


YMCA

The Opportunities for YMCA Fundraising in the Current Economy
October 7, 2009 – Illinois Staff Rally



Fundraising in Challenging Times

The Context


YMCA

- US.....
- The Economy
 - Now
 - Historically
- Impact on Donors
- Our Response

危機
The Chinese word for crisis shares a character with the word for opportunity.

機會



Who Are We?



- The Group?
- YMCAs and Programs
- Why is this Important?



The Economy



- Longest Downturn Since 1945
- Stock Market Crashing
- Unemployment Soaring
 - Worst Since the Great Depression
 - Or is it the 5th Worst....
- Turn Out The Lights & Go Home!?

Impact On Donors

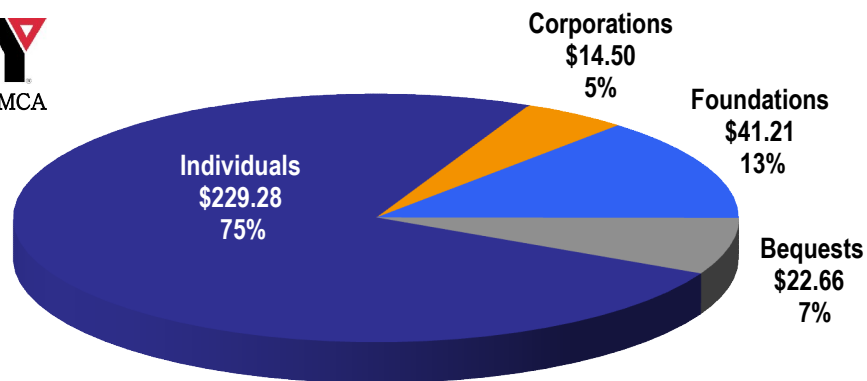


- Still Donating, BUT...
- Reason for Optimism/Concern
- What Do Donors Want/Need?

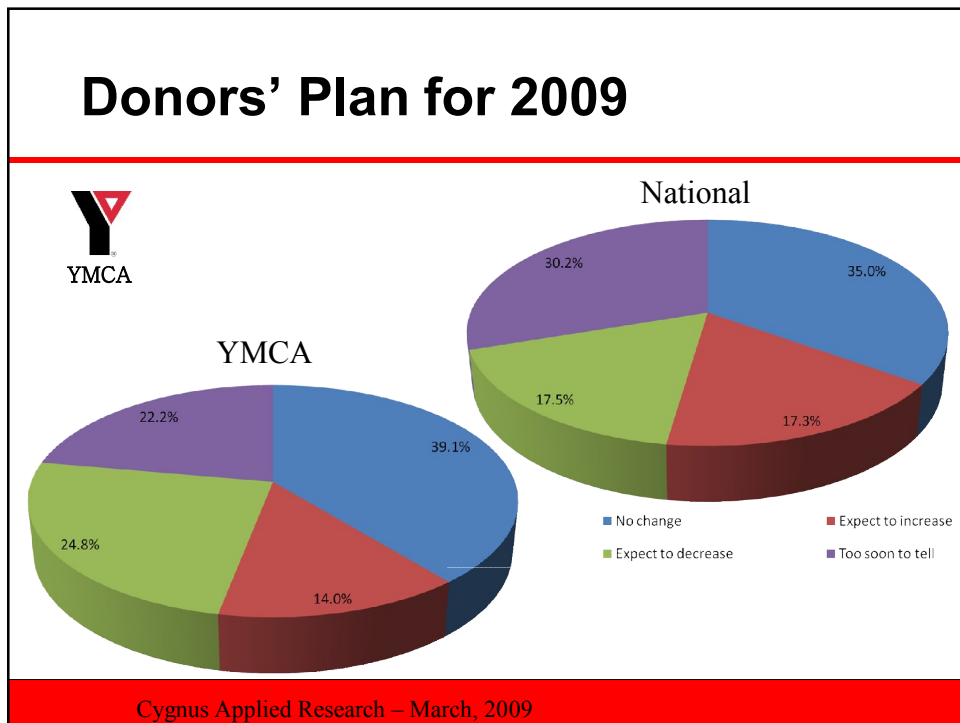
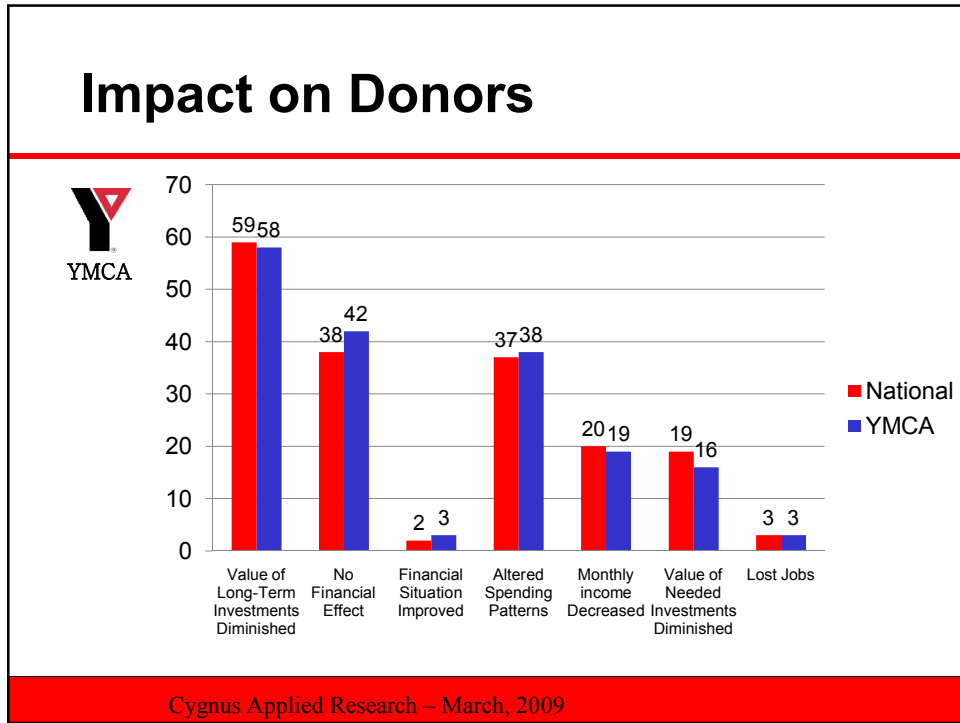
Giving USA

