

BENEVON Conference Call

5/18/07

Hosted by Linda Bowman

M Beck notes

Goal: Creating Sustainable Funding for Nonprofits – lifelong donors

Leaving a legacy of a system

Benevon formula/recipe –needs to be adhered to

(See Circle Model attached w/ 4 steps)

1. POINT OF ENTRY – a one hour session about the organization that is inspiring, no asking for money. Components:

Facts 101 – answers to questions they already have; broad brush – engage head

Emotional hook – people are moved – engage heart

Capture names – with permission; permission equates with trust; a word-of-mouth invitation

Hold tour, gather in offices, field site, people's homes

Hold once per month over the course of 6 to 9 months

Come up with clever name for the gathering and the attendees

Sample Agenda:

Welcome – Board member

5-7 min visionary leader talk – Exec Dir

FAQs

Tour – can be virtual

Let them know about pent up demand for your services you can't provide for lack of resources

Provide live testimonials from someone whose life (or organization) has been changed

2. FOLLOW UP – within 3 to 5 days; don't ask for money yet

Listen and involve

“Thank you for coming” (sincere)

“What did you think?”

Be quiet and listen – what moved them

“Any way you can see yourself getting involved?” (open-ended)

“Any one else you'd suggest we invite to our next “Point of Entry” event?”

3. ASK FOR MONEY – invite at least 20% of folks who have been to POE to Ask event; ‘pick only the ripened fruit.’ Based on series of contacts with people (in 2 above), ask can be one on one or done as a free one-hour fundraising event. For 100-200 people

Table captains invite their friends to a free one-hour breakfast or lunch fundraiser

No maximum or minimum gift. Expect that 50% won't give.

Sample Agenda:

- Welcome – Board member
- 1st emotional hook – Song/Poem/Invocation; little vignette story cards at each table; provide little memento of the organization
- Visionary leader (can be Exec Dir) introduces a 7-minute video
- Live Testimonial
- The pitch – last 10 minutes; talks through pledge cards; seeking unrestricted donations starting at \$1000/year for 5 years. (Suggest 3 levels – up to org what the 2nd and 3rd should be)
- Pitch person – “Please contact me”
- Wrap up.

Two Main Ingredients of giving structure:

- a) units of service – giving levels starting at \$1000 per year
- b) multi-year pledge (5 years – 95% collection rate) – stay in touch with those donors; have them come to a mission-focused event

Ask those who are interested to be table captains for the next year’s POE events

Bless and release those who are not interested....

4. INTRODUCE OTHERS – Free feel-good mission-focused cultivation event



BENEVON training - \$12000 for two-day training for 7 people from your organization
101 workshop customized for team; Fee includes 4 hours of consultation
Goal - \$180K-\$200K in sustained new money over the course of 6 to 9 months