



## CREATING SUSTAINABLE FUNDING IN CHALLENGING ECONOMIC TIMES

Learn a tested system to identify and cultivate donors who love your mission—donors who will give for operations, capital, and endowment—even during challenging financial times. Learn how to engage your community in your organization's mission and to inspire giving, even in a lagging economy. Designed for board members, executive directors, CEOs, and fund development professionals, this entry-level seminar will give you the fundamentals to embark on the path to sustainability and grow your major gifts programs year after year.

In this Introductory Session, you will learn:

- An overview of the Benevon Model, an organic system for building sustainable funding for the mission of your organization from multiple-year individual donors
- How to implement mission-focused, permission-based fundraising
- How to make your organization more visible in your community
- How to identify and personally cultivate individual donors who are passionate about your mission

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**Benevon** trains and coaches nonprofit organizations to implement a mission-based system for raising sustainable funding from individual donors. This system ends the suffering about fundraising and builds passionate and committed lifelong donors. The Benevon Model was developed by founder Terry Axelrod, author of the *Raising More Money* series, *Beyond the Ask Event*, *Missionizing Your Special Events*, and *The Joy of Fundraising*. For more information, please visit [www.benevon.com](http://www.benevon.com).