



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

EVERY CHILD DESERVES A CAMP EXPERIENCE



YMCA CAMP SEYMOUR
Year-Round Fundraising Plan

SUMMER CAMP

Goal: \$8,000

Donor Prospects: Camper Families

Strategy

Deliver a quality program and a phenomenal two-hour experience for parent at pick up.

- Closing campfire, photos and memories shared
- Well-designed/written camper packet
- Check out is simple and easy
- Luggage is smooth
- A “goodbye, see you next year” from the directors

Identify 8-12 top prospects per week.

- Wealth screen all summer camp families creating a list of families with capacity.
- Work with association development team to identify top prospects.
- System in place to alert senior staff to introduce themselves.

Collateral

Postcard/piece for camper packet that tells impact story and involves an ask.

Dining hall impact slides (weekly slide show tells story)

Signage for trails/dining hall – impact

Staff Role

Deliver on closing day details above (leadership)

Great camper reports written by cabin leaders (check by Unit Director staff)

Support packing luggage (return cabin lost and found)

Save space for parents at breakfast

Handle claim-checks and dissemination of camper packets professionally.

Development team staffs the camp store, to collect and encourage gifts and pledges.

Social Media Strategy

Encourage parents to follow and share social links with family members.

Signage that promotes, Twitter, Instagram, FB, photo sharing.

Tell the mission/impact story, at least 1/2 of social media communication on Twitter and Instagram.

Video Messaging

Lobby TV messaging includes impact story and text to give opportunity.

Collect impact stories in video and photos to build a “bank” of pieces for year-round communications and sharing with donors.

Measuring Impact

3-4 paddle/CRT gifts, 2-3 prospective Advisory Council Members and 2-3 parents willing to make in-kind gifts of services, etc.

Social Media following should increase 3-5%

10% of A&B Target list should make a pledge/gift (at some point in the year).

SUMMER STAFF AUCTION

Goal: \$3,500

2017: \$4,100

Target Audience: Summer Staff, Day and Resident Camp

Purpose/Strategy

Promote a culture of philanthropy within the summer staff team. Provide an opportunity for them to send a kid to camp by procuring and bidding on auction items.

Collateral

Pledge cards and Payroll Deduction forms

Recognition

Thank you cards from leadership team

Recognize the staff as a group for \$1,000+ giving with a paddle

Staff Role

Leadership hosts the event, staff bring an auction item

Development team – collections and financial management

Identify a local business or donor for a challenge gift

Social Media Strategy

Pre-summer FB Event invite for staff

Post auction items as they come in to drive interest

Video Messaging: Shania, Darwin, Mikaela, Sierra (video or live)

Measuring Impact

Collect stories from summer staff re/the child(ren) they sent to camp.

Create storytellers of summer staff.

Give them opportunities to own their story.

Increase summer staff giving to 50%

LABOR DAY FAMILY CAMP AUCTION

Goal: \$7,000

2017: \$6,960

Donor Prospects

Labor Day Weekend Family Campers

Alumni VIP Guests

Advisory Council Members

Strategy

Raise awareness and promote a culture of philanthropy.

Provide an opportunity for family campers to send a kid to camp by contributing and bidding on auction items.

Rick Little is recruited to be the auctioneer (supported by Sue and Kristen).

This post-dinner event, should include a VIP dessert, nice tables with table clothes and centerpieces

Collateral

Invitation with an explanation of where the dollars go, and an impact story.

Bidding Numbers

Auction Items – displayed during the weekend

Recognition

Thank you gifts for the Little Family

Thank you cards to everyone that brings or buys items.

Follow the Donor Recognition Plan (DRP)

Staff Role

Development staff support auctioneers - manage items, bids and collections

Weekend Staff – transition and set up the event

Leadership Team – gift procurement and room decoration

Social Media Strategy

Post-weekend posts on success and recognition of Littles

Video Messaging: Video to introduce why we raise money (and show impact)

Paddle/CRT Giving: There are 3-4 CRT/Paddle-level donors in the crowd, at this event.

The expectation is not to increase these, as part of this event.

Measuring Impact

20+ Families participating in the event.

