

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 one to three 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 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 Benevon relationship manager 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.

NOTE: At all times, the team must consist of more non-staff team members than staff team members. You may bring up to ten total team members. Workshop tuition includes seven team members. Tuition for up to three additional team members is \$250 per person.

Team Leader’s Role

The Benevon Team Leader is accountable for the overall coordination and implementation of the organization’s annual Benevon sustainable funding plan and timeline. In most cases, the Team Leader is a development staff member who dedicates a minimum of half their time to this role the first year. The Benevon Team leader takes on personally and/or delegates all tasks need to fulfill each element of the plan, including;

- Recruiting and managing Ambassadors
- Putting on Point of Entry Events a minimum of two times per month
- Making follow-up calls to all Point of Entry guests within three days
- Ongoing cultivation of Point of Entry guests who are interested in becoming more involved
- Managing and producing the Ask Event
- Follow-up and cultivation of Multiple-Year Giving Society Donors
- Managing and producing Free Feel-Good Cultivation Events
- “Missionizing” existing fundraising events

Other duties:

- Attends annual Benevon workshops with team
- Serves as an Ambassador for one year
- Keeps group on task and on schedule
- Coordinates team meetings and ensures team is prepared for coaching calls
- Ensures that all data is captured in database tracking system

Qualifications:

- True passion for the mission of the organization

- Enjoys developing relationships with people over time
- Excellent “people skills”
- Likes talking to people on the phone
- Detail-oriented
- Knows how to use organization’s database or is willing to learn

Team Member Job Description

Qualities:

- Passion for the mission of the organization
- Able to contribute one to three hours per week for one year

Team members agree to serve on the Benevon team for one year and fulfill the following requirements:

1. Attend the entire two-day Benevon 101 Workshop with your organization’s team
2. Serve as an Ambassador: host and fill one Point of Entry Event with ten or more guests within three months of attending the workshop; helps to identify other Ambassadors
3. Attend monthly team meetings in your organization’s office
4. Participate in all coaching calls with your Benevon Coach—one call approximately every eight to ten weeks
5. Optional: Take on other special roles as desired

Job Description for Board Members Who Are Not on the Official Benevon Team

We require nothing of the board members that choose not to be on your Benevon team.

Having said that, many of your board members may genuinely want to participate in some way, especially after they attend your sizzling Point of Entry Event after your team comes back from the workshop!

Here are the *optional* responsibilities that all board members may choose to take on to support the efforts of your Benevon team:

1. Learn about the Benevon Model: attend a Benevon in-person introductory session, conference call, or webinar, or watch the online video
2. Attend a Point of Entry Event and bring guests to the organization’s public Point of Entry Events all year
3. Serve as an Ambassador: host and fill one private Point of Entry Event with ten or more guests
4. Recruit others to be Ambassadors
5. Make thank-you phone calls and invitation calls as requested
6. Make a personal financial contribution (of an amount that is meaningful to them) to the organization
7. Attend cultivation events and bring others