clothing like jeans and definitely closed-toe shoes, NAYDO will provide the rest—transportation, gloves, lunch (included for all 3 shifts), an experience you won't forget, and a cool t-shirt too!

How to Sign-Up

When you register for the 2012 Conference you will find a place where you have the following directions under Optional Events:

Step One:

Choose your project :
Project 1: Global Links
Project 2: Hazelwood YMCA

Step Two:

Choose your shift. Times are based on arrival and departure from the Convention Center.

- All Day: 9:00 am–4:00 pm
- Morning: 9:00 am–1:00 pm
- Afternoon: 12:00–4:00 pm



Project 1: Global Links

This medical relief and development organization dedicated to promoting environmental stewardship and improving health in developing countries. Global Links' collaborative efforts include redirecting still useful medical materials away from U.S. landfills to public health improvement efforts in targeted countries throughout the hemisphere and educating partners and volunteers on issues of global health and environmental stewardship.

Philanthropy Live! volunteers will:

- Sort and pack medical supplies from US hospitals bound for developing country hospitals;
- Clean and paint IV poles bound for developing country hospitals;
- And other identified 'making a difference' jobs.

Recommended for a meaningful, but less physical experience. Participants must be able to speak and read English.

Project 2: Hazelwood YMCA

The Hazelwood YMCA is a community outreach site that offers programs to keep youth off the streets and engaged in positive activities like karate, soccer and computer training. This neighborhood is plagued by violence and dilapidation; the Hazelwood community is acknowledged as high-crime and high-poverty by the City of Pittsburgh and the average income is 250% below the federal poverty level.

The Hazelwood community has limited access to affordable, nutritious food items. Several years ago, the local market closed its doors, eliminating the only location to buy fresh food in the area, leaving the closest grocery store two bus rides (1.5 hour trip) away. This past year, Hazelwood developed a 10,000 square foot garden on an abandoned lot. During its first growing season, the garden produced over 300 pounds of organic produce for community residents. The Y-Grow Garden further acts as a living lab for community youth who are empowered to become socially responsible members of our society through their participation.

Philanthropy Live! volunteers will:

- Prepare the Hazelwood Community Garden—dig, pull, plant seed, build garden boxes, till, etc.;
- Paint the community room
- And other identified 'making a difference' jobs.

Recommended for a meaningful and more physical experience.



Note:

Early start times for the Capital Development Workshop, Tour and the Philanthropy Live! Projects on Wednesday may require that you arrive Tuesday night April 24th. Book your flight and hotel reservations accordingly. If you have any difficulty getting a hotel reservation for Tuesday night, contact the NAYDO Office at info@naydo.org.

SPONSORS AND EXHIBITORS

Our sponsors and exhibitors help underwrite the NAYDO Conference and provide the latest in techniques, ideas and innovations to make your philanthropic initiatives and YMCA operations creative and successful. Here are the sponsors and exhibitors as of August 15, 2011.

If you visit www.naydo.org on the sponsors and exhibitors page you can link directly to the company websites.

EXHIBITS HOURS

Wednesday: 2:30–6:00 pm

6:00–8:00 pm

Night of Networking

(Featuring events by sponsors and exhibitors—see page 12)

Thursday: 8:00 am–3:45 pm

3:15–3:45 pm

Great Time to Visit Exhibits Break

(Because of location of this year's exhibits it will be possible to view most exhibits from 3:45–7:15 pm but booths are not required to be staffed during this time)

Friday: 8:45–11:00 am

10:15–11:00 am

Last Chance to Visit Exhibits Break

PREMIER SPONSOR

Star Trac

Participant Gift

MAJOR SPONSOR

The Redwoods Group

Philanthropy Live!

MAJOR SPONSOR

Blackbaud

Eagle Awards Banquet

MEAL SPONSORS

Daxko

Opening Luncheon

Lighthouse Counsel

Friday Breakfast

Precor

Communications Awards Luncheon

Jules and Associates, Inc.

Saturday Brunch

SPECIALTY SPONSORS

Gallagher Risk Management Services

Registration/Information Desk

Jerold Panas, Linzy and Partners

Advance Packet

Blackbaud

Hotel Key

YMCA of the USA Financial Development

Hot Topics/Networking Event

TRACK SPONSORS

Sage

Annual Support

J.C. Egbert & Associates

Board and Volunteer

Netzel Grigsby Associates, Inc.

