FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA DAY OF GIVING

www.ymcadayofgiving.org

OVERVIEW PRESENTATION

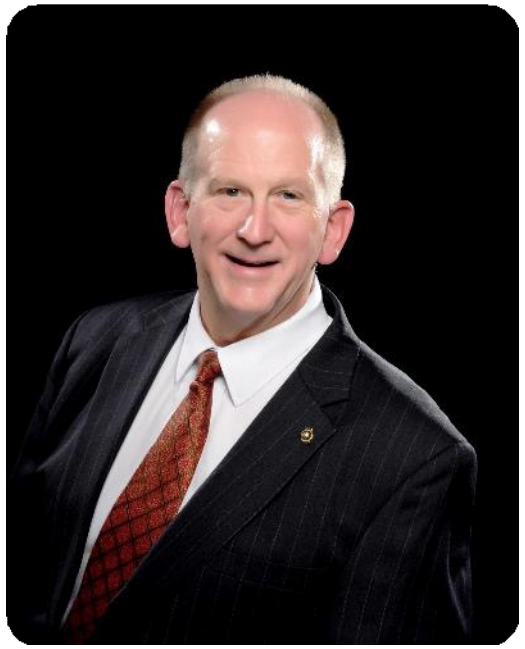
YMCA Day of Giving will be on **Tuesday, March 7, 2023**

YMCA DAY OF GIVING | LEADERS

CARRIE COLLINS

Senior Vice President
Chief Advancement Officer
YMCA OF NORTHWEST NORTH CAROLINA

Former YCMI Steering Committee Member



CHARLIE MYER

Retired Dallas Y CDO
currently a Non-Profit Consultant
YMCA OF METROPOLITAN DALLAS &
OTHER YS ACROSS THE NATION

DAVID FREDERICK

Exec Vice President
Chief Strategy & Brand Officer
YMCA OF SAN DIEGO COUNTY

Chair, YMCA CMO/Marketing Leaders Network

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CARRIE COLLINS

Senior Vice President
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Former YCMI Steering Committee Member

the YMCA
YMCA DAY OF GIVING
www.ymcadayofgiving.org

WHAT IS YMCA DAY OF GIVING? BRIEF HISTORY

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WHAT IS YMCA DAY OF GIVING? WHEN?

- It is a hyper-focused one-day giving event that generates excitement, education, engagement and donations
- A development & marketing tactic that your Y or Association may choose to use to help in your annual fundraising efforts.
- Can be used within your annual campaign or in addition to your normal fundraising and outside of campaign season.
- NO COST to participate. This is designed to help each Y and their campaign goals

TUESDAY, MARCH 7, 2023

YMCA DAY OF GIVING

www.ymcadayofgiving.org

#ymcadayofgiving

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YMCA DAY OF GIVING | FOCUS

PRIMARY FOCUS: Help finish the Annual Campaign & get Members to donate to the YMCA specifically:

- Getting new members to donate for the first time
- Getting existing members to donate for the first time
- Getting existing members that are donors to donate again (not pay an existing pledge)

SECONDARY: We want to bring greater awareness to the general public about the Y's mission and it's work in the community.

Getting additional non-member donations should occur from that effort

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WHY IS IT HELD IN MARCH?

Many Ys traditionally launch annual fundraising campaigns each year in January with many/most finishing in April or May.

MIDDLE POINT
OF TRADITIONAL
ANNUAL CAMPAIGN

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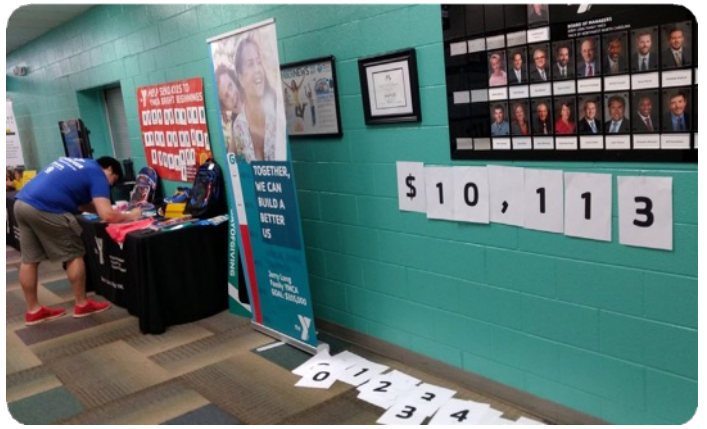
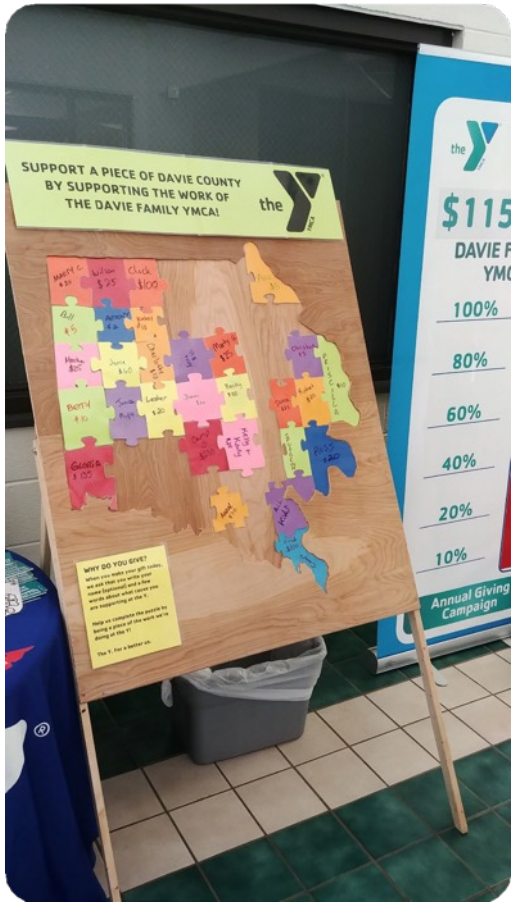
BRIEF HISTORY

