

# THE ACADEMY

Created for the YMCA  
By DBD Group

## ANNUAL GIVING



### RAISE MORE MONEY FOR YOUR MISSION

The Annual Giving Academy is designed to help Y leaders advance philanthropy and raise more funds for your mission. The Academy incorporates proven best practices, current strategies and the latest trends to help Ys develop and execute an annual giving program.

**This twelve-month online program will help Y leaders focus on the areas of greatest opportunity.**

#### The Academy will:

- help move Ys to a comprehensive, year-round plan;
- introduce strategies to build an annual major gift program;
- enhance stewardship efforts; and
- use data to inform smart approaches to all levels of prospects and donor.

### EACH PARTICIPATING Y RECEIVES:



A customizable, twelve-month step-by-step **financial development plan**.



Access to an online learning platform so participants can access information **on their own time, at their own pace**.



Professional **training videos** outlining key elements of the plan with corresponding **tools, customizable resources, and samples**.



Four **"deep dive" video trainings** that focus on specific fundraising strategies and activities with tools for implementation.



Professional **development forums** with expert guests (Academy Live).



Facilitated **participant community forums**, connecting cohorts across the country to network and share ideas and resources.



# IS THE ANNUAL ACADEMY RIGHT FOR YOU?

## THE ANNUAL ACADEMY IS THE RIGHT OPPORTUNITY FOR YOUR Y IF YOU ARE:

- Looking for simple, turn-key tools and resources to help guide other leaders with annual giving responsibilities at your Y.
- Seeking to take the best of traditional Y annual campaign fundraising and integrate with current strategies and trends.
- Coming to the Y as a development professional and looking to build a program that integrates your expertise with Y culture.
- Improving your results, rethinking your fund development approach, and committing to a year of learning and trying new things.

## LEADERSHIP CONSIDERATIONS

- Willingness from your volunteer leadership to engage in implementing fundraising tactics and/or engaging in this work differently in the future.
- Commitment from CEO & COO (if applicable) that investing in building fund development knowledge and gaining experience is fundamental to growing leaders at the Y.



**APPLY TODAY: One person from your Association (who will serve as lead) is invited to apply. YMCAs selected to participate can engage as many individual participants from their organization as appropriate.**

**APPLY HERE BY JANUARY 12, 2024. ([www.dbd.group/academy](http://www.dbd.group/academy))**

**CFRE credits are available for successful completion of the course.**