



BENEFITS OF THE BENEVON® APPROACH

- Gives your organization a system for raising sustainable funding from individual donors, which account for more than 80% of all contributions.
- Focuses on fundraising as a science, rather than an art.
- Continuously builds your base of lifelong donors; gets you off the treadmill.
- Allows your organization to establish a multi-year unrestricted giving society.
- Mission-based; honors your donors' true commitment to your work.
- Includes everything you are already doing right.
- Treats donors the way you would want to be treated:
 - Permission-based; no more strong-arming.
 - Organic; allows time for donors to become educated, inspired, and involved before asking for money.