- **YMCA Day of Giving** began in the YMCA of Northwest North Carolina in 2015 as a one-day, all hands on deck, hyper focused campaign effort that engaged staff at all levels, engaged volunteers, and acted as a final push for branches toward their Annual Campaign goals.
- **It resulted in $80K raised the first year and have consecutively ran it every year.**
- Branches picked cases for their campaigns and had individual goals.
- Marketing supplied materials, including t-shirts and incentives!





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BRIEF HISTORY (CONTINUED)

On March 6, 2018, the Dallas YMCA launched YMCA DAY OF GIVING after Curt Hazelbaker became CEO in 2017 and brought the concept with him from the NWNC Y

Goals:

1) **Get more members to donate to the Y**
2) **Increase number of new donors**
3) **Increase Awareness of YMCA as a Charitable Cause**

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BRIEF HISTORY (CONTINUED)

- In 2019, the YMCA of Metropolitan Fort Worth and the Arlington-Mansfield Area YMCA joined the initiative to make it a DFW metroplex-wide campaign.
- That same year, we introduced at NAYDO and spread to other Ys across the country
- The initiative became more focused with:
  - More engaging branch activities
  - Additional branding
  - More specific cases for support
  - Health & Wellness involved

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2022 QUICK SUMMARY – REPORTED

68 YMCAs signed up by March 2, 2022

39 Ys reported by as of June, 2022 (57%)

215 branch locations

$950,561 Raised (Total Donations)

5,279 Donors/Gifts

1,268 NEW Donors, 27.4% of Total

1,953 Member Gifts, 42.2% of Total

1,677 Online Gifts, 36.2% of Total

$220,849 Online Donations, 23% of Total Raised

YMCA DAY OF GIVING

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IMPACT

DONATIONS TO YMCA DAY OF GIVING STAY LOCAL WITHIN EACH Y ACROSS THE COUNTRY. THIS ENABLES PARTICIPATING Ys TO HELP

THOUSANDS OF PEOPLE EVERY YEAR

the YMCA

YMCA DAY OF GIVING

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HOW TO BE SUCCESSFUL AT YMCA DAY OF GIVING

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YMCA DAY OF GIVING | HOW TO RUN

YMCA Day of Giving is a collaboration between Development, Marketing, Senior/Executive Leaders, Branch Leaders and all YMCA staff

To run successfully:

- **Set Goals:** Total Donations, Donors, # of Members that give, Online Donations, Average Gift (Incentivize Goals)
- **Executive/Senior Leadership**: Need to set the tone and drive buy-in among staff at all levels
- **Communicate Soon & Often**: Hold webinars, meetings and rallies to get everyone excited. FAQs for staff and volunteers.
- **Set a Budget:** Whether you have a little or a lot of resources, dedicate a little bit of money to execute the best event possible

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YMCA DAY OF GIVING | KEYS TO SUCCESS

We found 3 Keys to executing a successful YMCA Day of Giving

1. MISSION

Identify a focus area that your donors and community can rally around. It's important that the focus area is something that can be clearly communicated as in already apart of the mission of your YMCA.

2. MESSAGING

Once focus areas have been chosen, work to develop a clear and concise message letting donors know why they should choose to give, how their gifts can help and the impact it will have. Include staff and volunteers.

3. MATERIALS

At the Y, face-to-face interactions and personal connections are crucially important to how we fundraise. Having materials that are readily available and accessible can make the difference from a prospective donor saying "Not this time" to "Sure, how do I give?"

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FUNDRAISING FOCUS AREAS

Suggest Identifying 1 Key Focus Area(s) per branch

- Basic Needs Support (Exa: Emergency services, food distribution, blood drives, emergency childcare, etc)
- SAW (Safety Around Water or Apartment Swim)
- Mental Health & Wellbeing
- Youth & Government
- Youth Sports
- Healthy Living
- YMCA Summer Camp
- After School
- Sustaining the YMCA (Exa: for Y's that may be struggling financially)

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LEARNINGS FROM COVID-19

- Pre-COVID, this was more of an in-branch activity with online support
- Going forward, there will be more Online activities and engagement to complement in-branch activities to maximize the amount of people
- There are proven ways to have a successful Y Day of Giving whether online or in-branch and if a Y has with limited resources

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FUNDRAISING OPTIONS (WAYS TO GIVE)

Unlike traditional Annual Campaign activities where pledges are sought first, with YMCA Day of Giving, **we encourage actual donations to be made (transaction)** during the one-day giving event.

- **Online Donation** (www.GiveFreely.org is a free/low cost giving option)
- **QR Codes on signage** (online donation form)
- **Text to Give donation option**
- **Call to Donate** (staff process donations over the phone)
- **In-Branch donation envelopes**
- **In-Branch donation with staff** (member services or branch staff)

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EVENT ACTIVITIES

We encourage in-branch and online activities.

