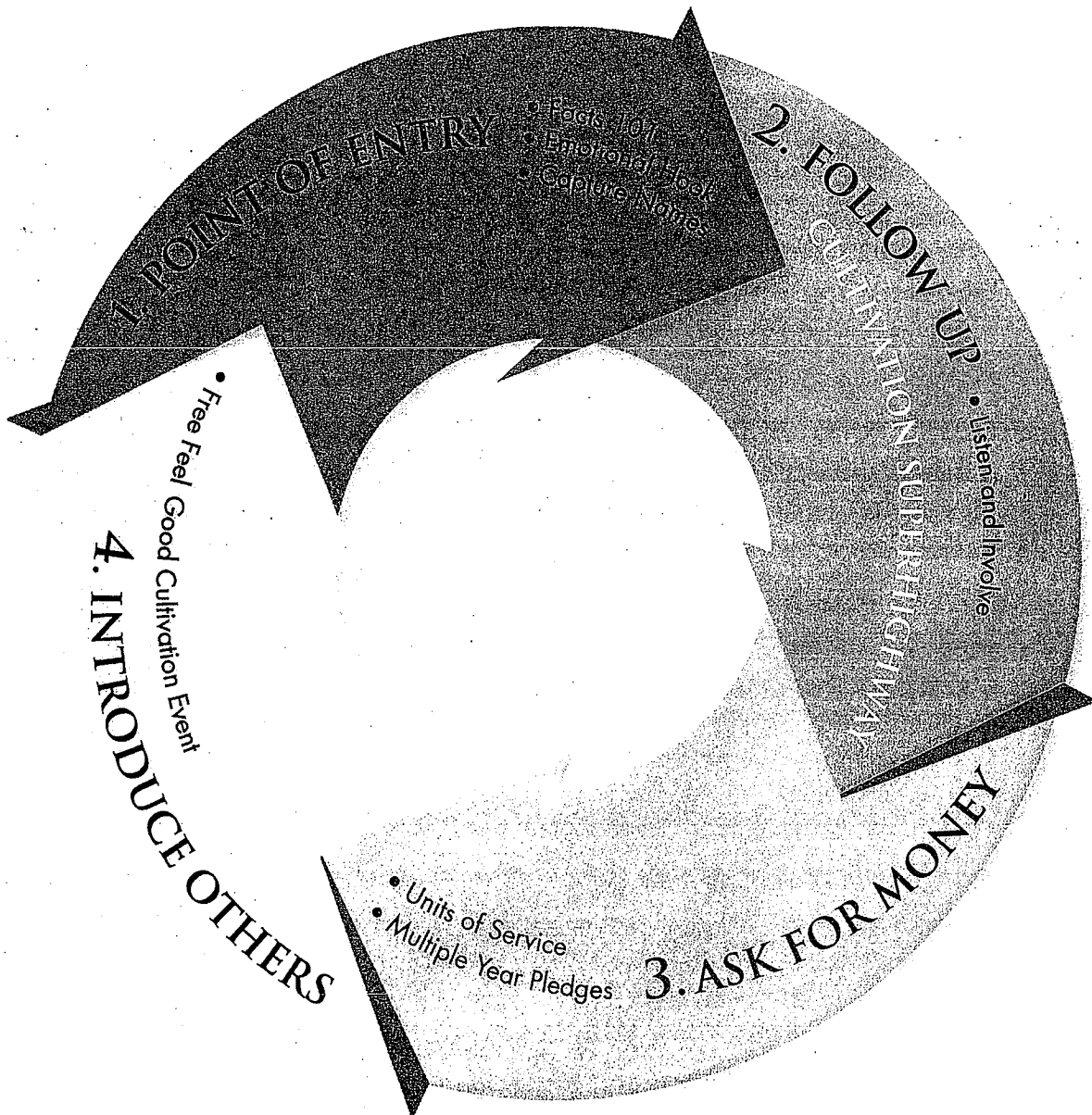


BENEVON™

Creating Sustainable Funding For Nonprofits



2100 North Pacific Street • Seattle, Washington 98103

Telephone: 206.709.9400 • Facsimile: 206.352.9492 • E-mail: info@benevon.com • Website: www.benevon.com

BENEVON™ 101

RESULTS YOU CAN EXPECT

By the end of your first year in the Benevon Five-Year Curriculum for Sustainable Funding™, your organization will have:

- Defined and quantified your legacy of sustainable funding
- Customized the four-step Benevon Model to your unique needs
- Learned to integrate all existing fundraising activities into one systematic process that builds lifelong major donors
- Received practical templates for which data to track
- Learned to benchmark your results using our Sustainable Funding Scorecard

STEP ONE: POINT OF ENTRY

- Designed a sizzling Point of Entry® Event
- Learned to conduct a one-on-one Point of Entry with anyone you meet
- Written and practiced telling a compelling Essential Story™

STEP TWO: FOLLOW UP AND INVOLVE

- Learned to personalize the cultivation process for each donor
- Customized a Know-Thy-Donor Program™ for converting existing volunteers, members, or one-time donors into long-term major donors
- Learned three ways to engage every board member in the fundraising process (without having to ask others for money)
- Practiced the Passion Retread™ exercise and learned how to conduct a board retreat

STEP THREE: ASK FOR MONEY

- Put on an Ask Event™ and raised an average of \$200,000 in gifts and pledges
- Practiced the science of asking “naturally” for a Leadership or Challenge Gift, without strong-arming or pressuring people
- Designed a Multiple-Year Giving Society™, integrating any pre-existing giving levels

STEP FOUR: INTRODUCE OTHERS

- Designed an ongoing system for attracting new people who *want* to learn about your organization



5 THINGS YOUR DONORS NEED TO KNOW ABOUT YOU...AND WILL NEED TO KNOW EVERY YEAR

OUR 2007 REPORT TO OUR DONORS (in 1-2 pages maximum – including your letterhead and list of board members!)

