



ANNUAL GIVING BY DESIGN™ 2018 COHORT OPPORTUNITY

We believe in a comprehensive, year-round approach to annual giving that engages donors at all levels. The cohort is an innovative, focused effort to expand your donor base and increase engagement with donors.

Major Gifts – Major gifts (\$2500+) are the key driver in growing annual giving. This donor-centered strategy focuses on deepening the on-going relationship between the YMCA and donors. Staff and a few key volunteers pursue year-round stewardship and engagement plans customized to top donors.

“Recently, I met with a couple who have been donors for several years. Over lunch, we played the “card game” and learned the wife has a strong interest in youth literacy. Later, we met with program staff to talk about what the Y does to promote youth reading. At the end of the appointment, she wrote a \$3,000 check, doubling her gift from 2016. More importantly, we secured a very high quality donor/volunteer who is passionate and committed to this program at our Y.”

YMCA of Greater Charlotte, 2017-2018 Cohort

Direct Response – As a foundation to annual giving, direct response strategies, including direct mail, social media and email, are an effective way to acquire and retain donors. Direct response takes place throughout the year, following natural cycles of giving.

“Just got a \$1000 gift from a lapsed donor. The gift is exciting but even better is the note she sent, asking for acknowledgement letters to be sent to a list of friends in whose names she was making the gift. Several of them are capital prospects with whom we didn’t have a strong connection. This particular donor has a wonderful Y story but when her local Y closed, the connection changed. Very helpful opportunity to reconnect, steward, involve and make a difference!”

YMCA of Coastal Georgia 2017-2018 Cohort

These efforts combined with your existing “annual campaign” will help you reach more donors in ways that will get their attention and expand their understanding of the Y. Supporting all of this are best practices proven to reduce donor turnover, upgrade gifts, and help you and your volunteers focus your efforts where they’ll have the most impact.

Application process will begin in May and all applications will be due by June 1. For more information, contact us at 877.323.3904 or info@donorbydesign.com

“We knew that we couldn’t grow our annual giving by throwing more volunteers at it or just working harder. We had to transform the process and Donor By Design’s Annual Giving By Design™ helped us to do just that.”

- Abby Rogers
Chief Development Officer
YMCA of Greater Richmond
2016-2017 Cohort



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HOW THE COHORT WORKS

Working together as a cohort, you will accelerate your learning and take advantage of group buying opportunities in direct response.

What's included in the Annual Giving By Design Cohort?

- Monthly coaching, delivered via video conference and in-person at the September kickoff and at NAYDO 2019.
- One day onsite visit by your DBD coach in the fall of 2018. (additional onsite days available for an additional charge)
- Monthly cohort learning sessions (via interactive video conference) hosted by Donor By Design and other experts
- Direct response strategies delivered in conjunction with our partner Gabriel Group.
- A private web portal loaded with resources and tools, as well as recordings from all learning sessions, allowing you to share content with other staff and volunteers.

Curriculum includes:

- Direct Response
- Major Gifts
- Case Development
- Enhancing Mid-level Gifts
- Stewardship
- Leveraging Foundation Support
- Board Development

ACCEPTING APPLICATIONS IN MAY FOR THE 2018-2019 COHORT

COHORT RUNS AUGUST 2018 – AUGUST 2019

Participating YMCAs must:

- commit to the full year
- have a CDO willing to commit time and energy to cohort process
- have the full support of the CEO and their willingness to participate
- currently conduct an annual giving campaign that engages volunteers in the spirit of the division-team-worker model
- agree to a pre-, mid- and post-engagement analysis

2018-19 Cohort Pricing

- Coaching/Cohort Participation Fee: \$1,500/month (\$18,000 total)
- Participating YMCAs are responsible for all printing and postage costs associated with their fundraising efforts. Amount will vary based on quantity, but minimally will range from \$7500-\$10,000 for the year.
- Participating Ys are also responsible for their own travel costs for the September Kickoff (Chicago) and NAYDO 2019 (Indianapolis).

To apply, contact info@donorbydesign.com.

“One of the great strengths of our movement is our ability to accelerate our learning through collaboration. Taking part in this cohort has helped us to revamp our annual giving faster than we ever could have on our own.”

- Paul McEntire
CEO

YMCA of Greater Houston
2016-2017 Cohort Alumn



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