



Your Passion + Our System = Sustainable Funding

Benevon 101: Building Sustainable Funding For Your Mission

Our signature one-year training and coaching program includes:

- Our two-day Benevon 101 workshop for your team of seven to ten people, to customize each aspect of the Benevon Model to your organization's needs
- Private telephone coaching for your team to be used within the year following the workshop

In Benevon 101, your team will learn to:

- Design a powerful and engaging one-hour Point of Entry Event
- Identify potential mission-focused donors
- Launch a Multiple-Year Giving Society
- Ask naturally one-on-one
- Put on a successful Free One-Hour Ask Event
- Retool existing special events to save time and engage donors
- Meet Benevon's tested formulas and benchmarks for long-term success

Return on Investment

- The average first-year group we work with raises more than \$200,000 in cash and pledges.
- Groups report that over 60% of this money comes from new donors.
- By the third year, groups in the Sustainable Funding Program have raised an average, cumulative total of \$1.5 million in cash and pledges from the Benevon Model.
- By the fifth year, groups in the Sustainable Funding Program have raised an average, cumulative total of \$3.5 million in cash and pledges from the Benevon Model.

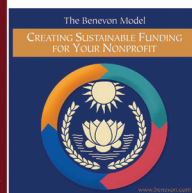
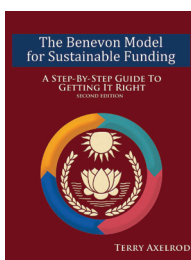
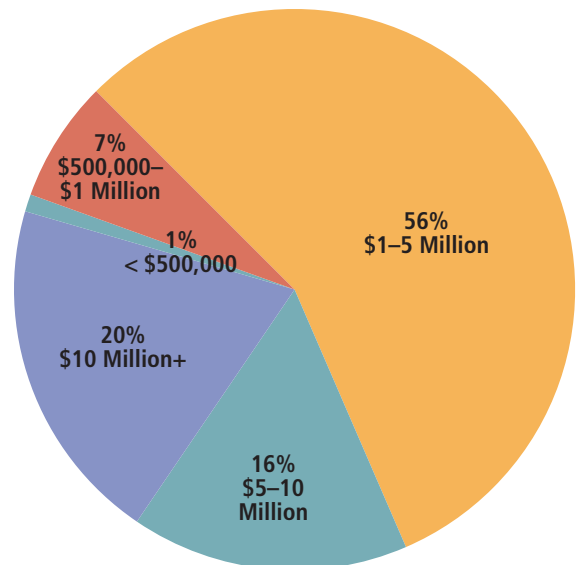
Benevon Five-Year Sustainable Funding Program

Designed for groups serious about attaining long-term financial sustainability after successfully completing their 101 program, your team will:

- Set ambitious ten-year financial goals with yearly benchmarks
- Attend one two-day training per year
- Receive private telephone coaching throughout the year
- Train additional team members to join your team with our online Benevon New Team Member Intensive
- Participate in national calls for board members, volunteers, executive directors, and development staff

The curriculum for each year's workshop provides the skills and support you will need to move to the next level of success in attaining your yearly benchmarks.

Budget Size of Groups in Our Five-Year Sustainable Funding Program



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