Capital Development

Active Network, Communities

Marketing and Communications

CCS Fund Raising

Major Gifts

PREMIER EXHIBITORS

Blackbaud

Cybox International

Daxko

Matrix Fitness

Octane Fitness

Star Trac

Technogym

The Redwoods Group

EXHIBITORS

Active Network, Communities

CCS Fund Raising

Crescendo Interactive, Inc.

Doc Morgan Inc.

Gallagher Risk Management Services

J.C. Egbert & Associates

Jerold Panas, Linzy and Partners

Jules and Associates, Inc.

Life Fitness & Hammer Strength

Lighthouse Counsel

MaGIC, Inc.

NetVentures Corporation

Netzel Grigsby Associates, Inc.

NSM Insurance Group

PG Calc

Precor

Sage

Sport Resource Group

S & S Worldwide

Symmetrical Solutions

Tech Soup

YMCA of the USA Financial Development

YMCA of the USA International/World Service

UNIQUE EXPERIENCES

Daxko

Interactive Impact Accelerator

Stop by Daxko's interactive Impact Accelerator for an "Impact Assessment" from Daxko T2. The

NEW FOR 2012!

Daxko team will also offer hands-on experience with new tools to help you engage constituents, increase contributions, and measure outcomes. You'll learn how other YMCAs are using CRM, Social Media, Web, and physical space for deeper community impact.

Donor By Design Group LLC Social Media Sponsor—iNaydo

Don't look for a booth space, NAYDO Interactive (aka iNAYDO) is only online. iNAYDO demonstrates the

NEW FOR 2012!

power of relationships to advance your Y's philanthropic efforts. iNAYDO uses interactive social media tools to bring the conference to life online both for conference attendees and those who are keeping tabs on the conference from home. NAYDO members can watch the real time conference blogs and general content posts including photos, videos, session recaps and much more, brought to you by NAYDO and powered by the Donor by Design Group. Twitter, Facebook and blog postings are available year-round, but will be most active during the months of April and May.



Follow us on Facebook:
facebook.com/iNAYDO



Follow us on Twitter:
twitter.com/YMCA_NAYDO

Special thanks to Donor By Design Group for the redesign of NAYDO's web site using their Sodabox web development tool!

INFORMATION CENTERS

NAYDO REGISTRATION/ INFORMATION CENTER

Sponsored by Gallagher
Risk Management Services

Be sure to make the Registration and Information Center your first stop when you arrive at the David L. Lawrence Convention Center. Registration itself can be the first of your networking opportunities. The Center will remain open throughout the conference to answer questions and provide information.

NAYDO REGISTRATION AND INFORMATION CENTER HOURS

Wednesday: 2:30–6:00 pm

Thursday: 8:00 am–7:15 pm

Friday: 7:00 am–5:00 pm

Saturday: 7:45–9:30 am



CONFERENCE VOLUNTEER CENTER

Whether you are hosting or convening educational track sessions, greeting participants and presenters, assisting with registration, or facilitating a Hot Topic table discussion volunteering is one of the best ways to get more involved with NAYDO and meet other NAYDO members. Sign up on the conference registration form or contact the NAYDO Office at info@naydo.org. Be sure to check in at the Conference Volunteer Center onsite.

Thursday, April 26, 11:00–11:30 am

ORIENTATION FOR NEW SESSION HOSTS AND CONVENERS

If you are a first time Session Host or Convener or have not volunteered for either of these roles recently, plan to attend this brief orientation session; a webinar version will be offered prior to conference dates as well.

COMMUNICATIONS AWARDS CENTER

Stop by the Communications Awards Center where the 2012 print and video award winners will be on display to inspire your own creations at your Y.

PRINT MATERIALS SHARING CENTER

Conference participants are encouraged to bring copies of their financial development materials to share with others. Campaign materials, annual reports, extra give-aways, newsletters, etc. – don't throw them away, recycle them at the conference. Bring only copies that participants can take with them and bring as many as you want. Drop them off when you check-in onsite at the Convention Center.