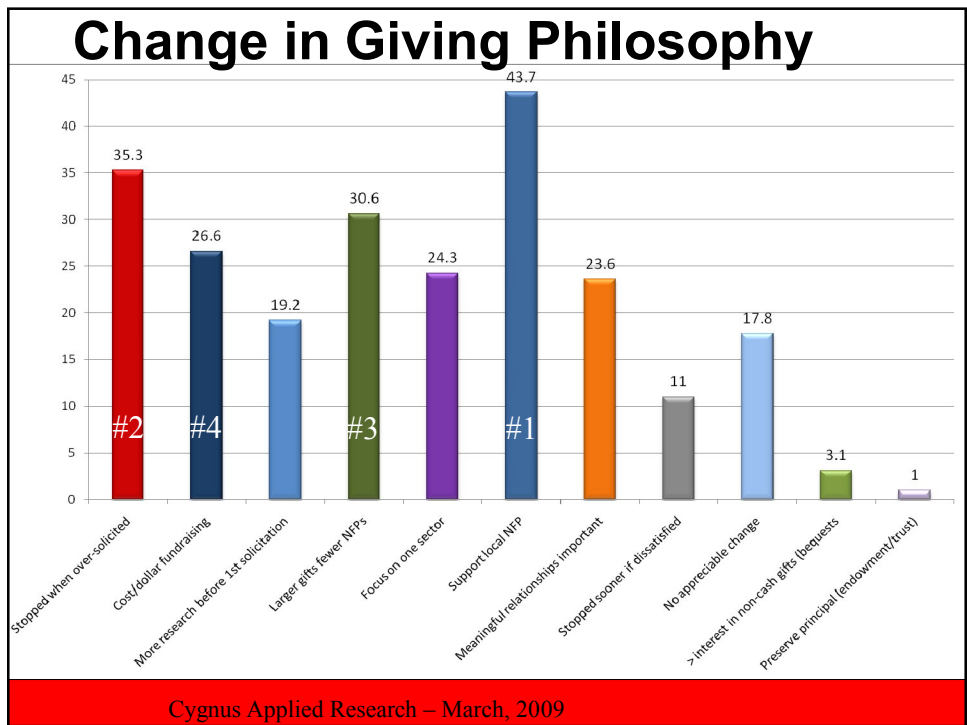
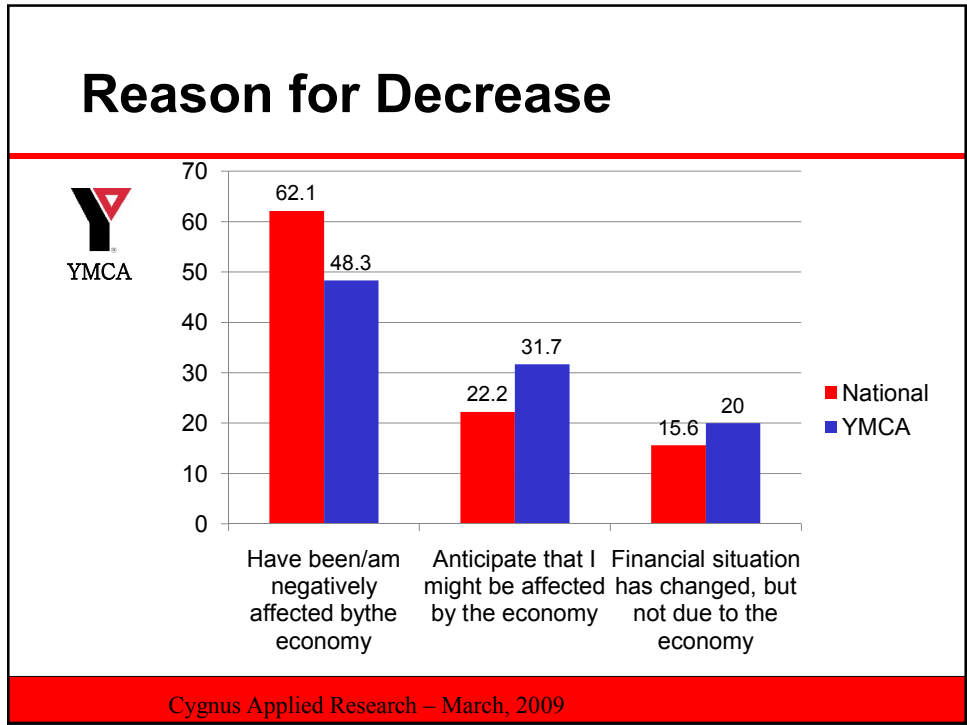
2008 charitable giving