PROJECT GIVING TREE

Goal: \$3,000

2016/2017: \$2,756

Target Audience: OEE – chaperones, teachers and participants weekend guests

Strategy

Provide chaperones and participants with an opportunity to help other kids attend camp.

Donations of camp store “change”

E-mail response and follow-up to “Send me information” checkbox on evaluations

Connect with Chaperones and Teachers during coffee bar

Collateral

Large poster and “leaf” recognition for gifts of \$50+

Owls nest awareness materials

School recognition

Napkin holder information

Lobby TV slides thank you to _____ school,

Touch card Pledge cards

Recognition

Leaf on the “Project Giving Tree” tree, in dining hall

As per the Donor Recognition Plan (DRP)

Staff Role

OEE Leadership – share awareness with teachers

Naturalist involvement during camp store sale

All staff – Q&A Trained re/paddles and PGT

Social Media Strategy

Recognition of the group’s gift (with photo?) on appropriate channel

“Thank you @TheirSchool for donating \$____(amount) to help other kids attend camp”

#BeCauseY #Giving #YoungPhilanthropists

Measuring Impact

67% of schools participating

Average gift of \$38+

STAFF CAMPAIGN FALL

Goal: \$15,000

2017: \$14,584

Target Audience: Year-round and Seasonal OEE staff

Strategy

Host a fun and impactful lunch, share a story (live is best), share fundraising efforts and financial assistance numbers and invite staff to make a pledge to the annual support campaign.

Staff should be treated as valued guests, for this event. Welcomed, VIP meal, introductions (if necessary), and thanked for coming and listening.

Collateral

The case

Video and/or live storyteller

Financial Assistance – numbers served and financial commitment

Recognition

Gift for coming (store trinket, coffee mug, t-shirt)

Applicable recognition from Donor Recognition Plan (DRP).

Staff Role

Leadership staff – host the event, share dept-specific impact story, support x-dept interactions

Social Media Strategy

Photograph event and share on social media with results

#BeCauseY #StaffGiving #Philanthropy #YMCAPKC

Video Messaging

Department Impact Stories – It wouldn't be possible without your gift.

Measuring Impact

Increase in PT staff giving (60%)

Increase in FT staff giving (100%)

Increase in CRT/Paddle Gifts (7 Paddles)

CHAIRMAN'S ROUND TABLE (CRT)

Goal: \$60,000

Donor Prospects

Past CRT Donors

Advisory Council Recommendations

"...and" gifts from Association Donors

Philanthropic Advisory Council and Recommendations

Local Service Clubs

Vendors and Business Partners

Strategy

Personal visits (preferably at camp), for a face-to-face ask/awareness visit.

All Vendors and contractors should be asked for a gift at the CRT/Paddle level, or higher.

Contractors with active contracts should be asked to support with in-kind gifts.

Yearly tracking should happen so CRT donors are asked at the same time, each year.

Family Foundation gifts should be reviewed to determine if they are grants or CRT Annual Campaign gifts.

Collateral

Presentation/Awareness Packets

The Case for Support – One Page Proposal

Pledge Cards

Recognition

Paddles in Dining Hall

Immediate Thank you card from The Executive Director

Friends of Camp – Invite and phone call from Executive Director

Follow the plan on the Donor Recognition Plan (DRP)

Staff Role

Support awareness visits for prospective donors

Share your (or a) camp story – impact on you

Prepare for, "We could _____, of we had a _____"

All Camp Leadership staff should be making a \$1,000+ ask

Support all CRT recognition and acquisition events

Ask or support the ask for all vendors, that work with their depts.

Social Media Strategy

Photos of donors with their paddles, on awareness tours, participating in activities or with groups of kids, should be collected and used for recognition at appropriate times.

@TheirCompany @TheDonor

#Philanthropy #BeCauseY #TheirCommunity #YMCAPKC

Paddle/CRT Giving

Every donor at this level will be recognized with a paddle in the dining hall and a desktop canoe. The desktop canoes should be delivered, in person, by either the person who solicits the gift and/or the executive director.

Measuring Impact

Increase CRT paddles in DH to 50.

Retain 70% of CRT donors/gifts

70% of Annual Campaign goal should be raised in CRT

AWARENESS TOURS – CRT Strategy

Target Audience

Community/staff recommendations

Advisory council contacts

Association board contacts

Endowment and planned giving candidates

Foundations/grant providers

Strategy

Deliver a high quality tour to prospective donors at the CRT/Paddle-level or above.

