

## COLLABORATIVE FUNDRAISING FAQs

### 1. What is the purpose of collaborative fundraising?

Collaborative fundraising is designed to increase donations — individual, corporate, and foundation — made at both the national and local levels by leveraging the resources and relationships with donors/prospects across the entire YWCA network.

### 2. Who developed the Collaborative Fundraising Program?

The Collaborative Fundraising Program was developed by the YWCA CEO Advisory Council, with support from YWCA USA staff. The Council is comprised of 11 association leaders representing associations across all regions, with small to large operating budgets located in urban, suburban, and rural areas.

The Advisory Council formed a subcommittee to propose a YWCA collaborative funding model concept that will be guided by one principle: *Donors will be given full discretion over their philanthropic giving to YWCA.* We focused on developing a plan that provides donors opportunities to direct their giving to support the work of a local association in their community, the national movement, or hopefully both.

### 3. Which national collaborative fundraising models were reviewed?

National organizations with unique collaborative fundraising models were reviewed by the YWCA CEO Advisory Council. The organizations included Susan G. Komen, Boys and Girls Club, YMCA, and Girl Scouts. The programs ranged from nationally directed programs to more jointly managed processes.

### 4. When will the Collaborative Fundraising Program formally begin?

The Collaborative Fundraising Program began for YWCA USA when the organization was restructured in January 2013. Since January 2013, the national office has worked independently and collaboratively with local associations to secure grants and in-kind support for our collective movement from organizations such as Walgreens, DELL, Allstate, and Payless.

YWCA USA included local association giving options on its website on January 25, 2016, as part of the brand awareness campaign launch.

**5. When will local associations be expected to include an option for YWCA USA giving on their websites?**

We would like for local associations to include a giving option on their websites by June 30, 2016. A review of user-friendly options for local associations to accomplish this goal is underway and details will be provided as soon as options are identified. Some local association leaders have requested the option to include a direct link to the YWCA USA site, and this option is currently being considered along with other options.

**6. Is participation in the Collaborative Fundraising Program required for local associations as part of their YWCA USA membership requirements?**

No, local associations are not required to participate in the collaborative fundraising program.

It is our hope, however, that local association leaders will want to participate in the program as we are confident that our collaborative fundraising efforts will be much more successful if everyone is working towards a common goal of increasing fundraising and development opportunities for the entire organization.

**7. Are local associations required to add a national giving option on their association websites?**

No. However, as mentioned, YWCA USA has already added a local association giving option to its website. It is our goal to make collaborative fundraising so successful that your association will see the benefits of participation and will want to fully participate in the program. As mentioned in question #5, a review of user-friendly ways for local associations to include a national giving option on their sites is currently underway.

**8. Will local associations who choose not to participate in the Collaborative Fundraising Program be eligible to receive funds received by the national office as part of the program that are not specifically designated or restricted?**

No. Only local associations who agree to participate in the program by including YWCA USA giving as an option on their website/donation pages will be eligible to receive undesignated and/or unrestricted donations secured by the national office.

**9. How will local associations receive the online gifts that are earmarked specifically for them and made on the YWCA USA website?**

YWCA USA will distribute gifts that are restricted to the receiving association biannually. This distribution schedule may change over time as we determine the level of local association donations that flow through YWCA USA. Our goal is to make this process seamless, respectful of the donor, and expedient.

**10. Since donations will be distributed biannually, when will YWCA USA notify local associations that an online donation has been made so that the gift can be promptly acknowledged?**

YWCA USA will notify local associations electronically when a donation is made to their organization on the YWCA USA site within three (3) business days, whenever possible.

Note also that when an online donation is made on the YWCA USA site, whether to a local association or to YWCA USA, every donor automatically receives an electronic thank you message that includes the YWCA USA tax ID for tax purposes.

We welcome any ideas and suggestions from local association leaders regarding the most effective and user-friendly process for notifications in this regard. Our goal is to make the process seamless and expedient.

**11. It is not easy to make a local association donation *and* a donation to YWCA USA on the national online giving page. Will this be changed?**

We appreciate this difficulty, however, we are unfortunately limited in our ability to make changes given our outdated platform. We are currently exploring ways to modify the YWCA USA online donation page to make giving locally and nationally easier. While some progress may be made in the short-term, a long-term solution will be identified as part of a planned new web platform released in FY17. We will keep you posted on the progress.

**12. Will YWCA USA charge an administrative fee for online association gifts?**

No. YWCA USA will not charge any additional fees for managing and distributing donations made to local associations on the YWCA USA site. However, credit card fees and any other transaction fees that are normally incurred when YWCA USA receives and processes donations online will be deducted from the gift amount. These fees will be made transparent in the donation notification that is provided to local associations.

**13. How can I make a suggestion to change or improve the Collaborative Fundraising Program?**

Any feedback you would like to provide to enhance the success of the collaborative fundraising program can be sent to [raisingmoney@ywca.org](mailto:raisingmoney@ywca.org). This email account is monitored by the CEO Advisory Council and YWCA staff. We also encourage you to use this email account to share any collaborative fundraising successes you have so that we can inform the YWCA network.

We have already received a variety of suggestions — e.g., engaging local association development professionals in the discussions, creating a designated “National YWCA Fundraising Day,” and developing a national social enterprise — and we are eager to receive more! Every suggestion will be thoroughly vetted and considered.