Total = \$307.65 billion (\$ in billions)

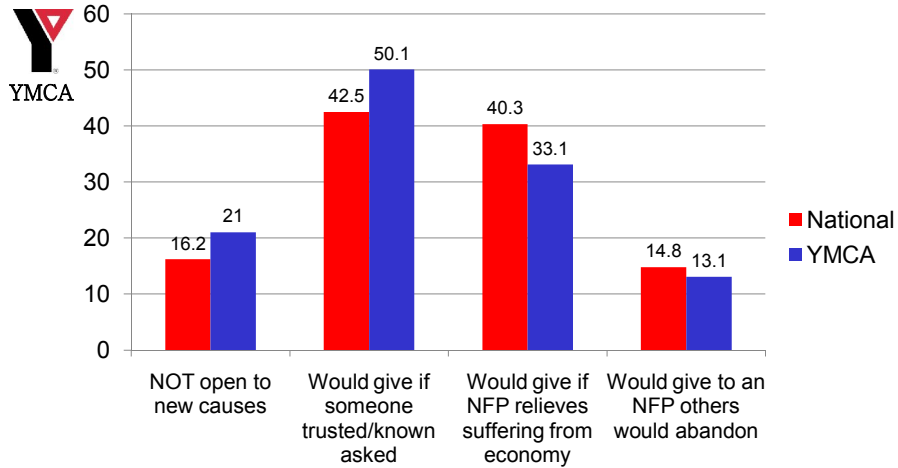


Source: Giving USA Foundation™ / Giving USA 2009



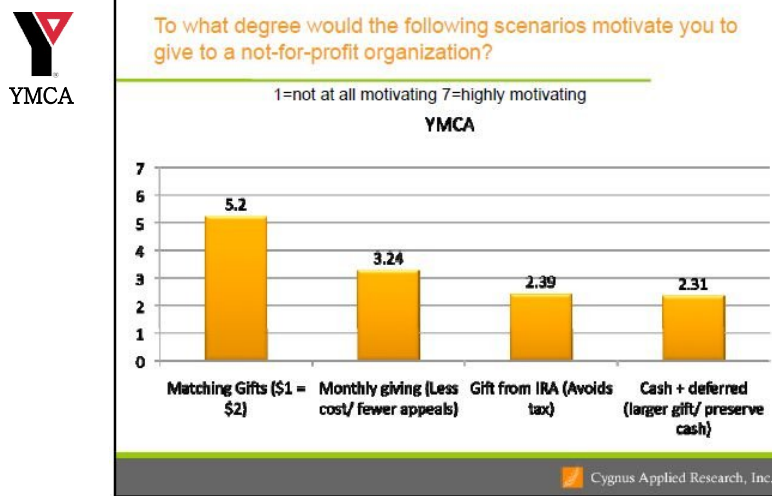


What About Donor Acquisition?



