

THE ACADEMY

Created for the YMCA
By DBD Group

MAJOR GIFTS



SECURING A FINANCIAL FOUNDATION

The Major Gifts Academy is designed to help Y leaders develop an intentional major gift component as a part of a comprehensive resource development plan. Going beyond annual gifts, major gifts have helped nonprofits retain staff, adjust programing, retool facilities and continue important work regardless of the changing environment.

The Major Gifts Academy will help local Ys re-think the way to develop and grow revenue, including a course segment dedicated to planned giving education, tools and resources. This twelve-month engagement includes potential repositioning of resources (time, people and dollars) to focus on simple, consistent actions that will help identify, engage, and invite donors to make significant and/or legacy gifts. Through this program, local leaders can have a generational impact on their Y, and, more importantly, on the people they serve.

EACH PARTICIPATING Y RECEIVES:



Customizable, twelve-month **step-by-step major gift development guide.**



Support to identify top prospects and determine appropriate **cultivation strategies and tactics.**



Access to an **online learning** platform containing **tools, customizable resources, and samples.**



Participants can access **on their own time, at their own pace.** All content is sharable with other staff and volunteers, making this an **Association-wide resource.**



Professional **development forums** with expert guests. Sessions are recorded for those who want to watch later or again.



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



IS THE MAJOR GIFTS ACADEMY RIGHT FOR YOU?

THIS ACADEMY IS THE RIGHT OPPORTUNITY FOR YOU AND YOUR Y IF SOME OF THE FOLLOWING APPLY:

- Have an established annual campaign base of donors at the \$500, \$1,000 and above levels
- Prepares an annual/impact report and/or distributes a newsletter regularly
- Have established a committee of the Board of Directors responsible for philanthropic activity
- Received at least one (1) bequest gift within the previous five (5) years
- Collects emails from donors
- Giving/Donate landing page on your website
- Active on at least one social media site

YOUR YMCA CAN SEGMENT ITS DATABASE INTO LISTS FOR EACH OF THE FOLLOWING:

- Staff
- Board
- Legacy Society/existing legacy donors
- Donors
- Non-leadership Volunteers
- Members
- Program participants
- Event attendees
- Friends



PARTICIPATION: Academy participants should be C or senior-level staff members with the readiness and year-round capacity to develop and work a donor portfolio of 10-20 prospects.

APPLY HERE BY APRIL 1, 2024. (www.dbd.group/academy)

CFRE credits are available for successful completion of the course.