



Nick Zimmer, a former YMCA professional with 31 years of experience with the YMCA movement, became a Senior Consultant for American City Bureau in July of 2017. American City Bureau helps clients build a culture of philanthropy through a variety of service offerings. Nick has had the pleasure to serve as campaign counsel for several YMCA projects in Iowa, Nebraska, Minnesota, Mississippi and Indiana with his work with ACB.

Nick's YMCA career included 26 years of leading a small independent YMCA with an operational budget of \$750,000 as CEO. He helped YMCA volunteers raise over \$11 M dollars from 1998 - 2017 to build and sustain a debt free 68,000 square foot state of the art YMCA facility in a community of 5,800 in a service area of 13,000. The YMCA started as a storefront operation and under Nick's leadership as CEO raised nearly \$5 M dollars in endowment principal funds to operate and maintain the state-of-the-art facility. Accomplished through relationship building, Nick and the Montgomery County Family YMCA raised \$60,000 in their annual campaign for each of the last 5 years there.

Nick is a past NAYDO Council Member and former Chair of the Conference Sponsor Exhibitor Team where he quadrupled revenue during his tenure. In 2009, the Montgomery County Family YMCA was awarded NAYDO's Eagle Award to excellence in fundraising in the Under \$2M category. Nick served as a "Fellow" with the Y USA Civic Engagement program from 2004-2007.

Nick was very active with the Iowa YMCA Alliance as he served on the executive committee for several years. Nick has had the opportunity to present many topics on planned giving & endowment programming at several NAYDO Conferences, Y USA Small to Mid-Size YMCA Conference and Iowa YMCA Alliance Conferences.

Nick is active in his community of Red Oak, Iowa, active with the NAYDO Alumni Retirees, a member of the Iowa/Nebraska John R. Mott YMCA Retirees organization. Nick knows and values forming relationships.

PAGE TWO:

What Can YMCAs do during the new normal related to COVID-19 Blog information from Nick Zimmer.

Do what the YMCA is known for and does the best. Continue to care for people. This new look will be different than what we are accustomed to as one enters the YMCA for various services, engagement activities, volunteering and coming to work as a staff member.

- The well-being of you, your family, staff, staff's families, your volunteers, donors, program participants, and their families must be the number one priority.
- How do we do this?
- Continue to take care of yourself and loved ones. Keeping your health is ever so important. The YMCA knows this better than any organization throughout the world.
- Continue to keep your faith and spiritual values ever so strong.
- Continue to exercise by moving around your home, social distancing walks and exercising by technology.
- Communicate through social distancing and technology. Let your staff, members, volunteers, donors, business and community/area partners know how much they matter in allowing the YMCA to provide social, faith, responsibility, care and respect through the mission of the YMCA.
- Have a clear message how the YMCA's impactful work = results.
- Then engage staff, volunteers, members, retirees to convey clear messaging.
- This can be done simply by calling people.
- Hand printed or written notes.
- Stay connected with your monthly donors and members that donate and/or pay dues via EFT. I would connect with these individuals first. For many organizations this group is your lifeline. Annual paid members, be creative, provide 13 months for the price of 12 when renewing (example).
- Sending videos and/or pictures of staff and volunteers working from home or their offices. Donors and members will appreciate this to see that their membership dues and contributing dollars are being spent wisely. Share the videos through electronic communications, website, email newsletters, etc. to your donors and members.
- By doing this you are allowing people to enter some normalcy and daily routine.
- Going to work and/or volunteering is a great thing. One is giving back to society in a positive fashion and is doing "God's Will"
- Arrive at master calendar of changes, tentative rescheduling of events and programs. I realize this can change weekly, daily and even by the hour as we have seen recently.
- With spring events and some early summer special events being canceled, many organizations are having "pay to not attend the event". Include a personalized note for how you're on-going support will transform the mission work of your organization.

PAGE THREE:

- Conduct staff meetings through social distancing, technology and/or both.
- Offering exercise / fitness classes through technology. Then sending to your class participants and members from class rosters.
- Volunteering is good and will be in high demand. Organizations that provide meal services for shut ins and or take home related to schools. This shows the community your organization is out in the community giving in need.
- When this is all behind us, having some type of membership appreciation event will help bring connect people together.
- Annual shut down weeks in the summer. Many YMCAs close in August for a week or few days to do "deep cleaning". It might not be wise this year to close another week in August. Can the YMCA local team look at doing "deep cleaning" maintenance week and follow the health and safety guidelines to do maintenance weeks or days during this time of closure if the shutdown would extend into a longer period. This again shows the donors and members that the staff is working to keep the YMCA moving forward. This could create some part-time jobs and hours for part-time staff that have been displaced in teaching classes, working at the front desk and lifeguarding to just name a few key positions at the YMCA.
- Continue to think outside the box.
- Continue to say "thank-you" and how can we service you in this time of need.
- Together Great Things Do Happen and we will all be stronger and learn new skills through the new normal that we are experiencing.
- Nick Zimmer can be reached at 712-370-0874 and my email is nick@acb-inc.com

Only my best,
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