- **LIVE Event on social media** (Exa: Facebook, Instagram)
- **Scheduled Online Meeting**
  (Exa: Zoom, Teams, Google Hangouts, etc.)
- **Call-a-thon** (Exa: Outbound staff make calls on donor rolls)
- **Board/Volunteer Meetings**
  (Exa: Scheduled to get volunteers engaged)
- **In-Branch Selfie Frame or Photo Booth**
  (Exa: a space for donors to take photos)
- **In-Branch Fitness challenges**
  (Ex: Number of Burpees, Spin-a-thon, Swim-a-thon)
- **In-Branch Impact Display of Focus**
  (Exa: Donation serves XX number of people)

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EVENT ACTIVITIES – GUARDRAILS

- Events should be focused on the mission and <u>should not include</u> a "quid pro quo" where the person receives something of value for their donation

- Activities like Swim-a-thons and Burpee Challenges are fine as long as it focused on the number of people served.

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DAVID FREDERICK

Exec Vice President
Chief Strategy & Brand Officer
YMCA OF SAN DIEGO COUNTY

the YMCA

YMCA DAY OF GIVING

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2022 MARKETING & SUMMARY RESULTS

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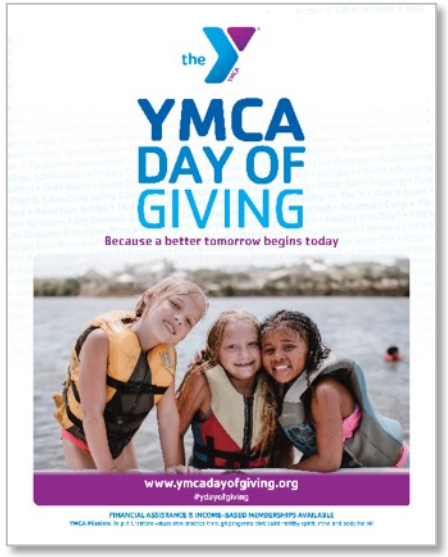
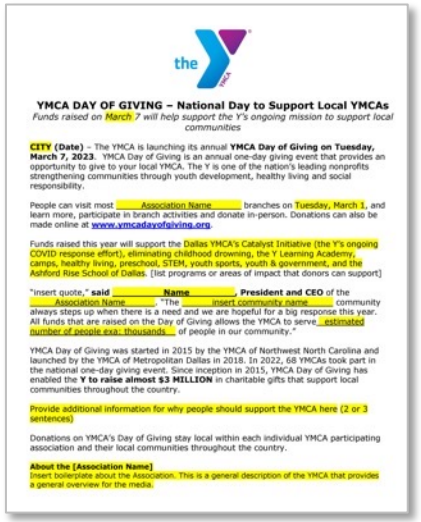
YMCA DAY OF GIVING | 2023 MARKETING MATERIALS



Flyers 8.5” x 11” PDF



YMCA DAY OF GIVING – National Day to Support Local YMCAs

Funds raised on March 7 will help support the Y's ongoing mission to support local communities

CITY (Date) – The YMCA is launching its annual **YMCA Day of Giving on Tuesday, March 7, 2023**. YMCA Day of Giving is an annual one-day giving event that provides an opportunity to give to your local YMCA. The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility.

People can visit most Association Name branches on Tuesday, March 7, and learn more, participate in branch activities and donate in-person. Donations can also be made online at www.ymcadayofgiving.org.

Funds raised this year will support the Dallas YMCA's Catalyst Initiative (the Y's ongoing COVID response effort), eliminating childhood drowning, the Y Learning Academy, camps, healthy living, preschool, STEM, youth sports, youth & government, and the Ashford Rise School of Dallas. [list programs or areas of impact that donors can support]

"insert quote," **said Name, President and CEO** of the Association Name. "The insert community name community always steps up when there is a need and we are hopeful for a big response this year. All funds that are raised on the Day of Giving allows the YMCA to serve estimated number of people exa: thousands of people in our community."

YMCA Day of Giving was started in 2015 by the YMCA of Northwest North Carolina and launched by the YMCA of Metropolitan Dallas in 2018. In 2022, 68 YMCAs took part in the national one-day giving event. Since inception in 2015, YMCA Day of Giving has enabled the **Y to raise almost $3 MILLION** in charitable gifts that support local communities throughout the country.

Provide additional information for why people should support the YMCA here (2 or 3 sentences)

Donations on YMCA's Day of Giving stay local within each individual YMCA participating association and their local communities throughout the country.

About the [Association Name]
Insert boilerplate about the Association. This is a general description of the YMCA that provides a general overview for the media.

Press Release template

Banners Ads – English and Spanish (various sizes)

Retractable banner - English (if needed)

Retractable banner - Spanish (if needed)