CONFERENCE SCHEDULE

WEDNESDAY, APRIL 25

- 8:15 am–5:00 pm **PRECONFERENCE WORKSHOP** (see page 14)
Y-USA Capital Development Planning and Readiness Workshop
Fee and advance registration required
- 1:30–4:00 pm **PRECONFERENCE TOUR** (see page 14)
Steel City Special: Experience Philanthropy in the YMCA of Greater Pittsburgh
Fee and advance registration required
- 9:00 am–4:00 pm **PHILANTHROPY LIVE!** (see page 15)
Preconference Community Service Projects
Choice of projects and all day, morning or afternoon shifts—no fee but advance registration required
- 2:30–6:00 pm **REGISTRATION/INFORMATION CENTER OPEN**
Sponsored by Gallagher Risk Management Services
- 2:30–6:00 pm **EXHIBITS OPEN**
- 4:00–6:00 pm **PHILANTHROPY AROUND THE WORLD OPENING RECEPTION** (see page 12)
Food, cash bar and fun at the Convention Center
- 6:00–8:00 pm **NIGHT OF NETWORKING** (see page 12)
Offsite at our hotels and other venues

THURSDAY, APRIL 26

- 7:00–8:00 am **EARLY BIRD NETWORKING EVENTS**
- 7:00 am–7:15 pm **REGISTRATION /INFORMATION CENTER OPEN**
Sponsored by Gallagher Risk Management Services
- 8:00 am–3:45 pm **EXHIBITS OPEN**
Available for viewing after 3:45 but exhibit staff may not be present
- 8:00–8:50 am **NEW ATTENDEE SESSION** (see page 13)
- 8:00–8:50 am **MAKE YOUR NEXT CAREER MOVE: BECOME A CERTIFIED FUND RAISING EXECUTIVE (CFRE)** (see page 13)
- 8:00–8:50 am **WALKING OUR TALK** (see page 13)
How Y Staff Can Make a Planned Gift Using Y-Retirement Fund Assets (and other methods too)
- 9:00–11:00 am **HOT TOPICS/NETWORKING EVENT: TWO ROUNDS OF TABLE GROUP DISCUSSIONS** (see page 13)
Sponsored by Y-USA Financial Development
- 9:00–11:00 am **ABCS OF FUNDRAISING FOR INTERNATIONAL ATTENDEES** (see page 13)
Designed for international attendees but open to all
- 11:00–11:30 am **ORIENTATION FOR NEW SESSION HOSTS/CONVENERS** (see page 17)
- 11:30 am **DOORS OPEN FOR LUNCHEON**
- Noon–1:45 pm **GENERAL SESSION: LUNCHEON** (see page 4)
Keynote: Lynn Swann “Responsibility Creates Champions”
Sponsored by Daxko

CONFERENCE SCHEDULE

THURSDAY, APRIL 26 (CONTINUED)

- 2:00–5:00 pm **PHILANTHROPY SCHOOL WITH A BREAK FROM 3:15–3:45 PM** (see page 7)
- 2:00–3:15 pm **EDUCATIONAL TRACK WORKSHOPS: ROUND 1** (see page 7)
- 3:15–3:45 pm **GREAT TIME TO SEE THE EXHIBITS BREAK!**
- 3:45–5:00 pm **EDUCATIONAL TRACK WORKSHOPS: ROUND 2** (see page 7)
- 5:00–7:15 pm **BREAK**
- 6:00–7:00 pm **VIP RECEPTION FOR EAGLE AND COMMUNICATIONS AWARDS RECIPIENTS**
- 7:15–9:15 pm **EAGLE AWARD BANQUET** (see page 4)
Keynote: Dr. Jean Clinton “Love Builds Brains—Our YMCA Case for Support”
Sponsored by Blackbaud

FRIDAY, APRIL 27

- 7:00 am–5:00 pm **REGISTRATION/INFORMATION CENTER OPEN**
Sponsored by Gallagher Risk Management Services
- 8:45–11:00 am **EXHIBITS OPEN**
- 7:30–8:45 am **GENERAL SESSION: BREAKFAST** (see page 4)
Keynote: Eva Tansky Blum “A Vision of Corporate Philanthropy: The Impact for Millions”
Sponsored by Lighthouse Counsel
- 9:00–10:15 am **EDUCATIONAL TRACK WORKSHOPS: ROUND 3** (see page 8)
- 10:15–11:00 am **LAST CHANCE TO SEE THE EXHIBITS BREAK**
- 11:00 am–12:15 pm **EDUCATIONAL TRACK WORKSHOPS: ROUND 4** (see page 9)
- 12:30–2:00 pm **GENERAL SESSION: COMMUNICATIONS AWARDS LUNCHEON** (see page 5)
Keynote: Tom Carroll “Generational Giving—The Power and Influence of History”
Sponsored by Precor
- 2:15–3:30 pm **EDUCATIONAL TRACK WORKSHOPS: ROUND 5** (see page 10)
- 3:45–5:00 pm **EDUCATIONAL TRACK WORKSHOPS: ROUND 6** (see page 11)
- 5:00–8:00 pm **AN EVENING FOR CHAMPIONS AT THE HEINZ HISTORY CENTER AND SPORTS MUSEUM** (see page 12)
Hors d’oeuvres, cash bar, networking, music and fun!