Reach out to Association Advisory Councils, Philanthropic Advisory Council, Local Service Clubs, Camp's Donor base, Wealth Screening Lists, and Alumni to identify potential Awareness Tour participants.

Use as a moves management strategy to help donors move from casual to committed to connected.

Prepare program that will walk potential donors through an overview of each of our programs, while providing an opportunity to listen and allow for time to discuss or learn more about area of interest.

Tour should include an introduction to key staff members, impact stories and demonstrated, measurable results.

Collateral

Packet with impact, measurable, planned giving, pledge card and program information

Tour schedule (generic)

"We could do _____, if we had a..." plan for staff

Recognition

Camp store gift as appropriate – sweatshirt/hat/coffee cup

Staff Role

Leadership team – Leads/supports the tour through their area of expertise.

Are prepared to share impact story and share financial assistance information.

Have prepared a "We could do _____, if we had a..." quote.

Kitchen – VIP snacks (healthy and sweet)

Social Media Strategy

Tour photo should be captured and shared.

@TheirFoundation @TheirCompany

#TheirFoundation #TheirCompany #BeCauseY #YMCA #Giving #Philanthropy

Video Messaging: The best of story, targeted to interest of the potential donor.

Measuring Impact

Closing rate should be 50%, for the donor to give a gift within one year of visit.

25% of tour guests should encourage another friend to visit.

ANNUAL CAMPAIGN – COMMUNITY PHASE

Goal: \$35,000

Donor Prospects

Donor Database (previous year's donors that haven't given yet)

Campaigner Contacts

Advisory Council Contacts

Strategy

Utilize on-line giving pages and friends asking friends strategy.

Recruit and train 20+ volunteers to share the camp story with friends and peers.

Face to face visits (whenever possible) to listen to the interests/involvement of the potential donors and make a personal ask, for them to support camp.

Association Kick-off for volunteers and staff

Celebrate branch success and volunteer participation

Collateral

The Case for Support – Printed, high quality

Pledge cards and tracking tools (association)

Posters, banner, postcards – impact story

Individual program sponsorship information

Video – impact messaging

Recognition

Per Donor Recognition Plan (DRP)

Volunteer recognition for campaigners (Casino Night)

Staff celebration and recognition event (off-site)

Staff Role

Recruit campaigners (per targets and goals)

Support/host weekly report nights

Host program, support camp's celebration event.

Manage a team of campaigners, support training and coach throughout the annual campaign.

Social Media Strategy

Share impact stories, blogs, campaign success, videos and goals

#BeCauseY #philanthropy #tacoma

Video Messaging: Impact of camp, supporting individuals, program sponsorship

Measurable

Donor Retention Community	40%	45%
Campaigner Retention	46%	50%
Campaigners Recruited	17	20+
Productive Campaigners	12	17+
FT Staff Giving	100%	100%
PT Staff Giving	57%	60%
Advisory Council Giving	62%	80%

SEND A KID TO CAMP

Goal: \$25,000

2017: \$22,325

Target Audience

YMCA Donors for "...and" gifts
Social Media (Our channels) and sharing
Camper Families/Family Campers
YMCA Members

Strategy

Build a "task force" of key leaders to support the effort give advice and open doors.
Produce a video that tells the story of our work making a significant impact, on the lives of kids, in our community (close with a call to action).
Allow for social sharing and friend-to-friend asks
Develop an effective landing page that shares impact and supports the ask.
Take the video public – service clubs, Y-events, etc.

Collateral

Video
Postcard/Pledge Card
E-mail Templates – My Emma
Campaigner pages for peer-to-peer giving
Banners, thermometers, t-shirts for branch promotions

Staff Role

Host events/booths, work with campaigners and volunteers to promote the video and impact messaging.

Social Media Strategy

Twitter and Facebook are our primary social media streams for this project.
Video should be shared in groups, with friends and sharing/forwarding should be encouraged.