Yard Signs-2 OPTIONS

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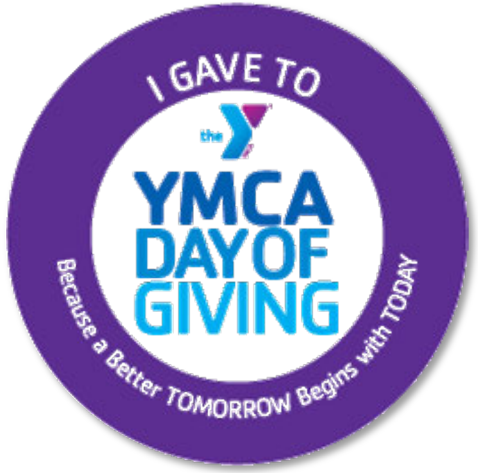
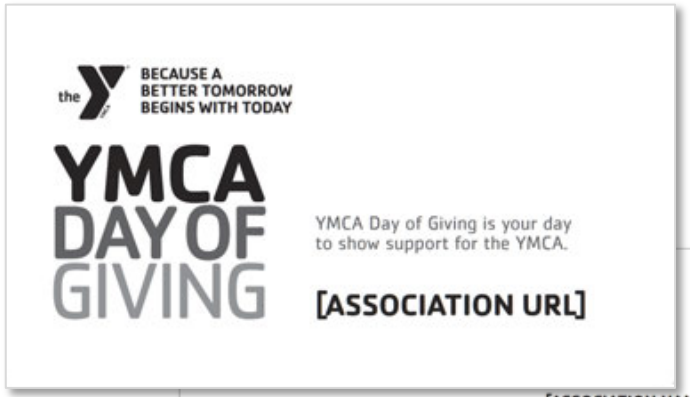
SUPPORT MARKETING MATERIALS

