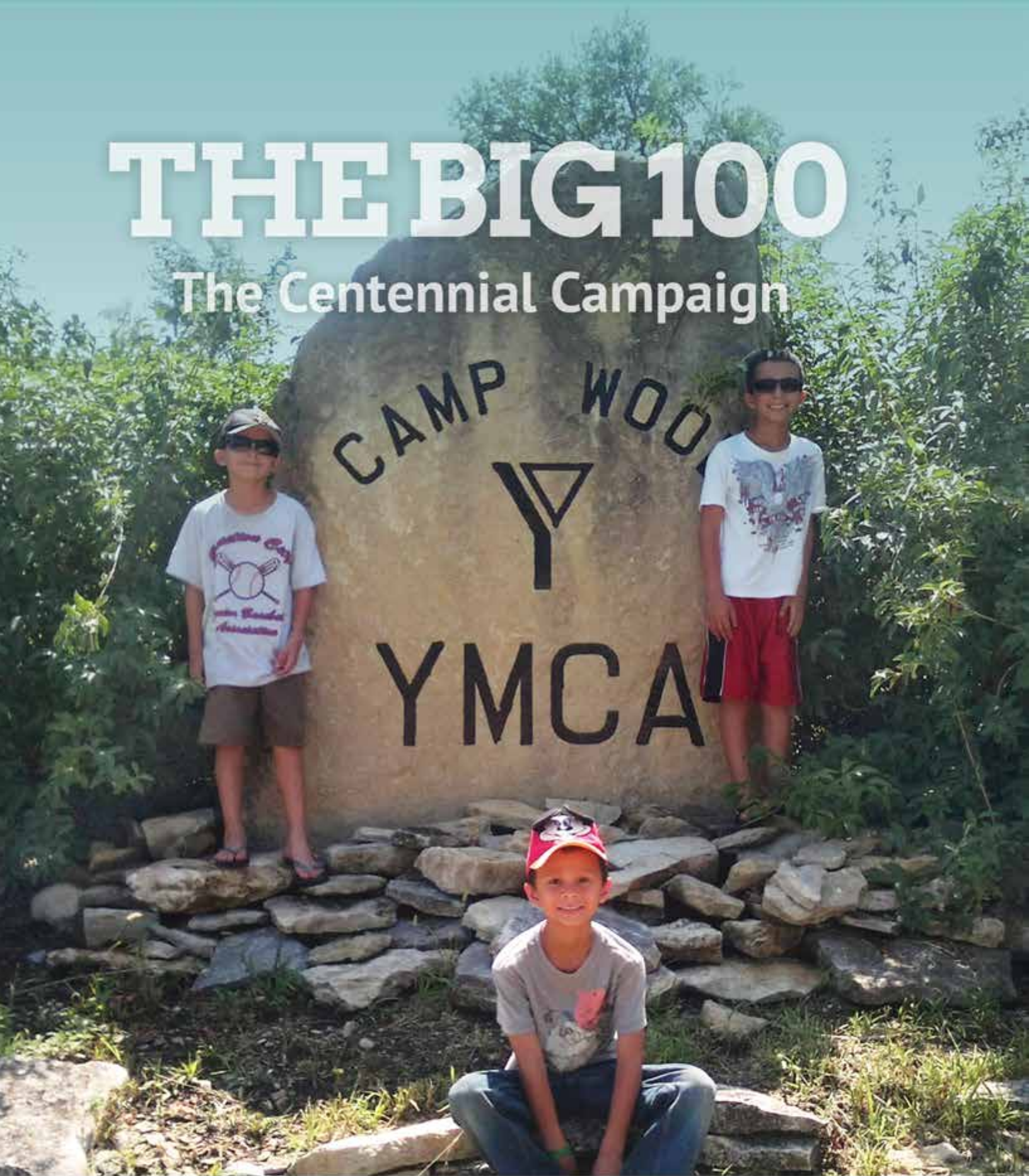


THE BIG 100

The Centennial Campaign



SWANSON  HOUSE
FUNDRAISING PROFESSIONALS

CAMPAIGN OVERVIEW

The 100th anniversary of Camp Wood YMCA required major new investments in the camp's water source and system, acreage for camp expansion, new cabins, bath houses, prairie education station, staff housing, and renovations to the chapel and arts center. Growth of the annual fund was a requirement. The success of the campaign initiated a second phase, and endowment campaign.

