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Contact Information:

**YMCA CAPE COD**  
**STACIE PEUGH**  
**PRESIDENT & CEO**  
**774-251-5101**  
**SPEUGH@YMCACAPECOD.ORG**

## **YMCA CAPE COD Hires DONOR BY DESIGN GROUP**

FOR IMMEDIATE RELEASE

**WEST BARNSTABLE, MA, August 8, 2017** – Following the recent market study results of **PB&A Marketplace Intelligence**, the YMCA Cape Cod is proud to retain **Donor by Design Group** as the newest addition to their consulting experts. **Donor by Design Group** will conduct the capital campaign feasibility study for the proposed new YMCA branch that will serve the Upper Cape towns of Falmouth, Mashpee, Bourne and Sandwich. The Y continues to explore the sustainability and need for a facility to further deliver a significant variety of youth development and healthy living services for all people in these communities.

The Capital Campaign Feasibility Study will measure the fundraising support that can be confidently projected for the project. The study will gather critical leader input to ensure the Y is best meeting the needs of the community. The study will reveal the amount of estimated support available and a recommended project and campaign goal. YMCA leadership and Donor by Design consultants will:

- Identify major gift prospects and potential campaign leaders in the towns to be served
- Listen to input from those leaders, while sharing proposed scope of project and images to discuss the best solutions for the new facility.
- Create a comprehensive campaign plan, case statement and marketing strategy.
- Identify the organization's capacity for expansion both philanthropically and through other financial vehicles.



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Jon Simons, Vice President, and principal lead from the Donor By Design Group said, "We collectively have well over 100 years of experience working directly with YMCAs across the country. We have a shared understanding of YMCAs unmatched in the fundraising industry. We want to put our experience to work for the Cape Cod YMCA as it moves forward to strengthen the Upper Cape in the areas of Youth Development, Healthy Living and Social Responsibility."

According to PJ Richardson, Chief Financial Development Officer at the Y, "Last Fall, the Y conducted a market feasibility study — 600 phone interviews with Upper Cape residents --which validated for us a strong capacity for membership and provided input about programming needs and facility features for the proposed new YMCA. The YMCA board committee for the effort is made up of 14 Upper Cape and surrounding community residents and four senior YMCA staff. We have worked tirelessly and raised over \$50,000 to support these essential studies. We are grateful for this community support and very excited to be moving into this next phase."

The Capital Campaign Feasibility Study kicks off this month and will be presented to the YMCA Board of Directors in November.

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