



## 2021 VIRTUAL ANNUAL GIVING ACADEMY A year-long fundraising road map to help you thrive in 2021.

As your YMCA adapted to meet the changing needs of the community when COVID hit, your fundraising had to change, too. In response, DBD Group adapted our annual giving tool kit to help Ys across the country continue to connect with donors and raise funds for your critical mission work. And it worked. So, we're bringing our best learnings from the 2020 Academy into 2021.

**Let us provide the support you need to plan and execute your fundraising efforts in an ever-changing environment.**



### HOW IT WORKS:

We'll start by sharing a **year-long, customizable fund development plan - focused on your work around Major Gifts, Annual Giving and Radical Stewardship**. Then, using an online adult learning platform, we will release **instructional videos** throughout the year that walk through the strategies and activities of your plan. You will also receive **step-by-step guides, samples & templates** to support your plan. Throughout the year, we will host Academy Live sessions with **industry experts and inspirational speakers**. (This was noted as a highlight for 2020 participants!) Everything is recorded and online so you can listen when it is convenient for you and your team.

You'll also be part of a **virtual and live learning community** with Y colleagues across the country. The Academy gives you **direct access to DBD Coaches** who can answer specific questions related to our work together.

**We know time and resources are tight - and your mission is more critical than ever. Let us help.**



Pricing and more details on back side. NEW this year: subscription to DonorSearch prospect research software!

**Let's get started today!**  
**info@dbd.group • dbd.group/academy2021**



**“Being part of the Virtual Annual Campaign Academy has been a really smart decision for our Y. The blend of theory, tactics and templates really provides something for everyone. The content is fantastic and the To Do lists for each month take the guesswork out of deciding where to put our effort.”**

Pam Havlick Hearn, CFRE  
Chief Development Officer  
YMCA of Greater Monmouth County

## 2021 ACADEMY FOCUS

Throughout the year, the plan will focus on Major Gifts, Annual Giving and Radical Stewardship. We will release teaching and tools in five learning modules that you can access when it’s convenient for you. Understanding how fundraising has changed, we’ll adapt best practices to meet the needs of a new normal.

Each module also helps prepare your Y for a signature activity, including:

- Y Day of Giving
- Building a successful summer fundraising effort
- Gratitude Week at the Y
- Creating successful end-of-year appeals
- Building your 2022 resource development plan

Your participation provides **access for multiple users** so you can share with your team and volunteers to allow you to work your plan together.



## COSTS BASED ON THE SIZE OF YOUR Y

- Up to 10 membership branches: \$265 per month
- 11-15 membership branches: \$365 per month
- 16 + membership branches: \$565 per month

12-month participation.



**SIGN UP BY DECEMBER 1, 2020 and get a free subscription to DonorSearch prospect research\* A \$3,000 Value!**

With fewer resources, identifying major gifts prospects is more important than ever. DonorSearch will help you focus on your best prospects with accurate and actionable information.

\*You’ll also get reduced costs for a full wealth-screen of your database. Subscription is \$750 if you sign up after December 1, 2020.

## NEED MORE INFO?

- Join us for 30-minute live Q&A sessions: November 10, 13 and 18. Times and registration at [link below](#).
- Visit [dbd.group/academy2021](http://dbd.group/academy2021)

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