| GIFTS RANGE | # OF GIFTS |
|-----------------------|------------|
| \$500,000 & MORE | 3 |
| \$250,000 - \$499,999 | 2 |
| \$100,000 - \$249,999 | 8 |
| \$50,000 - \$99,999 | 8 |
| \$25,000 - \$49,999 | 14 |
| \$10,000 - \$24,999 | 20 |
| \$9,999 & BELOW | 850 |



CAMPAIGN NUMBERS

The comprehensive campaign secured
5.5 MILLION
in gifts and pledges.

\$4.6 MILLION
secured for capital, property and equipment.

\$800,000
secured in annual fund gifts over three years.

\$100,000
secured in endowment gifts.

CAMPAIGN DYNAMICS

Every campaign faces challenges. Every organization brings assets to their campaign. For Camp Wood YMCA campaign dynamics included:

- Loss of all records which occurred during the Camp's 1980 reorganization
- One-person development office ran by Executive Director
- RURAL LOCATION OF THE CAMP VERSUS DONORS' LOCATION
- Limited pool of significant donors
- A recently completed multi-million dollar campaign; donor fatigue



The Big 100

The Centennial Campaign for Camp Wood YMCA

Anniversaries are important milestones. For Camp Wood YMCA, the centennial was a reason to reflect on its past, assess its current work and plan for its future.

Camp Wood YMCA built its programming and reputation helping children gain new skills, build self-confidence, explore the outdoors and develop independence. Children have fun and make new friends. It is called the Camp Wood YMCA experience, and Camp leaders wanted to strengthen and expand that experience for children for its second century of service.

“A second century of service became our rally cry, our focus for this campaign,” says Ken Wold, Camp Wood YMCA Executive Director. “We wanted our heritage of service to be a catalyst for the campaign and a building block for our future.”

Situated in the heart of the Kansas Flint Hills, in the last stand of Tallgrass Prairie in North America, the camp has an idyllic location with a long history which holds personal meaning for many. Founded in 1915, the camp now serves 5,000 children and adults annually through summer camp programs, family camps, and as a site for workshops, classes, conferences, reunions and school expeditions.

Preparing for its centennial, Camp Wood YMCA staff and leadership set forth to do what few organizations would dare take on: its second comprehensive campaign just a few years following its first successful comprehensive campaign.

“I personally can’t reflect on my 20 years here without thinking about all those who came before us,” board member Merlin Drescher says. “We’ve had several pivotal moments in the life of Camp Wood. Each time those closest to camp responded to the challenge and re-energized the camp. ‘The BIG 100’ is one of those times.”

“The success of the first comprehensive campaign made the decision easier to undertake ‘The BIG 100,’” Wold says. “The BIG 100 did create questions and new challenges for me and my camp leaders.

“How many times can you go back to your donors for major gifts? Does donor fatigue actually exist? Had enough time passed between campaigns? Can we develop new relationships and new donors? How would The Great Recession affect fundraising this time around? Can we grow our annual fund as part of the capital campaign? What projects would bring the best value to enhancing the Camp Wood YMCA experience?”

Additionally, Wold still did not have a development office. He would once again serve as the development officer. Also, Camp Wood’s remote location required staff and volunteer leaders to travel in order to engage donors.

After asking the hard questions, though, Wold and the board believed moving forward was the right thing to do. They wanted to capitalize on the momentum of the first campaign and the forthcoming anniversary. Most importantly, they wanted to complete capital projects and grow the annual fund to expand opportunities for children and families.

“What we do for children and families is incredibly important,” Drescher says. “We developed goals for the campaign to ensure there would be a Camp Wood experience for children and families well into the 21st century.”

“As our consultants are fond of saying, ‘Your mission is your message,’” says Wold. “And they’re right. As long as we don’t lose sight of why we’re doing multi-million dollar fundraising endeavors, we’re going to be successful.”



