

FIELD NOTES

October 2010

Leadership Without a Map

VISIT
DONORBYDESIGN.COM
for additional resources and tools

TELEPHONE
877.323.3904

ARE YOU READY TO
MAKE THE MOST OF
YOUR CAMPAIGN?

Avoid *Falling* Into Your Campaign



FIRST, ASSESS WHERE YOU ARE.

It seems as if most board members and staff we've encountered in the last few months are hopeful about their 2011 community support/annual campaign. Most feel the worst of our economic woes are behind us and that we are poised for modest growth in both the corporate and not-for-profit arenas.

Will contributed income be important for your 2011 budget? Knowing how high the stakes are, let's agree not to "fall" into next year's campaign!

Y-USA has set a target of achieving and maintaining 15% of operating income from contributed philanthropic support.

We have developed a special **YMCA contributed income percentage calculator** which in a few short minutes will calculate where your YMCA is toward this goal. You will need to have your budget handy; the calculator will prompt you for the approved sources of income that can be counted toward the 15% target.

Try the [Donor By Design Calculator](#) today!

CAMPAIGN CHECKLIST

Close out your 2010 campaign efficiently and begin your strongest campaign ever in 2011:

___LYBNTS/SYBNTS

Run a list of all those who gave last year but not yet this year and organize your list in descending order by gift size. Make sure you personally reach out to each one of these folks. Don't leave contributed money on the table. SYBNTS (some year but not this year) are very important as some of your long-time donors may have dropped out of your campaigns over the last few years, but now, if asked, would consider a 2011 commitment.

___BOARD

Make sure you lift up the mission of your YMCA in tangible ways to your board.

Idea: Release your board into the YMCA for 10 minutes during your next board meeting. Have them ask your members the following question: "What does the YMCA mean to you?" Have them report back on their findings. This 20 minute exercise will help get your board reconnected to your members and more importantly, to the mission of your YMCA.

___PEOPLE CAMPAIGN

Now is the time you should be recruiting your leadership for the 2011 campaign. Beyond the campaign chair(s) you should have a staff chair, major gifts chair and community gifts chair.

Idea: In addition to the chairs mentioned above, consider adding a

Thank You Chair. Their responsibility is to make sure that staff, volunteers and donors are thanked audaciously throughout the campaign.

___THANKS-FOR-GIVING-CARDS

Say thank you in creative ways that lift you above other not-for-profits in your community. Consider sending a Thanks-for-Giving card! [Learn more](#) about DBD's Thanks-for-Giving cards and other donor stewardship products.

FINANCIAL DEVELOPMENT ASSESSMENT

Learn how our [consulting services](#) can assure you don't "fall" into this year's annual campaign. Consider a Financial Development Audit. Learn how your volunteers and staff really feel about fundraising at your Y. Receive individual comments, analysis and recommendations for moving your Y forward. Once volunteers and staff weigh in it's easier to gather support. This past month we conducted assessments for the Dane County YMCA (Madison, WI), Lake County YMCA (Painesville, OH), YMCA of Southwestern Indiana (Evansville, IN) and the Lima Family YMCA (Lima, OH). Contact [Bruce Berglund](#) for more info.

Check out the [DBD Blog Library](#), listen to a [podcast](#), become a fan of DBD on [Facebook](#) or follow us on [Twitter](#). As always, there are many more resources available to you on our [website!](#)

