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2027 NAYDO Communications Contest - Strategic Communications Excellence Entry Form

Deadline to submit is January 8, 2027

This submission should explain your Y's rationale, organization and the measurable impact of your campaign.

A preview of the form is available so you can prepare in advance, then cut and paste. You must complete the form at one time. After you submit, you will receive an email with details about uploading your supporting documents.

If you have questions, please contact Communications Contest Co-Chairs Christina Harley, CFRE, christina.harley@ymcaswo.ca, 519 907 5500 ext. 1152, or Rob Totaro, rtotaro@ymcanys.org, 518 429 1701.

YMCA Association name

City

Province/State

Country

YMCA annual operations budget (association, not branch)

- ☐ \$4 million or less
- ☐ \$5-\$10 million
- ☐ \$11-\$25 million

- ☐ \$26-\$50 million
- ☐ \$50 million or greater

Submitter's first and last name

Job title

Email

Work phone

Cell phone

Onsite contact first and last name (if different from advance contact)

Job title

Email

Cell phone (onsite during conference)

Which award category do you think best aligns with your submission? Category descriptions can be found at <https://conference.naydo.org/awards/communications-awards>. NOTE: The committee reserves the right to move you into another category if they see a better fit. *

Select



What is your campaign about?



What was the timeline of your campaign or efforts?



What was your fundraising goal?

What were your other goals? What was the specific communication(s) objective? (Targets could include donor retention rates, membership growth target, engagement rate, earned media goal etc.)



How much did you raise?

What were the prior year or baseline results for this same or similar effort? If this is a repeated or adapted campaign, provide previous results and percentage change.

Is or was the campaign completed at the time of submission? If yes, include the start and end dates, and advise if further results are outstanding and when they will be available. Please include a total budget detailing cost buckets and revenue if applicable.

Describe the media, channel or assets you used in this campaign. These are the examples you will upload.

How did you measure success?

Did you work with another YMCA or agency on any of the included pieces or parts of your campaign? If yes, did you pay for these services and are they reflected in your budget? Please advise who you worked with and what resources they provided.

What was the audience strategy? Who did the campaign target, and did you segment audiences? For example, if this was a fundraising campaign, did you target returning donors, lapsed donors, new/acquisition prospects, members, board, community, government etc.?

How has NAYDO impacted your fundraising, culture of philanthropy and factored into your entry?

Submission must include the following elements:

A portfolio of 3-5 communications pieces that best demonstrate your communications strategy in action with no more than 1 per category. These may include any of the following: annual report/community impact report, annual support campaign materials, capital campaign materials, endowment/planned giving materials, general donor cultivation tools, media or public service campaigns, websites and/or social media.

Total Number of Communication Pieces Submitted (must be between 3-5):

Below, please list each communication piece you are submitting in this category. List the format (i.e. website, annual report) and the format description (file name or URL).

Piece #1 Format

Piece #1 Format Description. What makes this campaign strategic and not just well-executed? Provide details or insight to the problem or opportunity that shaped the strategy.

Piece #2 Format

Piece #2 Format Description

Piece #3 Format

Piece #3 Format Description

Piece #4 Format

Piece #4 Format Description

Piece #5 Format

Piece #5 Format Description

Upon receipt of this form, NAYDO will send you a link to upload your samples, along with the directions for labeling each piece. Failure to use the identification system provided in the email will result in disqualification.

Continue