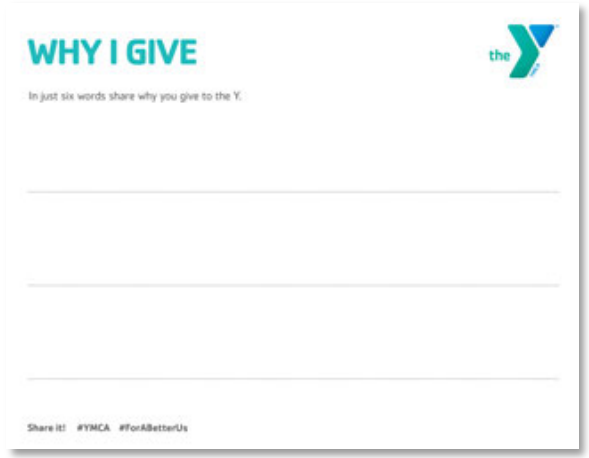
Button



Sticker

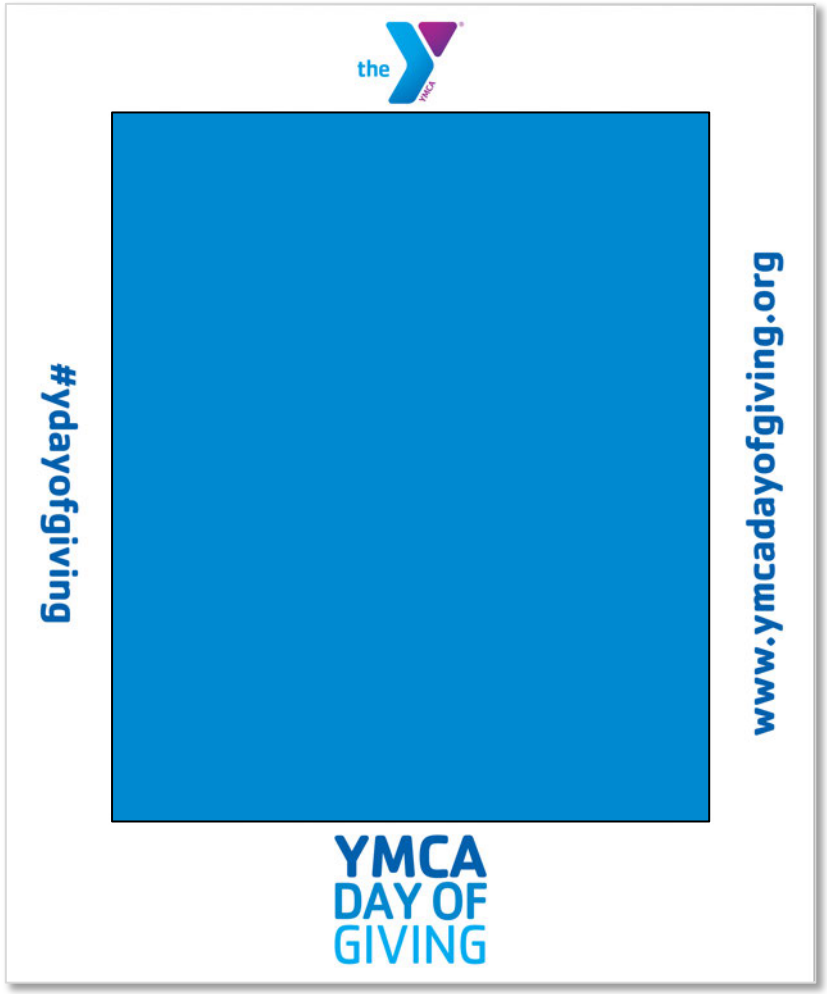


REMIT ENVELOPE



Why I Give 8.5” x 11” PDF

SELFIE FRAME



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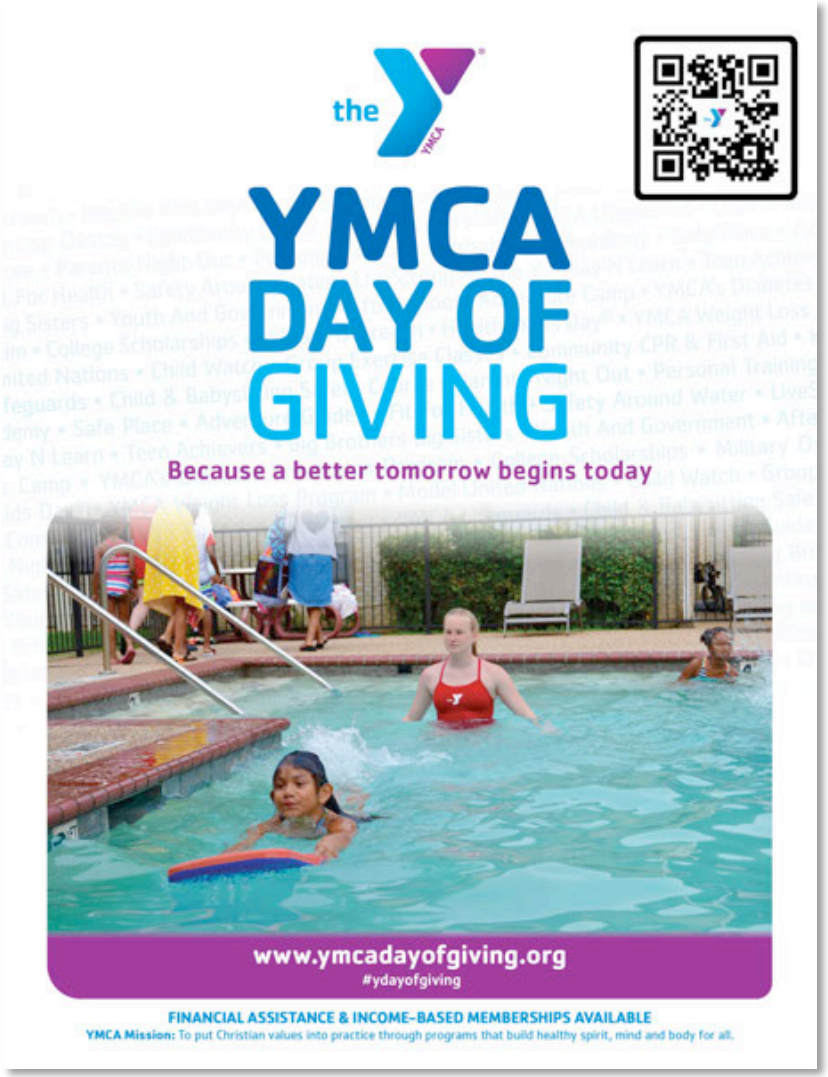
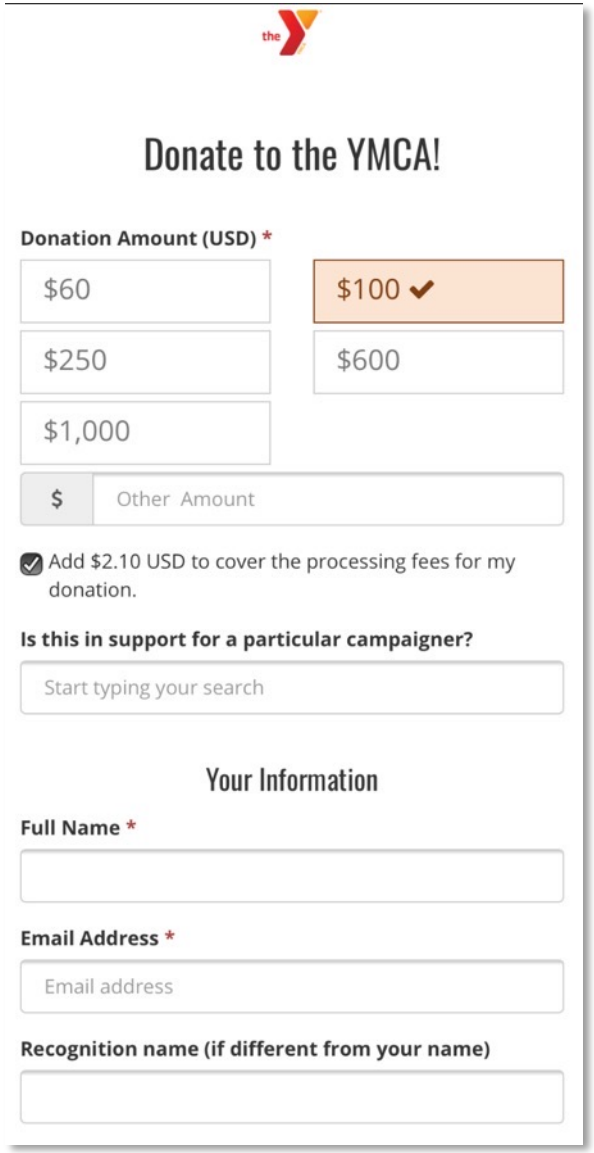
FLYER WITH QR CODE – ONLINE GIVING