#### **14. Is my local association guaranteed a certain level of funding from the Collaborative Fundraising Program?**

No. This project is new for our organization so there is no way for us to guarantee any funding levels. What is guaranteed is that YWCA USA will increase their efforts to raise individual, corporate and foundation charitable giving across the YWCA network. The planned build-out of the national development team will further support these activities.

We will assess the program after the first year to fully refine our activities and determine the full scope of the program’s potential and success and share that information with the network.

We are very optimistic about the concept because we know that other national organizations have been successful. In fact, the approach has already been successfully implemented by YWCA USA for monetary donations received from corporations and foundations that were distributed to local associations based on donor preference (Walgreens, Allstate Purple Purse) as well as in-kind items (Dell computers, Payless gift packages, Allstate volunteer service) that have been distributed to local associations.

#### **15. How does the national office make decisions as to how in-kind or monetary donations secured by the YWCA USA national office from corporations or foundations are distributed to local associations?**

YWCA USA works directly with each specific funder to honor their wishes regarding program- and geographic-specific restrictions.

#### **16. When and how will funds from a national grant be distributed?**

Specific grants and other donations received by the national office for local associations will be distributed either through a competitive RFP process or in a

manner specified by the donor based upon their business needs and the programming offered at the local association.

Funds from national grants will be distributed as soon as the national grant has received disbursement and the local association selection process and/or RFP process, as appropriate, has been completed.

Unrestricted or undesignated gifts received at the national office that are not specifically earmarked for local associations will be distributed in accordance with the donor's wishes to local associations who have agreed to participate in the collaborative fundraising program.

**17. Does YWCA USA have a direct mail campaign that is part of the Collaborative Fundraising Program?**

Not at this time. By design, the collaborative fundraising program was launched at the same time as the national YWCA brand awareness campaign to take advantage of the increased traffic to ywca.org and association websites.

**18. Does YWCA USA have a large enough development team to manage collaborative fundraising on the national side?**

With the recent completion of the Mission Impact Framework, brand awareness campaign, and website updates, YWCA USA is now in a great position to share our strong case for support with potential donors of all kinds. To that end, YWCA USA has recently added a very experienced VP of Development, Tycely Williams, to the national team. Tycely officially began her tenure with YWCA USA on March 17, 2016. Over the next few months, she will work with the YWCA USA CEO and other key thought leaders within our network to assess the fundraising landscape at YWCA and begin building the team she needs to manage and enhance fundraising efforts, both locally and nationally. This is a key priority for the national office.

**19. What kind of messaging is used by YWCA USA in collaborative fundraising?**

As a key element of our collaborative fundraising program, we want to make sure that we introduce all donors (prospective and current) to the work of our organization on both the national and local levels.

We also want to make sure that our constituents know that **YWCA IS ON A MISSION** to eliminate racism and empower women and every action we take is viewed through the lens of racial and social justice and women's empowerment.

**20. Can a local association ask that certain funders (individual, corporate, foundation) not be contacted by YWCA USA?**

There will undoubtedly be instances where a local association development expert and/or a YWCA USA development expert may wish to connect to discuss a strategy before either party reaches out directly to a particular donor and this type of discussion is welcomed.

The goal of the collaborative fundraising concept is to maximize funding opportunities for the entire organization — local associations and the national office. By working together, collaborative opportunities will be identified to enable the organization to leverage even greater collective impact and most importantly, make sure that all donors are presented with the full complement of YWCA development options and opportunities.

**21. Who “owns” donors that are mutually cultivated and/or shared by YWCA USA and a local association?**

No one. All donors make their own charitable giving decisions. Strong communication between the national and local development teams is critically important so that it is possible to coordinate all development activities for optimal success. Strong communication also ensures that donors understand that we are unified in our mission efforts and allows us to make sure that donors do not receive conflicting requests and are not solicited too frequently.

**22. If a potential funder is being cultivated by my local association, and I believe that YWCA USA should be involved because national impact is important to this funder, what should I do?**

Contact the YWCA USA VP of Development and/or CEO. As mentioned, the new VP of Development, Tycely Williams, started in her new role in mid March 2016; she can be reached at [twilliams@ywca.org](mailto:twilliams@ywca.org) or 202-835-2355.

This collaborative approach is at the heart of the collaborative fundraising concept and it is also welcomed by the national team, which stands ready to support the cultivation, solicitation, and stewardship of funders for the benefit of local associations and the entire YWCA network.

**23. I am concerned that my local association is going to lose funding from some of our donors who choose national giving.**

YWCA USA recognizes fully that this program will be considered neither “collaborative” nor successful if the end result is that funders are taken away from local associations. Certainly, a loss of association funding is contrary to the program goal, however, donors do have the right to make their own charitable giving decisions.

We hope that donors who choose to support the national movement will also want to support their local association and vice versa.

#### **24. How will the success of the Collaborative Funding Program be measured?**

We welcome input and feedback from our local association leaders in this regard. However, initially, at a minimum, the following information will be tracked annually.

- *Annual online giving metrics:* For all donations made to local associations on YWCA USA website
- *Corporate and foundation grants awarded:* Number of grants and amounts awarded to local associations
- *Annual survey:* Completed by local association leaders