SATURDAY, APRIL 28

- 7:30–9:30 am **INFORMATION CENTER OPEN** (Coffee available)
- 8:00–9:15 am **PHILANTHROPY FORUMS** (see page 13)
- 9:30–11:00 am **CLOSING BRUNCH** (see page 5)
Keynote: Bruno Sammartino “A Living Legend—Inspired by the Y”
Sponsored by Jules and Associates, Inc.
- 11:00 am–on **SIGHTSEEING ON YOUR OWN** (see page 14)

REGISTRATION INFORMATION

Register early for lowest rates and to guarantee a space. The NAYDO conference often fills to capacity months in advance.

CONFERENCE REGISTRATION

NAYDO Conference registration is limited due to seating capacity for General Sessions (all of which include meals) and educational track workshops. Take advantage of the lower rates and register early to guarantee space for yourself and others from your YMCA. Use the registration form provided in this brochure or visit www.naydo.org where you can register online.

REGISTRATION DEADLINES

Members-Only Deadline:

October 31, 2011

Non-Member Opening:

November 1, 2011

Early Bird Deadline:

December 2, 2011

Registration Deadline:

January 31, 2012

A late fee of \$50 may be added beginning February 1, 2012 if the conference is not already sold out.

FEES INCLUDE MOST MEALS

Registration fees cover program and facility costs, participant materials and gift, participation in the general sessions, educational tracks and special sessions specifically:

Wednesday: Opening Reception, Exhibits, Night of Networking

Thursday: Morning Coffee, Special Sessions, Exhibits, Luncheon, Educational Tracks, Exhibits Break and Banquet Dinner

Friday: Breakfast, Educational Tracks, Exhibits Break, Luncheon and The Evening for Champions

Saturday: Morning Coffee, Philanthropy Forums and Brunch

Spouse/guest fees cover all of the above except for participation in the educational track workshops and participant materials and gift.

MEMBERSHIP STATUS

Conference rates are substantially lower for members. Membership must be current at time of registration and through the dates of the conference to qualify for member rates. The opportunity to join or renew is provided on the registration form (print and online versions) and can be processed simultaneously.

PAYMENT

Payment in Full

During the Members Only registration period, there is an incentive to pay in full with one payment: Staff pay only \$495 instead of \$515.

Deposit with Balance Due

A \$100 non-refundable deposit is required at time of registration to secure space and ensure rate on date your registration is received. If you register early and pay only the \$100 deposit, the balance is due by January 31, 2012 and can be auto charged to the same credit card or paid by check.

The deposit is non-refundable but can be transferred to another person's 2012 registration in the same YMCA association until the January 31, 2012 registration deadline. After that date the \$100 is non-transferable and non-refundable.

FINANCIAL ASSISTANCE

Application Deadline is December 2, 2011

Online financial assistance application is available at www.naydo.org. Use the print version (not the online version) of the registration form and mark the box at the bottom to indicate that you have applied for financial assistance. Include no payment with your registration.

- Should you receive assistance, you will be notified in late December.
- If you are notified in December that you did not receive assistance, you will have the option of paying the October 31st rate or cancelling with no penalty.

For questions, contact Susan Plank, Financial Assistance Chair, splank@ymcatulsa.net, 918 728 3911 or the NAYDO Office.

SUBSTITUTIONS

- At least 2 months prior to the conference your delegation will receive by email a copy of the registered attendees from your Y and you will have the opportunity to make changes within a certain period of time so that the correct names can appear in the onsite program guide.
- Before or after that time substitutions can be made by contacting the NAYDO Office at info@naydo.org or faxing to 504 464 6718. Please provide the substitute's complete contact information.
- There may be an adjustment to the registration fee based on whether the substitute is a staff member or volunteer due to the different rates for each.