YMCA Dallas only

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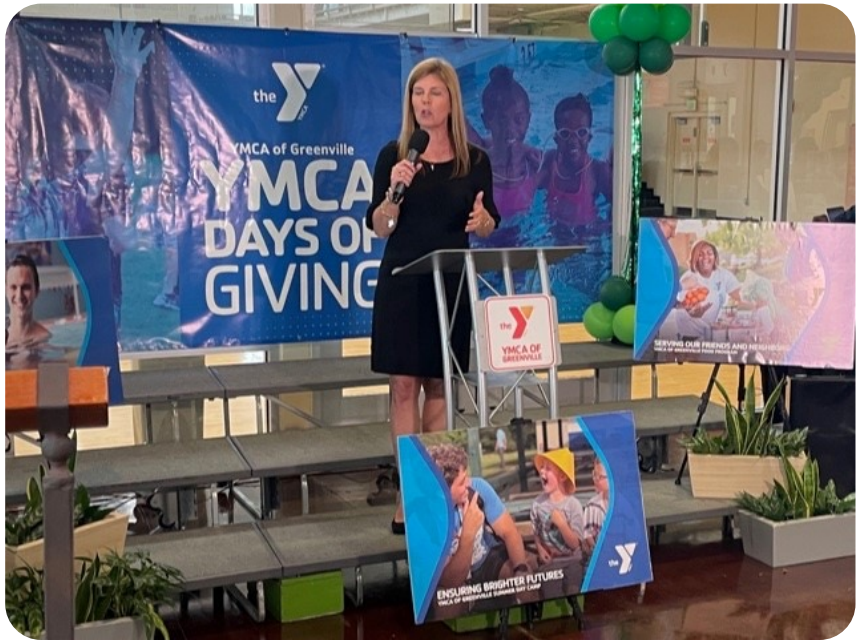
PHOTOS

YMCA DAY OF GIVING
#ydayofgiving
www.ymcadayofgiving.org
Georgia
Cooper Street Y
Y Day of Giving
PIC•COLLAGE

WHY I GIVE TO THE Y
YMCA DAY OF GIVING
#YDAYOFGIVING

BECAUSE A BETTER TOMORROW BEGINS WITH TODAY
WHY I GIVE TO THE Y
YMCA DAY OF GIVING
#YDAYOFGIVING

PHOTOS



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PRESS/NEWS COVERAGE & VIDEOS

YMCA Day of Giving – Jorge Perez, President & CEO of YMCA of Greater Cincinnati (video)

Support the Lake Highlands Y for the annual YMCA Day of Giving

YMCA Day of Giving: National Day to support local YMCAs

YMCA Day of Giving

YMCA of Greater Michiana to host second annual Day of Giving

Local YMCA host 'Day of Giving'

YMCA of Greenville addresses community needs during Day of Giving

Mascots to race to raise funds for YMCA

YMCA's Day of Giving is March 2

YMCA of Greenville's Day of Giving is Monday, with goal to maintain charity despite COVID hit

SECOND ANNUAL DAY OF GIVING COMING NEXT TUESDAY FOR YMCA OF GREATER MICHIANA

YMCA Day of Giving: National Day to support local YMCAs

YMCA Day Of Giving

YMCA Day of Giving Fox Carolina News (video)

YMCA Day of Giving WFRV Local 5 (video)

YMCA gearing up for its 'Day of Giving

YMCA to host virtual 'Day of Giving' Saturday

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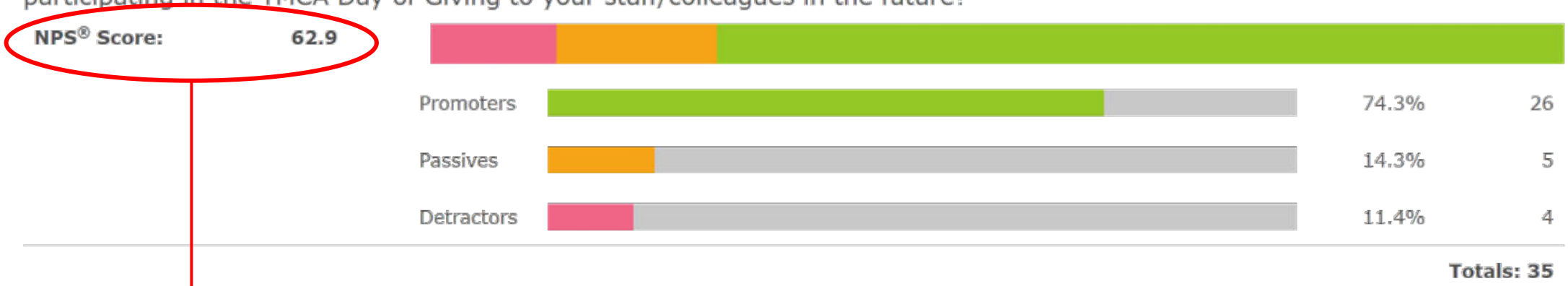
NPS SCORE

1. On a scale of 0 to 10 (with 0 being the least likely and 10 being the most likely), how likely are you to recommend participating in the YMCA Day of Giving to your staff/colleagues in the future?



2022 NPS Score Total 62.9

2021 NPS Score Total 27.2

NPS increase of 35.7 or 56.8% INCREASE

97.2% Total would consider participating again

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YMCA DAY OF GIVING | SUMMARY RESULTS

Since inception

YMCA Day of Giving

has raised:

