



Y Buckeye Bulletin

A Newsletter for the Ohio Alliance of YMCAs

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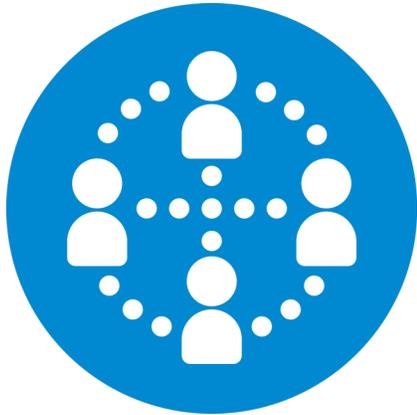
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ALLIANCE BUSINESS

HELP YOUR TEAMS STAY IN THE KNOW!

Invitations have gone out for next year’s peer group meetings. The Alliance is asking for your help to make sure the right people from your teams are invited to these meetings. Please let us know if you or someone you know should be on our invite lists for these meetings:

- Aquatics & Swim Team
- Branch Executives
- Child Care
- COOs
- CVOs
- DEI
- Financial Development
- Health & Wellness
- Human Resources
- Membership
- Property & Facility
- Resident Camp
- Youth Sports



BOARD GOVERNANCE

TIPS ON HOW TO ADDRESS THE CHALLENGE OF FUNDRAISING

It should no longer be a surprise that many nonprofit boards struggle to fulfill their fundraising responsibilities. *Leading with Intent: 2017 National Index of Nonprofit Board Practices* echoed previous years' studies in reporting that board chairs and chief executives (CEOs/executive directors) ranked fundraising as the biggest challenge area facing boards. Less than half (40 percent) of chief executives surveyed responded that their board actively participates in fundraising versus relying mostly on the chief executive and staff.

Given that the struggles with board fundraising are not new, the question becomes why boards haven't found a way to address this issue. One of the reasons may be that there is no quick-fix solution. Boards committed to improving their fundraising performance must embrace a comprehensive and ongoing approach that covers all facets of the board service cycle: recruitment and orientation, board meetings, and overall board culture.

RECRUITMENT

Leading with Intent found that

- only 67 percent of chief executives believe fundraising expectations are clearly articulated during recruitment,
- only 31 percent of chief executives and 19 percent of board chairs assign a high priority to fundraising responsibilities when recruiting new members,
- 72 percent of chief executives believe that board diversity is very important or important to increasing fundraising or expanding donor networks,

yet the majority of board chairs and chief executives do not report demographic diversity as a high priority in board recruitment.

Based on this data, it is clear that boards are not using the recruitment process to their advantage.

To address this, boards can

- add skills aligned with the fundraising tasks your board members are expected to complete to the skill sets you are recruiting for. Even if someone does not have direct experience asking for support, other skills, such as public speaking, pertain.
- be candid about expectations surrounding fundraising when discussing board service with board candidates. Provide them with as much information as possible, such as whether board members are required to make a personal contribution and how they will be expected to assist with fundraising efforts, helps ensure that new board members understand that fundraising is a fundamental aspect of board service.
- Define what the ideal board composition looks like in terms of diversity and then focus on finding it. For some boards, this means changing the way they identify potential candidates by moving beyond the personal networks of existing board members and considering nontraditional recruitment strategies, such as a posted board search or use of a search firm.

ORIENTATION

Leading with Intent found that boards that have a strong understanding of their roles and responsibilities are better at fundraising than boards with a weak understanding of their roles.

To ensure that your members have a strong understanding of their fundraising roles and responsibilities, provide new board members with a written job description and/or the board's [fundraising policy](#). Asking new board members to sign the job description during orientation signals their intentions early on and provides a document that can be referred back to throughout their term of service.

Incorporate fundraising training into new board member orientation. Teaching board members about the many different ways they can be involved in fundraising — hosting "friendraisers," writing thank you notes, making introductions, etc. — allows everyone to find an appropriate level of participation at which to begin their board service.

BOARD GOVERNANCE CONT.

PERSONAL GIVING

One of the least time-intensive, and most impactful ways board members can participate in fundraising is by making a donation. However, only 59 percent of chief executives report in *Leading with Intent* that board members are required to make a personal contribution to the organization. BoardSource's [Recommended Governance Practices](#) suggest that all boards should strive for 100 percent board giving.

The amount of the gift is not what boards should focus on. While all board members should be encouraged to make an annual stretch gift within their means, the overall goal is for all board members to show their support of the organization through a donation. Board members who do so are able to point to their support and articulate why the cause is important to them when meeting with potential donors.

Some organizations connect fundraising to personal giving. For example, board members asked to raise \$5,000 can donate all \$5,000 personally, raise \$5,000 from their personal connections, or do a combination of both.

FUNDRAISING CULTURE

Setting clear expectations with board members is one of the best ways to reshape the board's fundraising culture. Boards that understand their responsibilities are much better equipped for success and are likely more invested in achieving fundraising goals.

However, clarifying expectations should not stop after the recruitment and orientation processes are complete. There are opportunities throughout board members' terms of service to reiterate individual responsibilities and strengthen board members' commitment to fundraising.