CANCELLATIONS

Registration Cancellation Deadline is March 20, 2012

Requests for conference registration fee refunds (less the \$100 non-refundable deposit) must be made in writing to info@naydo.org or by fax to the NAYDO Office at 504 464 6718. Cancellations received after the deadline are not eligible for a refund unless documentation of special circumstances is submitted and approved.

Hotel Cancellation Deadline is March 20, 2012

Through March 20 make all changes and cancellations of hotel reservations directly with your hotel. After that date, contact the NAYDO Office if you are cancelling rooms BEFORE you contact the hotel in the event that the NAYDO Office may need rooms for a waiting list.

NAYDO 2012 REGISTRATION FEES

Registration Period:	Members Only Aug. 15–Oct. 31	Early Bird Nov. 1–Dec. 2	Regular Dec. 3–Jan. 31, 2012*
NAYDO Member: Staff	\$515**	\$565	\$615
NAYDO Member: Volunteer	\$465	\$485	\$505
Non-Member: Staff	n/a	\$765	\$815
Non-Member: Volunteer	n/a	\$535	\$605
Spouse or Guest	\$295	\$295	\$295

* After January 31, if not sold out, a late fee of \$50 may be added to all fees.

** Staff who register and pay in full with one payment by October 31, 2011, qualify for a reduced fee of \$495

HOTEL AND TRAVEL INFORMATION

CONFERENCE SITE

For the first time, the NAYDO conference will take place at a convention center facility. For that reason we have two co-headquarter hotels, both within walking distance of the convention center.



David L. Lawrence Convention Center (Level 3)

1000 Fort Duquesne Boulevard
Pittsburgh PA 15222

The Convention Center Parking Garage is located at 10th and Fort Duquesne Boulevard. For parking information visit www.alcoparking.com/parking/DLCC.html; for driving directions visit www.pittsburghcc.com/directions.

WHAT TO PACK

Dress for the conference is business casual. The Thursday Eagle Awards Banquet is business attire and the Friday Reception and the optional Philanthropy Live! projects on Wednesday are casual.

Bring business cards—one is required when you check-in at onsite NAYDO registration.

CO-HEADQUARTER HOTELS

Make your reservations by March 20th and mention NAYDO to receive our conference rate. Reservations have been open since April 2011, so do not delay in making reservations. If you receive a message indicating hotels below are sold out contact the NAYDO Office and overflow hotels will be added as needed.



Omni William Penn Hotel

530 William Penn Place
Pittsburgh PA 15219

A grand hotel located a few short blocks from the convention center.

For reservations: Call 800 843 6664 or use online reservation link at www.naydo.org.

NAYDO room rate for single or double is \$205 plus taxes of approximately 14% (due to lower tax rate in Pittsburgh, total room cost is equal to last year).

Parking is available directly across the street at Mellon Square Garage for \$13.75 per day Monday–Friday and \$5 per day Saturday–Sunday but there are no in and out privileges. Hotel valet parking is available for \$27 per day with in and out privileges.



Westin Convention Center Hotel

1000 Penn Avenue
Pittsburgh PA 15222

A contemporary hotel located next door to the convention center.

Reservations: Call 412 281 3700 or use online reservation link at www.naydo.org.

NAYDO Room Rate for single or double is \$195 plus taxes of approximately 14%. Groups reserving blocks of 10 rooms or more should contact Renee Ross at renee.ross@westin.com.

Parking is available in the Liberty Center Garage located underneath the hotel at a rate of \$20 per 24 hours with no in and out privileges or valet parking at a rate of \$22 that includes in and out privileges.

ARRIVAL DATES AND TIMES

Hotel Check-in at both hotels is 3:00 pm. Unless you are involved with one of the three preconference events (see pages 14-15), plan to arrive in the afternoon on Wednesday, April 25th. Registration and exhibits open at 2:30 pm and you won't want to miss the Philanthropy Around the World Opening Reception from 4:00–6:00 pm that evening.

DEPARTURE DATES AND TIMES

Hotel Check-out at both hotels is noon. With the Saturday Brunch ending by 11:00 am you can conveniently return to your hotel to check-out before leaving for home but are welcome to bring your bags to the convention center that day for a direct departure. Flights after 2:00 pm are recommended.