$952,839 from 2015 – 2019

$548,135 in 2020

***$500,000 2021 estimate** (only $272K reported)*

$950,561 2022

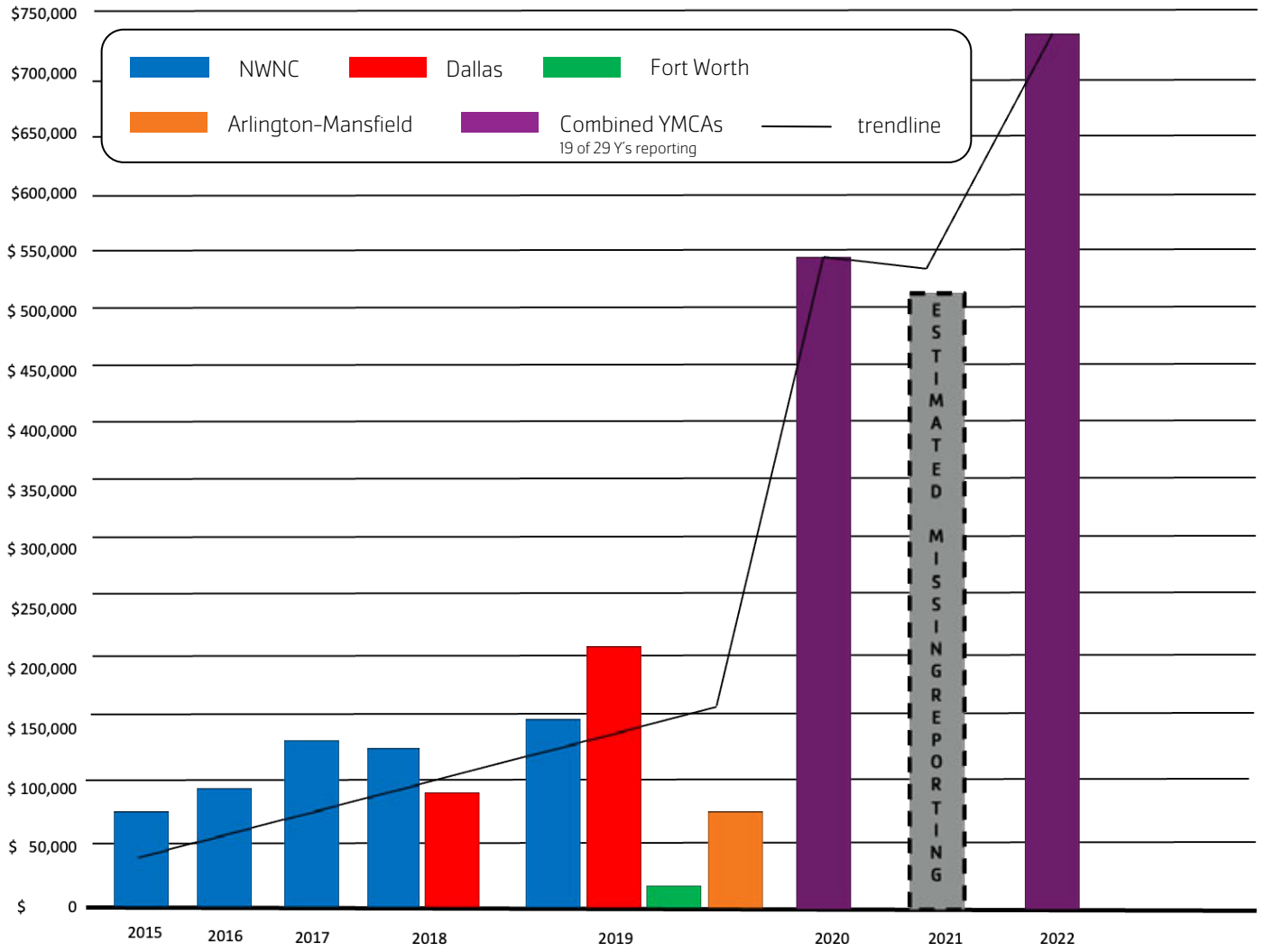
Y Day of Giving has raised

$2.95 MILLION

(from 2015-2022)

*** 2021 estimated**

YMCA Day of Giving Donations 2015 – 2020



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WHAT'S NEXT – 2023 GOALS

- Have **100 or more Ys** participate **(AND REGISTER!!!)**
- **Raise $1,000,000** collectively
- Have **70% or more Ys** to provide reporting
- Secure one or more national sponsors
- Update National Planning Committee – accepting additional volunteers.
- Emailing all past registrants
- Improve website & optimize Sign-Up Form. **PLEASE REGISTER!!!!**
- Update and improve marketing materials

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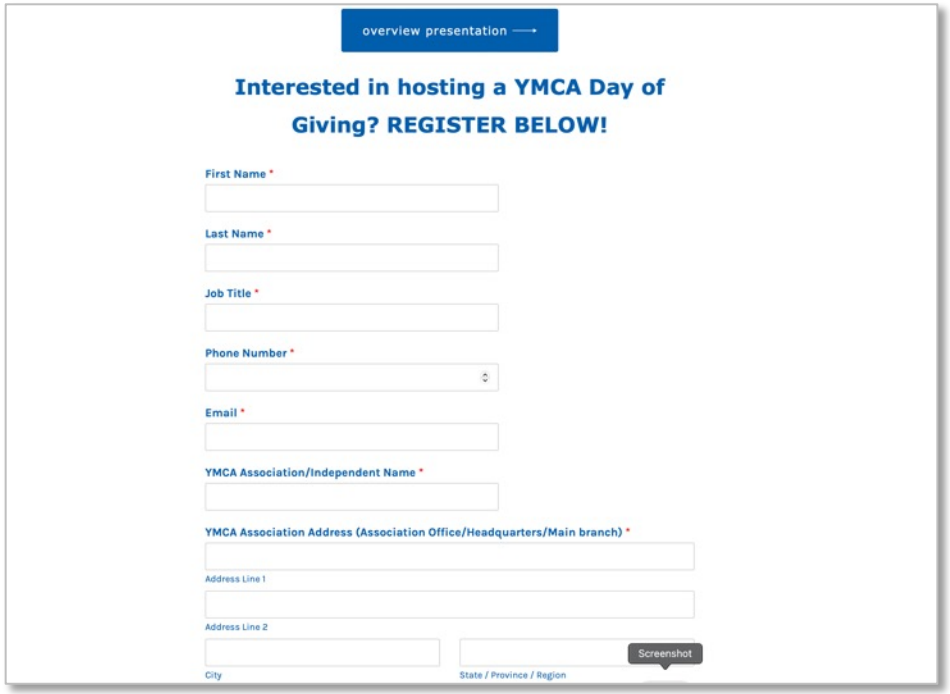
HOW TO PARTICIPATE

