



## VIRTUAL ANNUAL GIVING ACADEMY

Your "how-to" guide for finishing 2020 strong.

You had your 2020 Annual Giving plan set. Then, a pandemic happened. In a year like no other, fundraising must be different as well. DBD has revamped our annual fundraising tool kit to help your Y quickly and effectively tell your new story, steward donors and ask for support.

The DBD Virtual Annual Giving Academy offers a fundraising road map to help you finish strong in 2020. The Academy runs July - December 2020.

**This six-month financial development plan and toolkit, focused on major gifts, annual giving and radical stewardship, will help your organization engage with donors and finish the year strong.**



### HOW IT WORKS:

Each month you will receive step-by-step guides, samples & templates, a live Q & A session with an inspirational speaker and an optional training module. All virtual sessions will be recorded so you can listen when it is convenient for you.

#### Core topics include:

- The new normal for building major donor relationships.
- Options for fall events.
- Focusing and communicating your emerging case for support.
- Thanking, stewarding, and retaining your new member donors.
- Creating a Gratitude Week at the Y for your community.
- Amplifying the voices who speak on your behalf.
- Using Direct Response as more than snail mail.

You'll also be part of a **virtual learning community** with Y colleagues across the country. The Academy's sharing site will allow you to talk with others, providing **peer support and resources** to help you finish strong. The Academy helpline gives you **direct access to DBD Coaches** who can answer specific questions related to our work together.

Pricing and more details on back side.

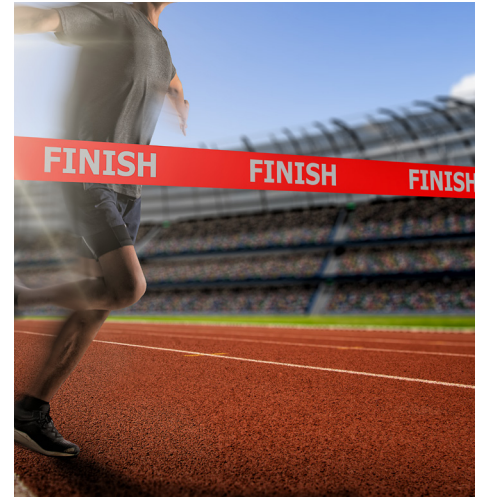


**Let's get started today!**

**info@dbd.group • dbd.group/finishstrong**

# AT THE FINISH LINE, ACADEMY PARTICIPANTS WILL:

- Quickly and effectively communicate your emerging case for support - digitally, virtually, and in-person.
- Develop additional ways to retain your newly acquired member donors.
- Connect with major donors and prospects virtually to: acquire new gifts for your emerging case for support; cultivate new relationships for your cause; and steward those who gave to your emergency case for support.
- Launch a new philanthropic program designed to build a culture of gratitude for your Y community.



## ADDITIONAL RESOURCES TO HELP YOU FINISH STRONG



### Virtual Coaching

A DBD Consultant will provide three hours of coaching each month on the Annual Giving Academy plan via phone, video conference and email.

DBD Group will work with you to:

- Design and implement fundraising activities for the balance of the year.
- Develop an individualized plan based on DBD Virtual Annual Giving Academy content calendar.
- Facilitate tactical decision-making and review of implementation steps outlined in the individualized plan.

### Philanthropic Lift Analysis

The DBD Philanthropic Lift Analysis screens and analyzes your donor data to provide you with recommendations for retaining donors and maximizing growth within your current donor population.



### Donor Engagement Program

New member donors and community supporters need to be stewarded, informed and retained. DBD's Donor Engagement

Program includes up to 4 customizable appeals that include social media, email and letter templates that you can use to connect with donors.

### Grant Quick Start

You will receive a scan of 15-20 local and national foundations/corporate foundations that have the best potential to be a strong match for your organization. We'll review recommendations and provide you with a personalized grant request template written specifically for your YMCA.

Additional grant writing services are available as well.

## PRICING

- **Virtual Annual Giving Academy:** \$300/month if you sign up before August 30, \$450/month after (\$1,800 total). Pricing is good for the entire association. Anyone from your team is welcome to participate.
- **Philanthropic Lift Analysis:** Pricing dependent on size of donor list
- **Donor Engagement Program:** \$2,000 for 2 appeals; \$3,600 for 4
- **Virtual Coaching:** \$500/Month
- **Grant Quick Start:** \$2,500 (additional writing services extra)

Your participation in the DBD Virtual Annual Giving Academy supports NAYDO, an organization committed to inspiring and strengthening the philanthropic culture of the YMCA.

## NEED MORE INFO?

- **Join us for 30-minute live Q&A sessions: June 8, 11, 16, 19. Details and sign up at the link below.**
- **Visit [dbd.group/finishstrong](http://dbd.group/finishstrong)**

