



FIRST 5 LA GRANTEE TECHNICAL ASSISTANCE INSTITUTE CUSTOMIZED CONSULTING 2009–2010

BENEVON: BUILDING RELATIONSHIPS WITH INDIVIDUAL DONORS

Program Overview

Generating the program and operating funds necessary to serve constituents and fulfill their missions is a challenge many nonprofit organizations face, even during times of economic stability. To develop financial sustainability, nonprofits can benefit significantly by developing lifelong connections with individual donors, rather than relying on public funding which is often highly restricted and difficult to rely on.

The Benevon Model is a successful, proven strategy for raising funds from individual donors through a series of respectful and thoughtful engagement and cultivation activities. The process produces a consistently high level of giving and generates a self-sustaining cycle of continued and meaningful personal engagement and philanthropy. Following the model, setting and achieving specific benchmarks, an organization is able to produce increased and major gifts from mission-focused donors who truly understand and support the organization's work over time. The model also prepares an organization to develop relationships with the potential to achieve capital and endowment goals in addition to sustaining operating and program needs.

The one-year Building Relationships With Individual Donors Program, one of First 5 LA's Customized Consulting opportunities, is designed to provide organizations access to the Benevon Model in order to successfully initiate and generate support from individuals and become less dependent on restricted funding from foundations and corporations, labor intensive special events and other similar kinds of fundraising strategies. The objectives of this program are twofold:

- To introduce grantees to a proven, nationally respected individual giving model to expand funding opportunities
- To ensure ongoing financial support by establishing a legacy of lifelong donors and a proven system for building and keeping those donors connected to the organization

Program Components

The Building Relationships With Individual Donors Program consists of a specialized combination of training, coaching, and facilitation.

1. **Benevon 101, Two-Day Workshop:** Organizations send a team of up to seven people to the Benevon 101 two-day training that guides participants through the steps involved in designing a customized process for systematically building sustainable funding from individual donors. Each organization will identify its distinctive emotional appeal, its audience and how to reach them, and a proven

method of securing financial support at “the right time.” At the conclusion of the Benevon 101 workshop, participants will be prepared to implement the model within six to nine months, with a customized plan and schedule.

- 2. Telephone Coaching Sessions:** Each organization will receive four hours of personalized telephone coaching sessions from Benevon to support implementation of the customized plan.

A complimentary set of the Benevon library—six books and three videos—is included as part of the Individual Donor Fund Development Program.

Intended Audience

Participants for the program are selected through a competitive application process, based on level of readiness and ability to compose an appropriate team and demonstrate commitment of the time and resources required to implement the customized plan. The program is open to current or former First 5 LA grantees in good standing and requires a modest participation fee.

Program Leader

The Building Relationships With Individual Donors Program will be presented by **Benevon**, a nationally recognized consulting organization that trains and coaches nonprofit organizations to implement a mission-based system for raising sustainable funding from individual donors. This system builds passionate and committed lifelong donors and allows organizations to transition from reliance on often restricted year-to-year fundraising strategies to multiyear contributed income revenue. The Benevon Model was developed by founder Terry Axelrod, author of the *Raising More Money* series, *Beyond the Ask Event*, and *The Joy of Fundraising*. For more information, please visit www.benevon.com.

Information Sessions

August 17, 2009
September 14, 2009

Applying

Applications are no longer being accepted.
Acceptance notifications will be sent October 15, 2009

Benevon 101 Training Dates

November 2009
April 2010