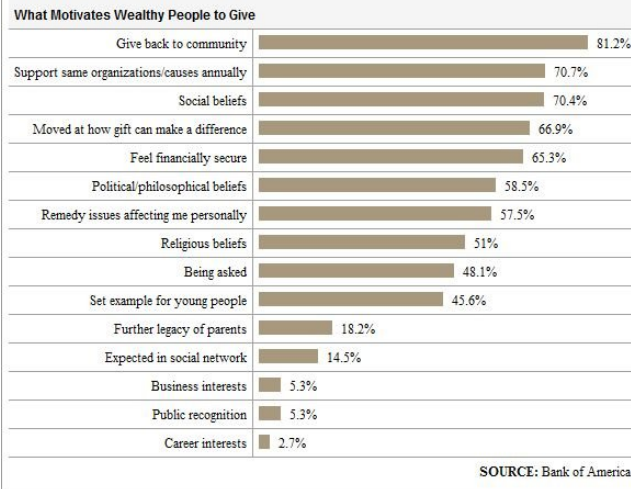
Cygnus Applied Research – March, 2009

What Motivates?



Cygnus Applied Research – March, 2009

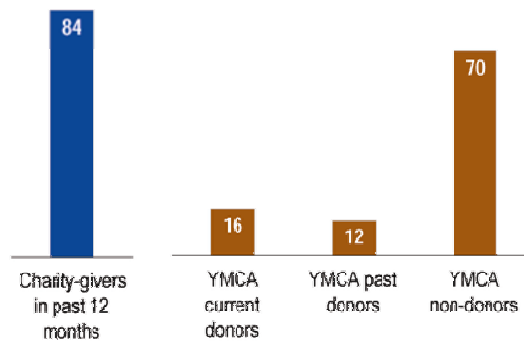
“Wealthy” Donor Motivation



What Do We Know About Our Members?



Members' charitable giving history November 2006



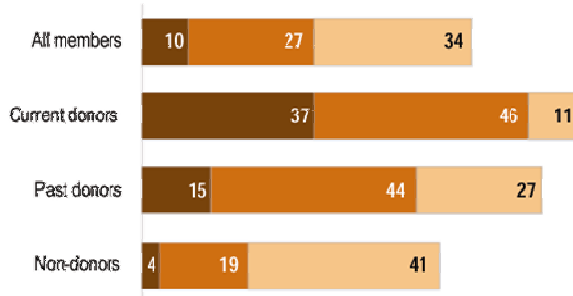
Source: NAYDO and Seer Analytics

What Do We Know About Our Members?



Likelihood of donating to YMCA in future

November 2006



Source: NAYDO and Seer Analytics

Definitely would
 Probably would
 Might or might not

Key Learning/Our Response

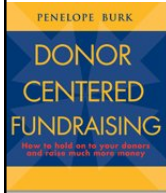


- Best Practices Reinforced
- The Donor is Queen
- The Case Is Critical
- Volunteers Are Key
- Relationships & Patience
- Collaborations
- Asking...

Best Practices (YMCA Exchange)



- Mission impact as a compelling case for support.
- Board prioritizes and demonstrates philanthropy
- Staff culture of philanthropy
- Preferred charity
- Donor-centered development program
- Infrastructure for cultivation



The Donor Is Queen



- What is Donor-Centered Development?
- More than an ATM!
- How Have You Engaged Your Top Prospects?
- How are You Thanking Donors?
- Character Development and Donor Development.

The Case Is Critical



- What did my last gift do?
 - Specific
 - Measurable
- Powerful Case
 - 1-2 priority programs
 - Measurable outcomes
 - Not need, but excellence
 - Future based
 - “Elevator Speech” – 15-25 words
(blackberry screen)

Volunteers & Relationships



- TRUST
- Leadership Volunteer as a Symbol
- Role of the Board
- Why Volunteers Hesitate
 - Fear of Failure (minor)
 - NEW: Awkward when “Can’t” is raised
 - Lack of Preparation
- Volunteer Training
- People Give to People

Collaborations



- If it were easy, everyone would be doing it.
- Donors appreciate creativity.
- How do I get started?
- Creating a Win-Win-Win environment.

Asking...



- The Best Laid Plans....
- YMCA Donors – “loyal, but muted”
- You usually get what you ask for.
- Targeted Asking
- Asking for Double
 - 25-40% doubled gift
 - 40% gave more, but not double
 - 10% didn't give

Resources



- YMCA Exchange
- NAYDO
(naydo.org)
- Chronicle of Philanthropy
(philanthropy.org)
- Cygnus Research (Penelope Burke)
(cygresearch.org)
- National Philanthropic Trust
(nptrust.org)

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