

Public/Private Partnerships

Operations

Reduced staffing at branches has forced Execs into more administrative duties, limiting their time to develop relationships (stewardship) in the community.

Transactional organizations are not being invited to the table to discuss collaborative opportunities with government agencies (or funding), but transformational orgs are.

Execs/Leadership staff must get out of facility and begin meeting and engaging community again.

Focus is on growing revenue back to pre-COVID levels, means staff have less time for community development.

Program and Membership

Child care virtual learning full day care support have been heavily supported Y's , many were new donors to the Y. Y's are continuing to cultivate these relationships in order to continue the partnerships.

Over the past year and a half strong relationships with localities has helped to pass through funding

Capital campaign funding available to ensure all programs and services are available to all (Diversity and Inclusion Initiatives) regardless of an individuals or families ability to pay.

Volunteers in Philanthropy - VIPs

Healthcare Companies are very supportive

Community Impact and programmatic are major with hospitals

Consider Museums as partners

Partnerships are no longer a trend, but survival and growth

Developed a partnership with museum because museum need space; provided culture for the Y

Teen center available for non-Y Members (Kentucky Y)

Republic Bank – place for community to complete taxes, etc. (Y-Charleston)

Library partnership (Y Charleston)

School Partnership is a key partner for Capital Campaign (St. Petersburg Y)

Developers partner with YMCA Arlington (D&I Center)

Grants

- o Michigan Y working with funders:

MI DOE childcare grants; tough to know what the sources were and what compliance was required; lots of restrictions; specific to sites; some sites didn't reopen, then had to give money back.

Collaboration with MI Alliance helped to plan the grant proposal, which met with better results; competing with Boys and Girls Club in the next round; targets licensed facilities only

Community block grants in Detroit since before covid; maintained that throughout; new rollout cumbersome; had to pass on newest opportunity

At municipal level, some cities had \$ to use up and reached out to the Y

- o Within the Y:

PT accountant in Finance dedicated to grant reimbursement management, big help to making sure compliance is maintained

- o Other advice:

Be crystal clear with public dollars on what you can spend your money on

Staying in compliance is not optional; might have to pass on \$

Joe K (Pennsylvania):

- o Working with funders:

Real "alphabet soup" of funders: CDBG/emergency shelter/then CARES funding for those, twice, then pass-through of fed funds; Neighborhood Assistance Program, program on top of that (NPP) \$4.2 redevelop York City, PA, lots of ARPA funds, lots of processes, PHARE (state tax program), tourism through EDA/ARPA \$, EITC tax credit (grant?)

Childcare grants, simpler there, simpler forms, pre-qualified, so process was simpler, able to keep track of reporting

- o Within the Y:

Accounting dept helps with codes and tracking; can then run report clearly

General discussion of can we meet the requirements of the grant, once we read the entire RFP? It's a mix

Carrie M (Idaho):

- o Working with funders:

State legislature delayed in deciding the spending "built the bike as they rode it";

make sure they're tracking the \$ to the highest degree, because the reporting requirements change regularly.

Grace W (New Hampshire):

- o Working with funders:

Childcare grants mostly, delayed application month and a half, each round they've gotten better at what they're looking for. Using this \$ as leverage for other fundraising; small state = easy to bring partners together

MarCom

Eugene (Oregon), Wichita and Pittsburgh benefited from government support for our child care programs, virtual learning hubs and food distribution programs.

Eugene was able to provide free afterschool care for kids in summer school.

Pittsburgh also received support for our housing program. We have a successful partnership with ACTION-Housing who were able to guide us on how to access available funds.

Pittsburgh sends periodic updates to elected officials and foundations -- just to keep them informed on our progress/challenges

New to Y Development

Examples shared: included FIMA, after school programs through Y Alliance submissions, child care stabilization grants, employee retention tax benefits

Learnings:

Worth funding pending on reporting ability

Report back intensive and important - need to be evidence base - stats - financial reports and timing of report backs

Ensure recording the grant outcomes and report back in case roles change or transition

Doing grants to get an in and funding is good, however, have a plan to leverage the grants with political connections - make contacts and get relationships - to get block grants and earmarked grants

Michell - strong alliance Michigan afterschool federal dollars through Alliance

Barriers going after funding:

- don't have relationship

- staffing

- capacity - small community - hands-on doing the program

- funds spent in a timeframe and if your Y can't do that don't apply

International/Diversity, Equity and Inclusion

San Diego YMCA: Swimming program for LGBTQ Teens; start small; foundation support; 20-25 teens.

Create Racial Justice Task Force with C-Suite

Create D&I Task Force for Boards

Smaller Ys

Partnership with city and another nonprofit for teen impact centers in neighborhoods focused on ages 10-16.

Potential housing development project that was interested in having a Y branch be a part of their new housing community.

Obstacles included the dynamic of small staff teams.

One CEO shared they were the only full-time staff person at their Y, so much of their time was spent in programs or direct service (covering desk, programs, etc.) versus having the time to focus on annual campaign, or community partnerships, etc. Additional obstacles centered around lack of commitment and engagement by some of the board with supporting the annual campaign.

Digital Development

Operations

Annual campaigns are moving to more and more online giving platforms and mechanisms.

More emphasis on impact and showing measurable outcomes. Greater impact over last 18 months on emotional support and learning loss. Changes way we operate and facility usage

Relationships are critical as we must maintain donor trust to renew our donors. Retention more difficult.