Source: BoardSource



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SAVE THE DATE

2024 OHIO YMCAs LEADERSHIP CONFERENCE

March 20-21, 2024

**at the Renaissance Columbus
Downtown Hotel**





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Ohio Alliance of YMCAs 2023 Meeting Dates

Neighborhood CEO Meetings				
	January (Virtual)	April (In Person)	August (Virtual)	December (Virtual)
Northeast (Zoom Link)	1/10 10-11 AM	4/4 10 am – 12 pm	8/8 10-11 am	12/5 10-11 am
Northwest (Zoom Link)	1/10 11:30-12:30 pm	4/5 10 am – 12 pm	8/8 11:30-12:30 pm	12/5 11:30-12:30 pm
Southeast (Zoom Link)	1/11 10-11 am	4/11 10 am – 12 pm	8/9 10-11 am	12/12 10-11 am
Southwest (Zoom Link)	1/11 11:30 – 12:30 pm	4/12 10 am – 12 pm	8/9 11:30 – 12:30 pm	12/13 11:30-12:30

CEO Meetings	
Statewide CEO Meeting	July 13 via Zoom
Statewide CEO Conference	September 28-29

Child Care Summit
November 2-3 Columbus

National Meetings	
National Advocacy Days	February 13-15 Washington, DC
NAYDO	April 11-14 Houston
General Assembly	July 17-19 Atlanta
Mid-Major Ys CEO/CVO Meeting	September 13-15 Milwaukee
YNAN Ys CEO/CVO Meeting	October 17-20 Dallas

**Statewide Peer Community Virtual Meetings
(Click Meeting Title for Zoom Link)**

	March	May	November
<u>Aquatic/Swim Team</u>	3/21 10-11 am	5/16 10-11 am	11/14 10-11 am
<u>Resident Camp</u>	3/21 11 am-12 pm	5/16 11 am – 12 pm	11/14 11 am - 12 pm
<u>Membership</u>	3/21 1-2 pm	5/16 1-2 pm	11/14 1-2 pm
<u>DEI</u>	3/21 2-3 pm	5/12 (At Buckeye Valley YMCA) 2-3 pm	11/14 2-3 pm
<u>Health/Wellness</u>	3/21 3-4 pm	5/16 3-4 pm	11/14 3-4 pm
<u>COOs</u>	3/22 10-11 am	5/17 10-11 am	11/17 10-11 am
<u>Property/Facility</u>	3/22 11-12 am	5/17 11 am- 12 pm	11/17 11 am – 12 pm
<u>Branch Executives</u>	3/22 3-4 pm	5/17 3-4 pm	11/17 3-4 pm
<u>HR</u>	3/22 1-2 pm	5/17 1-2 pm	11/17 1-2 pm
<u>Youth Sports</u>	3/22 2-3 pm	5/17 2-3 pm	11/17 2-3 pm

Child Care	
All at 1 pm (Click Here for Zoom Link)	
January 18	July 19
February 15	August 16
March 15	September 20
April 19	October 18
May 17	November 15
June 21	December 20

Financial Development
All at 2 pm (Click Here for Zoom Link)
February 15
April 19
June 21
August 16
October 18
December 20



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Ohio Alliance of YMCAs 2024 Meeting Dates

Neighborhood CEO Meetings				
	January (Virtual)	April (In Person)	August (Virtual)	December (In Person)
Northeast	1/9 10-11 am Zoom Link	4/9 10 am – 12 pm	8/6 10-11 am Zoom Link	12/10 10 am-12 pm
Northwest	1/9 11:30-12:30 pm Zoom Link	4/10 10 am – 12 pm	8/6 11:30-12:30 pm Zoom Link	12/11 10 am- 12 pm
South/Central	1/10 11:00 – 12:00 pm Zoom Link	4/11 10 am – 12 pm	8/7 11:00 – 12:00 pm Zoom Link	12/12 10:00-12:00

Statewide CEO Meetings	
Statewide CEO/CVO Meeting	February 7 10 am – 12 pm (Zoom Link)
Statewide CEO Meeting	June 14 (location TBD) 10 am – 2 pm
Statewide CEO Conference	September 26-27 (tentative)

Ohio YMCAs Events/Opportunities	
Ohio YMCAs Leadership Conference	March 20-21 Columbus, OH
Leadership Academy Cohort 4	Launches August 2024
Ohio YMCAs Child Care Summit	Fall 2024 (date TBD) Columbus, OH

National Meetings	
National Advocacy Days	February 12-14 Washington, DC
NAYDO	April 3-6 Denver, CO
Mid-Major Ys CEO/CVO Meeting	September 10-13 Alabama
EMLE	October 2-4 South Hampton Roads, VA
YNAN Ys CEO/CVO Meeting	October 8-11 Tampa, FL

**Statewide Peer Community Virtual Meetings
(Click Meeting Title for Zoom Link)**

	May	November
<u>Aquatic/Swim Team</u>	5/7 10-11 am	11/12 10-11 am
<u>Resident Camp</u>	5/7 11 am – 12 pm	11/12 11 am - 12 pm
<u>Membership</u>	5/7 1-2 pm	11/12 1-2 pm
<u>DEI</u>	5/7 2-3 pm	11/12 2-3 pm
<u>Health/Wellness</u>	5/7 3-4 pm	11/12 3-4 pm
<u>COOs</u>	5/8 10-11 am	11/13 10-11 am
<u>Property/Facility</u>	5/8 11 am- 12 pm	11/13 11 am – 12 pm
<u>HR</u>	5/8 1-2 pm	11/13 1-2 pm
<u>Youth Sports</u>	5/8 2-3 pm	11/13 2-3 pm
<u>Branch Executives</u>	5/8 3-4 pm	11/13 3-4 pm
<u>CVOs</u>	6/13 11 am – 12 pm	11/7 11 am – 12 pm

Child Care	
All at 1 pm (Click Here for Zoom Link)	
January 17	July 17
February 21	August 21
March 20	September 18
April 17	October 16
May 15	November 20
June 19	December 18

Financial Development
All at 2 pm (Click Here for Zoom Link)
February 21
April 17
June 19
August 21
October 16
December 18