AIRPORT/TAXIS AND SHUTTLES

Fly into Pittsburgh International Airport located about a one-hour drive from the David L. Lawrence Convention Center and our hotels downtown.

The most reliable service to downtown is a taxi; the cost is \$45 one way (prices subject to change). Taxis are available at baggage claim or to arrange in advance call: Yellow Cab 412 321 8100 or Regency Limousine 412 922 6888.

Visit www.supershuttle.com to make a reservation on Super Shuttle but due to stops at many hotels allow significantly longer time to arrive at your destination.

NORTH AMERICAN YMCA DEVELOPMENT ORGANIZATION 2012 CONFERENCE REGISTRATION FORM

CONTACT INFORMATION

Name (as it would appear on a conference name tag) _____ Date _____

Title _____

YMCA association name (required) _____

Branch name (if applicable) _____

Address _____

City _____ State/Province _____ Zip/Postal _____ Country _____

Preferred phone (_____) _____ Fax (_____) _____

Will you have a smart phone with you at the conference? Yes No Not sure

Email address (required) _____ Do not publish this address

Name of spouse or guest registering (see fee next page) _____

PLANNING INFORMATION

Experience Level:

Number of years of experience in financial development (YMCA and other) _____ Number of past NAYDO Conferences attended _____

Special Needs:

Vegetarian meals Food allergies (describe) _____

Language translation Other _____

Y-USA Leadership Competency Credit:

If you are affiliated with a YMCA in the United States you are eligible to receive two Y-USA Competency Credits (toward recertification of the YMCA Leadership Certification) for attending the overall NAYDO Conference. Your Y-USA certification record will include the NAYDO Conference ONLY if you complete this information:

Date of birth (m/d/y) ____ / ____ / ____ Last 4 digits of your Social Security Number _____ Your YMCA association number _____

I prefer to call the NAYDO office at 504 464 7845 to provide information by phone I do not want to receive the credits

Special Sessions:

- Philanthropy Live!** – Two choices for hands-on community service projects in Pittsburgh are available on Wednesday, April 25. Both projects and all shifts include lunch, transportation and a t-shirt. Get details at www.naydo.org. Select a project and shift:
- Project 1: Global Links All day, 9:00 am–4:00 pm Morning, 9:00 am–1:00 pm Afternoon, noon–4:00 pm
- Project 2: Hazelwood YMCA All day, 9:00 am–4:00 pm Morning, 9:00 am–1:00 pm Afternoon, noon–4:00 pm
- Young Professionals Program** – If you will be 31 years of age or younger on April 28, 2012, you are eligible to apply for participation in NAYDO Young Professionals. Check this box if you are completing the application form available at www.naydo.org. You will be notified after the December 2nd deadline if you have been selected. Selection as a NAYDO Young Professional does not affect your registration fee amount.
- New Attendee Session** – Thursday, April 26, 8:00–8:50 am
- Hot Topics/Networking Event** – Thursday, April 26, 9:00–11:00 am. Optional – describe the name of the group you would like to meet with by job title, geographic region or YMCA budget size, or suggest a topic you would like to discuss with other attendees:
- _____
- Philanthropy Forums** – Saturday, April 28, 8:00–9:15 am. Please indicate which one you are most likely to attend:
- Advancing Our Cause: A Nationwide Campaign in the US NAYDO Young Professionals (Class of 2012) Jerusalem International YMCA
- Launching a New Canadian YMCA Brand YMCA Camping Professionals International Attendees
- Other: list another group or topic you would like offered in addition to the above choices _____
- None of the above

Continues next page

2012 CONFERENCE REGISTRATION FORM (PAGE 2 OF 2)

Last Name _____

PLANNING INFORMATION (CONTINUED)

On-Site Volunteer Opportunities:

- Registration assistant: Wednesday afternoon Thursday morning
 Workshop assistant: Convener (introduces speakers) Host (assists with seating and handouts)
 Hot Topics/Networking Event facilitator Thursday morning (group/topic will be assigned, or indicate one here _____)

FEES

All fees are in US dollars. Required fees are based on date your form and payment are received by email, fax or postmarked.

Note: you may join now as a NAYDO member and receive the member rates for the conference in the same transaction.