1. VISIT **WWW.YMCADAYOFGIVING.ORG**
2. REGISTER UNDER "**FOR YMCAS**"
3. Fill out registration form
4. Start communicating & collaborating with your local staff



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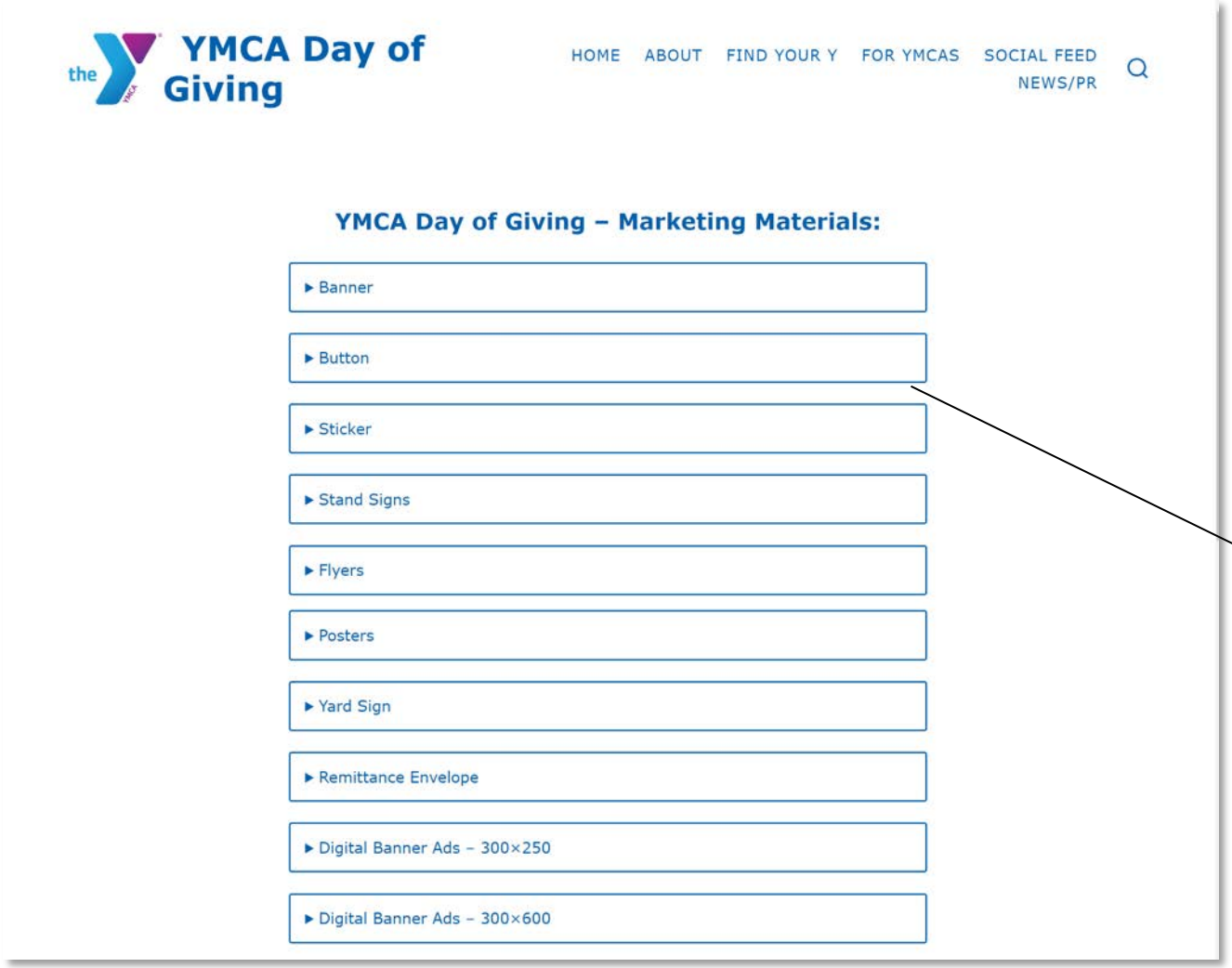
YMCA DAY OF GIVING | NATIONAL | CREATIVE FILES

AFTER REGISTERING, A LINK TO 2023 SOURCE FILES WILL BE SENT



PLEASE DO NOT SHARE AS WE WANT TO ENSURE THE EVERYONE SIGNS UP FOR YMCA DAY OF GIVING AND THAT THEY CAN PROVIDE REPORTING BACK TO US

Files will be ready as early as Dec 19, 2022

Includes PDF, INDD & IDML of:
Flyers, Posters, Retractable Banners, Yard Signs, Postcards, Mirror Cling, Remittance Envelope & more

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