



Endowment Strategies

A strong endowment is one of the best legacies you can leave your YMCA. Simply connecting with and engaging your organization's best friends will yield positive results for generations to come.

Can you afford not to start?

Activate your Endowment Program

Working together as a board and staff team, we'll help you craft the policies and procedures that will allow you to easily and confidently accept a wide range of bequests and gifts to your endowment fund.

Start or Reinvigorate your Legacy Society

Your legacy society is a great way to recognize past giving and encourage future generosity. We can help you plan and execute an event that will connect donors even more closely to your Y. Our partnership with The Stelter Company, a respected leader in planned giving marketing communications, allows you access to a host of Y-branded materials at reasonable rates.

Make the calls

Visits to endowment prospects are some of the most joyful conversations you can have as a non-profit leader. These meetings are an invitation, not a solicitation. We can join you on calls and help you plan a strategy to address the needs of individual donors.

Take the steps today to fully fund your mission well into the future.

Endowment Readiness Checklist

- Do you have a strong annual campaign?
- Has your board of directors identified this as a priority?
- Do you have one day every other month to dedicate to meeting with prospects?
- Do you have programs that would benefit from a steady source of revenue?

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"With the help of DBD Group we have intentionally changed the culture of our Y and positioned our Y as a charitable organization worthy of support.

Without the help, guidance and professional expertise of the staff of Donor By Design we would still be far behind where we need to be in our endowment efforts."

- Bruce Mielke,
Forest City YMCA



DBD Group