“We have learned there is a logic, a process, strategies and a specific sequence to fundraising—especially major gift fundraising,” says Wold. “That activity, as it’s taught and mentored by our fundraising counsel, works.”

“When you understand the four steps of fundraising — identification, cultivation, solicitation and appreciation — and the specific strategies inside each, money is raised,” says Wold emphatically.

Process, especially when dealing with individuals and foundations, is something Wold grew to appreciate. Wold also grew to appreciate how the Swanson House philosophy of fundraising empowers the fundraising process and underscores Camp Wood’s own belief system.

“Swanson House holds us to a high standard,” Wold says. “They are guided by a basic belief that donors are more than just dollars, and that honesty and sincerity matter. The values we teach our campers are the same values Swanson House imparts to us as fundraisers. That’s a fundraising process we could buy into. We want a relationship with our donors.”

Robert Swanson, President & CEO of Swanson House, credits Wold and the leadership team for their commitment to the organization and staying the course, even when they may have experienced their own fatigue. “It’s one thing to learn major gift fundraising; it’s another to actively embrace it and make it part of their culture.”

“They have committed themselves to the four tenants of fundraising—donor identification, cultivation, solicitation and appreciation,” said Swanson. “It has harnessed a family of supporters dedicated to the mission and future of Camp Wood YMCA.”

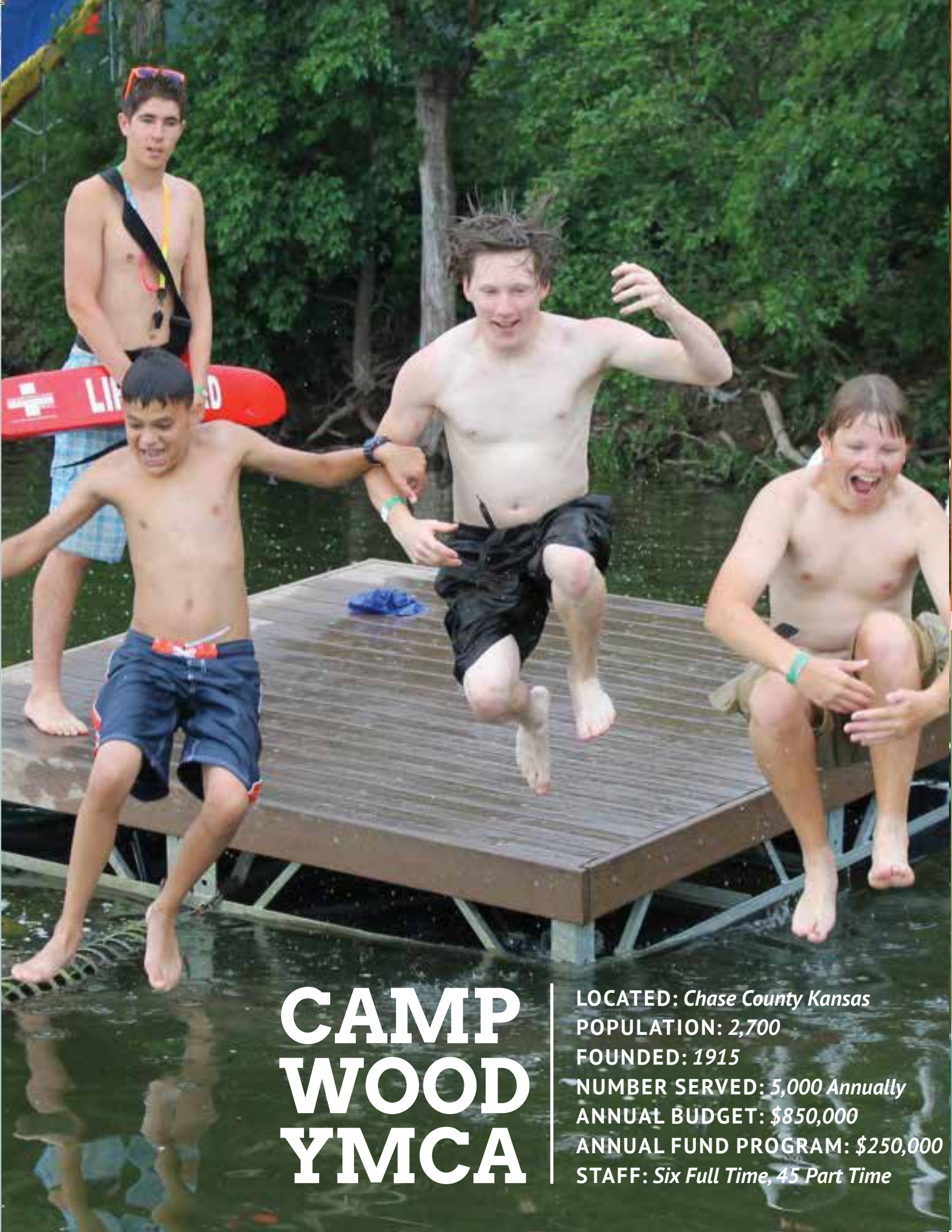
According to Swanson, a successful campaign is about more than raising money. A campaign should also increase the profile of an organization, and engage more people in the life of the organization.