Fee Category	Members Only: Through Oct. 31, 2011	Early Bird: Nov. 1—Dec. 2, 2011	Dec. 3, 2011—Jan. 31, 2012**
NAYDO Member	<input type="checkbox"/> \$515* (Staff) <input type="checkbox"/> \$465 (Volunteer)	<input type="checkbox"/> \$565 (Staff) <input type="checkbox"/> \$485 (Volunteer)	<input type="checkbox"/> \$615 (Staff) <input type="checkbox"/> \$505 (Volunteer)
Non-Member	Not Available	<input type="checkbox"/> \$765 (Staff) <input type="checkbox"/> \$535 (Volunteer)	<input type="checkbox"/> \$815 (Staff) <input type="checkbox"/> \$605 (Volunteer)
Spouse or Guest of Registrant	<input type="checkbox"/> \$295	<input type="checkbox"/> \$295	<input type="checkbox"/> \$295

* Payment in Full Reward: Pay only \$495 if you pay in full in one payment by October 31, 2011

**Late Fee: After January 31, 2012 registrations will be accepted if space is available, but a late fee of \$50 may be added to all fee categories

Required Fee

- Conference registration fee (insert appropriate rate from list above) \$ _____

Optional Fees

- Spouse or guest fee (\$295 includes all meals, Wednesday Opening Reception and Friday night event) \$ _____
- Y-USA Capital Development Planning Readiness Workshop, Wednesday 4/25, 8:15 am–5:00 pm (\$100 includes lunch and materials) \$ _____
- YMCA Tour – Steel City Special Tour: Experience Philanthropy in the YMCA of Greater Pittsburgh
 Wednesday 4/25, Noon–4:00 pm (\$50 includes lunch and transportation) \$ _____
- Membership dues (NAYDO membership dues must be current to qualify for member conference rates) \$ _____
- My YMCA is a NAYDO Association Member and my name is on, or will be added, to their roster
- My YMCA would like to become a NAYDO Association Member and I will be the contact person
- I am, or would like to become, an Individual NAYDO Member (\$225 new membership, or \$200 renewal)
- I am not a member of NAYDO (information about membership and rates is available at www.naydo.org)

Total Due \$ _____

Amount Enclosed \$ _____

A non-refundable \$100 deposit will reserve conference space and rate or you may pay in full, membership fees must be paid in full

- If you have submitted a financial assistance application, check this box and enter "0" for the amount enclosed

Balance due by January 31, 2012 \$ _____

- Please charge credit card below for balance in January 2012

PAYMENT INFORMATION

Payment Method

- Check made payable to NAYDO and mailed to: NAYDO Office, Attention: Mary Zoller, 21 Chateau Trianon, Kenner LA 70065
- Credit card: VISA MasterCard American Express

Card number _____ Expiration date _____ / _____

Card holder name _____

Submission Date _____ By fax (504 464 6718) By email (info@naydo.org) By phone (504 464 7845) By mail

SUBMISSION

Send your completed form by mail, fax, or scanned and emailed with payment in US dollars to:

NAYDO Office, Attention: Mary Zoller, 21 Chateau Trianon, Kenner LA 70065 P 504 464 7845 F 504 464 6718 E info@naydo.org

By submitting this form, you are agreeing to the use of any photo in which you might appear for NAYDO promotional purposes.

**NORTH AMERICAN YMCA
DEVELOPMENT ORGANIZATION**

21 Chateau Trianon
Kenner Louisiana 70065



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.

NORTH AMERICAN YMCA DEVELOPMENT ORGANIZATION

NAYDO MISSION

To inspire and strengthen the philanthropic culture of the YMCA.

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.

NAYDO OFFICE

21 Chateau Trianon
Kenner Louisiana 70065
P 504 464 7845
F 504 464 6718
E info@naydo.org
W naydo.org

NAYDO MEMBERSHIP

YMCA financial development activities are led and championed by YMCA CEOs, development staff, branch executives, marketing, membership and senior program staff in partnership with committed volunteer leaders. Wouldn't you like them all to become members of NAYDO? Consider the highly popular NAYDO Association Membership. Cost varies with budget size. A complete list of NAYDO membership benefits is posted at www.naydo.org.

QUESTIONS

For more information about the 2012 conference or NAYDO membership, call the NAYDO Office at 504 464 7845 or email info@naydo.org.

**SAVE UP TO
\$200 ON EACH
CONFERENCE
REGISTRATION –
JOIN NAYDO
TODAY.**