

## HOW TO TALK TO PEOPLE ABOUT BENEVON

(Before Coming to Benevon 101)

The Benevon Model is first and foremost about engaging individuals in our organization's larger mission.

When people see something they truly care about and a way to make a difference there, they will naturally contribute whatever they have to contribute (time, money, contacts, "stuff").

In other words, in the Benevon Model, the money comes *after* a donor has become engaged in our work, as a *natural* expression of something they are inspired by, rather than the money coming *first*.

Do not think of Benevon as fundraising or another fundraising event. Think of it as our plan for our organization's long-term financial sustainability.

For example, at the first workshop, they will be asking us to define—with specific metrics—what sustainable funding would look like for our organization.

- Would it include an endowment? If so, how much?
- Would it include having a reserve fund set aside containing a certain number of months of operating reserves? If so, how much?
- Would it mean a higher percentage of our budget coming from private sources? If so, how much?
- What would be the impact of our financial stability and sustainability on the people we serve and our community?
- What would we no longer be worrying about?
- What new concerns might we have?

These are some of the broader questions Benevon will be asking us.

Then they will work with us to customize their systematic process to our organization's unique needs.

They will take into consideration all of our current fundraising activities to weave it all into a system that will engage the community in what we are doing and help us get the word out to people who will want to contribute financially—and long-term.

(For board members only): This long-term sustainability and stewardship of the organization's work is the number one priority of every nonprofit board. Therefore, we need to think about our involvement with Benevon as something that affects everyone on the board, even if you do not participate in it directly. Again, this is about a lot more than just fundraising.