“Campaigns are also about having courage for those an organization serves. When an organization like Camp Wood launches a campaign, it is saying ‘we believe in those that we serve and we want to serve them even better.’”

“It is satisfying to see an organization say ‘yes’ to a campaign so it can better serve its clients,” says Swanson. “It takes courage for an organization to pursue a multi-million dollar campaign. Thanks to the courage of staff and board leadership, Camp Wood enters its second century better positioned to serve children and families.”

“The money is only a means to an end,” says Wold. “That end is Camp Wood’s mission to get children and families outdoors — having fun, making friends and learning self-reliance, building confidence and independence.”





CAMP WOOD YMCA

LOCATED: *Chase County Kansas*
POPULATION: *2,700*
FOUNDED: *1915*
NUMBER SERVED: *5,000 Annually*
ANNUAL BUDGET: *\$850,000*
ANNUAL FUND PROGRAM: *\$250,000*
STAFF: *Six Full Time, 45 Part Time*

Donor Gifts & Pledges

| | |
|-------------------------|--------------------|
| Business & Corporations | \$355,000 |
| Individuals | \$2,545,000 |
| Foundations & Trusts | \$2,900,000 |
| TOTAL | \$5,800,000 |

Sample of donors: JE & LE Mabee Foundation • WS & EC Jones Trust • Capitol Federal Foundation • INTRUST Bank • Citizens State Bank • Sunderland Foundation • Trusler Foundation • Lattner Foundation

Board of Directors

| | |
|--|--|
| Emie Ballweg , <i>Stilwell, KS</i> | Dallas Rakestraw , <i>Wichita, KS</i> |
| Trey Bare , <i>Shawnee Mission, KS</i> | Carol Ritchie , <i>Wichita, KS *</i> |
| Ginny Braden , <i>Austin, TX</i> | Daniel Sanchez , <i>Emporia, KS</i> |
| Larry Deaton , <i>Independence, MO</i> | Allison Smith , <i>Leawood, KS</i> |
| Merlin Dresher , <i>Galva, KS *</i> | Gary Sneed , <i>Cedar Point, KS</i> |
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| Ivan Moore , <i>Wichita, KS</i> | Ken Wold , <i>Elmdale, KS *</i> |

*Members of the Campaign Leadership Committee



SWANSON ♦ HOUSE

Swanson House consultants have successfully completed capital, endowment and annual fund projects. Pre-campaign assessment studies and ongoing campaign counsel have benefited a wide range of nonprofits including youth development, education, museums, healthcare, art and culture. As a full-service firm, Swanson House also provides training and support in the areas of board government, staff development, communication and crisis management.

1316 West 15th Avenue
Suite 200
Emporia, Kansas 66801

Direct line 316-215-6123 • Toll-free line 888-381-3559

www.swansonhouse.com

SWANSON HOUSE AXIOMS

- Big gifts are created, not found.
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- You must have courage for your clients.
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- Study. Plan. Practice. And then complete your solicitation.