

BENEVON 101 WORKSHOP TEAM MAKE-UP

Team Composition

The following is the recommended composition for your Benevon 101 team of seven people:

1. Two to three staff members
2. Two to three board members
3. Two to three volunteers

The ideal team member meets all three of these criteria:

- Has true passion for building sustainable funding for your organization
- Follows through on what they say they'll do, requires minimal "management"
- Happily commits to be part of your Sustainable Funding Team for at least one year, giving two to five hours per week, including participation on all coaching calls

Team Members

Benevon has very specific suggestions for identifying the seven most appropriate individuals to comprise your team:

- **Two to three paid staff members:**
 1. **Executive director:** While the executive director will most often not be the day-to-day Team Leader of the model within an organization, it is imperative that the executive director be fully committed to the model and attend all Benevon workshops in order for the team to succeed.
 2. **Development director or other fundraising staff person:** This position is generally the "Team Leader" throughout the implementation process. If you do not have a development director, your regional representative will help you select your Team Leader.
 3. **COO, marketing or communications director or program staff person:** The model needs to sync up with existing strategies, and this person will likely appreciate being asked to serve on the team.
- **Two to three key board members:**
 1. Embarking on the Benevon curriculum is a significant investment and the involvement of the board is critical to your success. While not all board members may become actively engaged in the implementation of the model, it is important that the full board understands the model and that the organization has made a longer-term commitment to building sustainable funding.
 2. In most cases, the board chair and development committee chair serve on the Benevon team, along with one or two other passionate board members who are willing to roll up their sleeves and take on some of the work.

3. We are always impressed with the level of participation of board members in our workshops. At least one-third of all participants are board members, who give up two full days (often more, when travel time is included).
- **Two to three “roll up your sleeves” volunteers:**
 1. Look for two to three volunteers who will actively help to implement the model. These can be new or existing volunteers and might include, for example:
 - Former board members
 - Volunteers who have helped with past fundraising activities
 - Parents or family members
 - Loyal program volunteers (e.g., tutors)
 - Recent friends of the organization
 - Donors
 2. No prior fundraising experience is necessary.

Team Leader’s Role

In most cases, the Team Leader for your organization's Benevon implementation team will be your development director. If your organization does not have a development director, the Team Leader is usually a volunteer. The Team Leader's job includes the following:

- Coordinates overall implementation of the model
- Keeps the group on task and on schedule
- Ensures that all data is captured in database tracking system
- Takes on personally or delegates all tasks needed to fulfill each element of the plan according to the agreed-upon timeline, including:
 1. Point of Entry Events—one-hour get-acquainted events to introduce new people to your organization
 2. Follow-up with Point of Entry guests
 3. Cultivation of Point of Entry guests who are interested in becoming more involved
 4. Ask Event—free one-hour fundraising event; guests invited to join Multiple-Year
 5. Giving Society
 6. Follow-up and cultivation of Multiple-Year Giving Society donors
 7. “Missionizing” existing fundraising events

Team Member Job Description

The specific responsibilities of each team member will vary depending on that person’s interests and strengths and may include:

1. Learning the Benevon Model (attends two-day workshop or Benevon New Team Member Intensive)

2. Attending at least one bi-monthly introductory event (a Point of Entry Event) and bringing five or more friends each year
3. Being an Ambassador: bringing ten people to Point of Entry Events in the next year
4. Recruiting others to be Ambassadors
5. Making a “Personal Treasure Map” twice a year and adding the names to the list of potential Point of Entry attendees
6. Making thank-you phone calls and invitation calls as requested
7. Being a Table Captain at the annual Ask Event and filling a table with nine other people who have attended a prior Point of Entry
8. Attending donor cultivation events as requested
9. Taking on other special roles on the team as desired (being a greeter at Point of Entry Events, etc.)

Board Member Job Description

These are responsibilities that all board members can take on, not just board members who are on the Benevon Implementation Team.

1. Learning the Benevon Model: Attending a Benevon Introductory Session or watching the Online Introductory Session
2. Attending introductory Point of Entry Events and bringing at least five friends each year
3. Being an Ambassador: bringing ten people to Point of Entry Event in the next year and recruiting others to be Ambassadors
4. Making a “Personal Treasure Map” twice a year and adding the names to the list of potential Point of Entry attendees
5. Making thank-you phone calls and invitation calls as requested
6. Being a Table Captain at the annual Ask Event, filling a table with nine other people, and
7. inviting them to attend a Point of Entry
8. Giving money themselves. Making a personal financial contribution (of any amount) to the organization
9. Attending cultivation events and bringing others
10. Taking on other special roles on the team as desired (e.g., being a greeter at Point of Entry Events).