



# BENEFITS OF THE BENEVON™ APPROACH

- Gives your organization a system to rapidly identify and cultivate major donors who love your mission (over 80% of all contributions come from individuals)
- Focuses on fundraising as a science, rather than an art
- Continuously builds your base of lifelong major donors; gets you off the treadmill
- Allows your organization to establish a multi-year unrestricted giving society
- Mission-based; honors your donors' true commitment to your work
- Includes everything you are already doing right
- Treats donors the way you would want to be treated:
  - Permission-based; no more strong-arming
  - Organic; allows time for donors to become educated, inspired, and involved before being asked for money