Video Messaging: Support making a positive impact in your community

Measuring Impact

5+ New CRT/Paddle donors
40+ New Donors to the Annual Campaign
Video recognition – other YMCAs and Y-USA

CAPITAL GIVING

Goal: \$200,000 **2016:** \$305,000

Donor Prospects

Philanthropic Advisory Council recommendations
Advisory Council and Association Board recommendations
Alumni – campers and/or staff
Peers of current/past capital donors
Association wealth-screening prospects

Strategy

Identify potential donors and research their interests, capacity and camp involvement.
Schedule an on-site visit (awareness tour)
Assemble a team for the awareness tour, may include the person that referred the prospect, members of the association development team, CEO, applicable VPs and/or executive director.
Plan, rehearse and strategize the visit and the ask.
While the prospect is on-site, listen and have the right person make the ask, at the targeted amount.
Close the visit with trinkets or gifts (coffee mugs, sweatshirts, mini-canoes, etc.).
Follow up immediately with a thank you and details (if they made a pledge) around how to pay/arrange the gift.

Collateral

Sponsor a project – one page, high quality piece
Business Cards – Association Major Gifts Officer
Art – Buildings, Projects, Impact
Endowment and planned giving packet of resources
Contact info for volunteer, planned-giving advice

Recognition

Anything Large and Creative – appropriate to the gift
Thank you cards from kids, Framed Photos, Wall Gifts

Staff Role

Support Awareness tours
Executive Director - manage schedules and events on-site
Development Team – Wealth screen prospects and support establishing a targeted ask amount.

Social Media Strategy

Photos with kids, new equipment, sponsorship plaques, donors with big checks, etc.
Instagram #TheirFoundation #TheirCompany @thedonor #ThankYou #Philanthropy
#Tacoma/Seattle/Bremerton #YMCA #BeCauseY

Video Messaging

Targeted project – “If we had _____, We could _____.”

Measurable

New staff housing units/parking
4 Endowment Gifts – totaling \$100,000+

FOUNDATIONS AND GRANTS

Goal: \$200,000

2016: \$335,000

Donor Prospects

National Organizations

National Foundations

Family/Local Foundations

Federal and State Government

Local Partners

Strategy

Work with association development staff to identify grants opportunities around education, the environment, youth-development, youth/healthy lifestyles and others that may be applicable with our mission.

Collateral

Project sponsorship pieces

Printed success stories

Recognition

Plaques on donated project

Thank you videos, cards, notes from kids

Staff Role

Seek grant opportunities applicable to camp.

Support grant writing in program is in their area of expertise.

Work with Association development staff to ensure deadlines are met.

Grant Reporting

Social Media Strategy

Say Thank you! Group photos with "thank you" banners

Show equipment, cabins, kids that were sponsored and say "thank you"

@TheirFoundation @TheirCompany #BeCauseY #TheirFoundation #Community
#Tacoma/Seattle #YMCA

Video Messaging

Impact of their gift

"We could _____, if we had a _____!"

Program sponsorship video for individual/targeted gifts

Measurable

Receive 3+ grants from national organizations

Receive 2+ gifts from local/family foundations

Receive 1+ grants from Y-USA and/or national Y partners

Receive 2+ grant from Federal or State Government

Retention of grants (when possible) – 50%

ENDOWMENT AND PLANNED GIVING

Goal: \$5,000,000 (10 year goal)

Target Audience

Current Donors
Association Board Members
Past Camp Directors AND Alumni
Foundations
Y Leadership

Strategy

Examine current legacy gifts.
Develop public recognition strategies (Legacy Wall).
Identify endowment or legacy prospects.
Personal visits (or to camp) for top 25 prospects.
Assn. Council visits and other small group gatherings.
Search letters and e-bulletins.
Assn. Philanthropic Council – Leadership?
Legacy Club dinner/event – annually.
Camp Endowment Network Participation.

Collateral

Endowment and Planned Giving packets for prospects.
Video – Legacy/endowment
Search Letter/e-mail/Landing Page(s)

Recognition

Legacy Club Wall – donor recognition.
Desktop recognition (for homes or offices).

Staff Role

ID Prospects
Support Awareness Tours/Events
Support mailings/database management
ID kids for videos, support production

Social Media Strategy

Share Bios of donors/families/stories
Newsletters/Blogs

Video Messaging

Why give, who should consider?