



# BENEVON™ 101

## RESULTS YOU CAN EXPECT

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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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Creating Sustainable Funding For Nonprofits



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