



BENEVON™

Creating Sustainable Funding For Nonprofits



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BENEVON™ 101

RESULTS YOU CAN EXPECT

By the end of your first year in the Benevon Five-Year Curriculum for Sustainable Funding™, your organization will have:

- Defined and quantified your legacy of sustainable funding
 - Customized the four-step Benevon Model to your unique needs
 - Learned to integrate all existing fundraising activities into one systematic process that builds lifelong major donors
 - Received practical templates for which data to track
 - Learned to benchmark your results using our Sustainable Funding Scorecard
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STEP ONE: POINT OF ENTRY

- Designed a sizzling Point of Entry® Event
- Learned to conduct a one-on-one Point of Entry with anyone you meet
- Written and practiced telling a compelling Essential Story™

STEP TWO: FOLLOW UP AND INVOLVE

- Learned to personalize the cultivation process for each donor
- Customized a Know-Thy-Donor Program™ for converting existing volunteers, members, or one-time donors into long-term major donors
- Learned three ways to engage every board member in the fundraising process (without having to ask others for money)
- Practiced the Passion Retread™ exercise and learned how to conduct a board retreat

STEP THREE: ASK FOR MONEY

- Put on an Ask Event™ and raised an average of \$200,000 in gifts and pledges
- Practiced the science of asking “naturally” for a Leadership or Challenge Gift, without strong-arming or pressuring people
- Designed a Multiple-Year Giving Society™, integrating any pre-existing giving levels

STEP FOUR: INTRODUCE OTHERS

- Designed an ongoing system for attracting new people who *want* to learn about your organization
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