

BENEVON GLOSSARY

Ask	The third step of the Benevon Model. Can be done either one-on-one in person or at an Ask Event.
Ambassador	A passionate supporter of your organization's work who hosts and fills a Point of Entry Event with ten or more guests in a two- to three-month timeframe.
Ambassador Manager	Volunteer accountable for cultivating and managing Ambassadors to ensure their success in hosting and filling a Point of Entry Event with ten or more guests. (Prerequisite: must have been a successful Ambassador prior to taking on the role.)
Ambassador Recruiter	Person accountable for recruiting new Ambassadors. Most often, this is the Team Leader, the person who makes the official Follow-Up Call to Point of Entry Event guests.
The Benevon Model	A four-step circular system for building and growing a self-sustaining individual giving and major gifts program.
Bless and Release	Completely "letting go" of those Point of Entry guests who, in the Follow-Up Call, are not interested in becoming more involved in any way. Do not ask them for a one-time gift or add their names to your mailing list. Just thank them for coming and wish them well. This includes guests who do not respond to follow-up calls.
Buckets	Three broad areas of impact used to orient new people to your organization's mission. Buckets are used in many ways, e.g., as tour stops at the Point of Entry Event, in the Visionary Leader talk, as broad areas of engagement for volunteers or donors and as names for the giving levels in the Multiple-Year Giving Society.
Capture Names with Permission	The process of collecting the contact information from Point of Entry attendees, with their permission and expectation of being contacted for the Five-Step Follow-Up Call.
Celebration Event	A Free Feel-Good Cultivation Event for all of the key people who made your Ask Event a success (Table Captains, Multiple-Year Giving Society Donors, Ask Event volunteers, testimonial speakers). Should take place four to six weeks after the Ask Event.
Cultivation Interview Questions	Questions to be asked of current donors when using the Know-Thy-Donor Program or during other cultivation visits.

Cultivation Superhighway	Begins with the Follow-Up Call, ends with the Ask. The more personal contacts you have with a potential donor, the more money they will give when you ask. Involvement in your mission is key.
Emotional Hook	The emotional appeal of your work, communicated through personal stories and testimonials.
Essential Story	Benevon's format for telling a powerful story.
Facts 101	The basic facts about your organization, dismantling myths and stereotypes about your organization or work.
Free Feel-Good Cultivation Event	In Step 4 of the Benevon Model, donors are invited to existing programmatic, mission-focused events to thank them and show them the impact of their support. No one is asked to give at these events. May also be special program events to introduce donors to the next level of needs, such as capital or endowment.
Free One-Hour Ask Event	Signature Benevon fundraising event where guests who have attended Point of Entry Events in the prior year and who have expressed interest in staying involved with the organization are further inspired and educated about the mission and invited to join the Multiple-Year Giving Society. Program includes personal testimonials, a seven-minute video, Visionary Leader Talk, and Pitch Person who makes the Ask.
Follow-Up Call	The second step of the Benevon Model: a specific, five-point conversation to begin or continue a dialog with every attendee within three days of attending a Point of Entry Event. This call is made by one trained team member, usually a staff member, who had a speaking role at the Point of Entry. This call will either lead to the guest being Blessed & Released, or will be the start of the cultivation process. The goal is to generate one new Ambassador from these Follow-Up Calls after each Point of Entry Event.
Gold Standard	The standard to aim for in selecting Ambassadors: someone who truly loves your mission and will host and fill a Point of Entry Event with ten or more guests in the next two to three months. Gold standard characteristics include: passion and personal connection to the mission, excellent follow-through.
Know-Thy-Donor Program	A systematic approach for reconnecting with prior donors, volunteers, and supporters to have them attend a Point of Entry Event and then involve them in the Benevon process.

Mission Message	A one-sentence statement that includes what you do, who and how many people you serve, in what geographic area, and three ways you accomplish your larger mission. Statement used by all staff, board, and volunteers to describe your organization. (This is not your mission statement.)
Multiple-Year Giving Society	Group of donors that have committed to pledge \$1,000 or more annually for at least five years.
Pitch Person	Credible, “school teacher-like” person who is connected to the organization and walks Ask Event guests through the pledge card following a prescribed script.
Point of Entry (POE)	The first and most important step of the Benevon Model: a tour of your mission. A one-hour introductory event that educates and inspires people about your organization.
Point of Entry Conversion Event	Inserting the Facts 101, Emotional Hook, and capturing names with permission at an existing fundraising event (e.g., golf tournament, auction) so that you can follow up and invite people to Point of Entry Events.
Point of Entry in a Box	An event that follows the same format as a Point of Entry that you can take on the road to other locations like a home or office.
Point of Re-Entry Event	Same as Free Feel-Good Cultivation Event: a programmatic event where Multiple-Year Donors, in the company of fellow donors, are reconnected to your mission and introduced to the next phase of your vision.
Pre-Point of Entry	Brief speaking engagements at community, civic, or faith groups where guests are invited to a subsequent Point of Entry Event.
Ripened Fruit	Point of Entry Event guests in the year prior to each Ask Event who have received a Follow-Up Call and have not been Blessed and Released.
Secondary Invitation Strategy	A strategy used to ensure that all ripened fruit Point of Entry guests who might not have been invited to the Ask Event by a Table Captain are invited by the organization to attend the Ask Event.
Tour Guide	The person who leads the tour of your mission at your Point of Entry Event. Ideally, this is the Director of Development or the staff person who will be making the official Follow-Up Call and will be developing an ongoing relationship with each Point of Entry guest.

Treasure Map	A brainstorming exercise to identify the many individuals and groups that would naturally want to become more involved with your organization as potential Point of Entry guests and Ambassadors.
Units of Service	The three (and only three) giving levels in your Multiple-Year Giving Society that focus donors on what you need. Your organization chooses from one of two options: either \$1K, \$5K, and \$10K, or \$1K, \$10K, and \$25K per year for five years. Any gift/pledge of \$1K or more for five years entitles a donor to be part of the Multiple-Year Giving Society.
Visionary Leader	Executive Director, CEO, or top staff person of the organization who oversees the day-to-day activities of the organization.
Visionary Leader Talk	Five-minute carefully crafted talk given by the Visionary Leader at Point of Entry, Ask, and Free Feel-Good Cultivation Events. Includes their personal connection to the mission, three key accomplishments, vision for the future, and critical needs of the organization.