Program and Membership

Online giving for members to add a gift through the membership CRM has been utilized by the Y's in this group

Intentionally tagging members that donated their membership dues or a portion of it during the pandemic. Ys are continuing to communicate impact and increase the awareness of these members; as a result, members have continued to donate

We have increased our digital footprint to include story messaging and sharing the Y's impact through multiple vehicles.

QR codes connected to stories are on our social media, case statements, website

VIPs

Classy was mentioned for online donations

Run-Sign platform up for Turkey Trott/Event (YMaryland)

Crypto Currency – The Giving Block; Anonymous Donor

Story Telling via social media

TikTok used internally

Reels for special events

Grants

- o From in-person events to peer-to-peer

Online donation process was cumbersome; shifted to paypal as "band aid"; reporting not good

Just now switched to Classy - hoping that will do some heavy lifting to support peer-to-peer

MI Y turning 170 next year, so having 170 cents, 170 dollar donations, etc., for online giving promotion

Storytelling in digital - moving to videos? has it changed how stories are collected?

- o hired videographer
- o could also use existing footage with creative intro/outro

QR codes:

- o Several said they're using QR codes, online and in direct mail piece
- o Is there a way to track success of QR code use? There's a way to set up a separate page; have IT post a separate, hidden page, to track that use without being seen

MarCom

Wichita has a social media cabinet that meets monthly. They are making gains now that everyone has goals and targets.

Pittsburgh using more video since beginning of the pandemic. Would like to collect video testimonials from Y members and program participants.

Peer-to-peer fundraising: Facebook fundraisers don't allow you to track donors, BUT you could consider a generic THANK YOU post to the person who set up the fundraiser that they post on their page.

New to Y Development

What online giving tools does your Y use?

donor button on website paypal

Giving Tuesday – first, ask marketing committee to help

Arizona Gives - Tuesday state gives to state of Arizona (Tuesday in April vs November)

QR code parent make a gift while waiting to pick up kids - do it for registration - live stream to attend

Facebook little fundraiser - birthday fundraiser

online donation percentage goes back to the company "SimplyK", "Funraise" - peer to peer fundraiser pages linked to Facebook pages, through cell phones, "Classy"

Hybrid event online communication and ask pre, during, and post event was camp alumni focused

appeals - done in house with waves; tracking results; testing

How has your Y modernized its storytelling vehicles?

annual reports not static PDF but flip through approach

video increase - story of the Y in a video to include e-appeal - better open rates

Barriers?

staff expertise and time

Y website needing updating to take advantage of digital opportunities

cost - don't have the budget - capacity to show benefit won't see cost benefit for 6 months down the road

International/Diversity, Equity and Inclusion

Text to Give

Peer to Peer; Just Give Campaign; Raised \$70,000 with 50 campaigners

Virtual Kickoffs, events, trainings

Mobile Cause

Give Smart

San Diego Y doing a lot around digital

Digital Strategy needs more support around creating effective, organized campaigns

Provide a lot of resources and training support to help campaigners feel comfortable with new platforms

Facebook, Twitter, Instagram, TikTok, enewsletters

Smaller Ys

Obstacle: Lack of the knowledge of social media components like QR codes so having to take the time to research to implement since don't have staff to do it

Alternative Giving Vehicles

Program and Membership

Direct mail has been effective when partnered with social media, emails and personal calls

The group discussed cryptocurrency and the need to one develop a gift acceptance policy for it and two to learn more about the details of these funds.

VIPs

Widget on website for Donor Advised Funds

Grants

Lyft, through app

Can ask riders to choose charity of choice at end of ride and make donation (round-up?)

Based on # users that have chosen that charity

Crypto:

Donors giving in crypto requiring that gift stay in crypto and not cash out; a restricted gift?

Some said they do/would treat it as stock gift; cash out

Social Media campaigns

Celebrity that was giving based on social media "competition" but the CashApp would have to be tied to Y's bank account; nervous about the potential theft exposure

Many virtual options, rapidly changing

So many options to receive money virtually; some processes could take two hours to process a \$50 gift; that's what they're hoping that Classy will manage for them

MarCom

Jordan spoke about how he has used his board to help promote the Y as a cause with DAFs

Pittsburgh making packets and providing education to all boards for EITC program (educational improvement tax credits) - \$40 million additional available this year

Cryptocurrency: Ys should consider accepting it even if they just turn around and sell it right away.

Staff New to Y Development

How does your Y promote giving through Donor Advised Funds?

thank donors - personal family and sponsor organization

leverage sponsorship organization match donor giving build relationship with sponsoring organization

if you get to know the family ensure you take an intergeneration approach - experience many families setting these funds up to teach philanthropy to next generation - get to build relationship with next generation

Cross channels? mission tours, made virtual tour used it once now that safe the in-person tours best impact and work best

International/Diversity, Equity and Inclusion

Donor Advised Funds (DAF) – cultivate DAF managers and wealth managers; add box to check on pledge form if the donor will give from a DAF; helps raise awareness that the YMCA accepts DAFs

Crypto – YMCA needs 3rd party to manage crypto giving and help decipher good stewardship practices; change to cash right away due to volatility of cryptocurrency

Bonus from International/DEI!

Evolving Donor Expectations: What are you doing to create a compelling case for DEI at your Y? start small: crawl, walk, run

Smaller Ys

The majority were not familiar with the crypto currency.

One CEO promotes Required Minimum Distribution to seniors over 72.

Nick from ACB shared about gift of grain and how it helped him at his Y.