1. The Bigger Picture: What's happening in the issue you deal with?

Believe it or not, your donors aren't giving to you...they are giving THROUGH you as a conduit for values and needs in the community. "Donors give to organizations that meet needs, not because they have needs" – Kay Sprinkel Grace. Donors expect to learn about the community through you. Educate them on what you are seeing: For example - an increase in homelessness, regional differences, demographics...interpret what is happening for them.

2. What are you doing about it?

Report back on your goals, successes and challenges. Your donors are partners with you...be honest about what's working and what's a challenge.

3. What's changed – for better or worse

Again, a chance to educate the donor on your "industry", how your organization is run and your leadership in the issue you deal with and what is on the horizon.

4. What do you need and why? Why should I think about giving more?

*This is where we get into the case for philanthropy in general as well as increased philanthropy. Outline the goals of your organization to respond to the needs of the community this year. **Make a case for the donor to increase their support by defining what increased giving from the private sector allow you to do** (don't assume they understand the role of fundraising vs. all of your other support). Be specific about the benefits of flexible funding from donations and your ability to serve the community.*

5. Remind me that I am part of a community of donors that can make a difference

Your donors are joining with others...remind them of that. Example: "Out of 2,000,000 people in Puget Sound, there are 1,200 of you who are investing in the health of Puget Sound by leveraging scientific research and resources through the Sea Doc Society. We need you."

Since 1979

Excellence In Fundraising

501 E. Pine St.
Suite 201
Seattle, WA 98122
Call: 206.728.1755
Fax: 206.728.1740
Email: info@collinsgroup.co

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Portland, OR 97204
Call: 503.274.9363
Fax: 503.274.1710
Email: mail@collinsgroup-pdx.com

www.collinsgroup.com

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Vice President
Paul Mortimer CFRE
Principal
Kate Roosevelt CFRE
Principal



Mission/Branding Statement Template

We believe...

We are committed to...

What matters most to us is...

We know I've been successful when...(follow with a benefit or a result)

Our services are not for everyone—they are for...(follow with a benefit or a result)

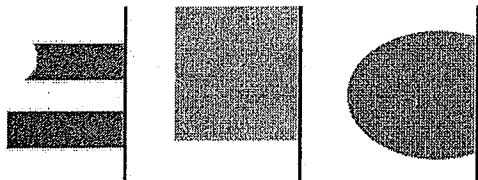
Our clients enjoy working with us because (follow with a benefit or a result)...

Whether _____ or _____ (follow with the range of your services from the smallest to the largest offering), our _____ and _____ (fill in with two qualities or areas of expertise that your organization brings to clients), allow our clients to _____ (benefit)

One of our clients, with our help...(actual case study *Win* or *Solution* your organization facilitated for a client)

We derive great satisfaction from...(other results/solutions you provide)

As my/our client you will (best benefit or result)...



925.944.1403

ellen@ellen4marketing.com
www.ellen4marketing.com

1742 San Miguel Drive
Walnut Creek, CA 94596

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For one Asian nonprofit, money wasn't the hard part

By CLAY HOLTZMAN
STAFF WRITER

In retrospect, raising \$19.1 million for a new building might not have been the biggest challenge for Seattle's Asian Counseling and Referral Services.

The nonprofit in June reached its fundraising goal and moved into the new facility. Along the way, however, ACRS had to overcome a low profile and rally support from a diverse community. Its constituents speak more than 30 languages and dialects, and have roots in a dozen Asian countries.

ACRS overcame those obstacles by recruiting new volunteers, appealing to each ethnic group and finding new ways for people to give. The nonprofit even insisted on designing a building that reflected the culture of each of its member groups.

In the end, ACRS completed the campaign and moved into its new home in Seattle's Rainier Valley neighborhood on schedule.

"I think our greatest strength can be one of our greatest challenges," said Diane Narasaki, executive director of ACRS.

The campaign showed how nonprofit fundraisers can rally support from diverse sources, in a strategy that calls to mind how politicians tailor campaigns for both mass and specific appeal, and how companies market products.

Founded in 1973, ACRS delivers a dozen services to more than 22,000 members of Seattle's Pan-Asian, refugee and immigrant populations. This year's budget is \$10.9 million.

The capital campaign was tailored to tap into each Asian culture's specific interests while, at the same time, appealing to the broader community. Fundraisers showed donors how ACRS services specifically helped members of the Vietnamese or Chinese community, for example.

"When you do any kind of Pan-Asian (campaign) it is really important to include all of the communities," said Mimi Gan, a board member with the Wing Luke Asian Museum, which completed a \$23.2 million campaign in December.

To help tap the shared experience of its diverse community, ACRS emphasized how it helps immigrants, reflecting



BUSINESS JOURNAL PHOTO | Dian Schlatter
COMPLEX CAMPAIGN: Elisa Del Rosario (left), capital campaign manager, and Diane Narasaki, executive director, raised money for the Asian Counseling and Referral Services.

that common experience among many Asian cultures.

When ACRS began asking for donations, the organization recruited volunteers from each country of origin to ask prospects for gifts directly.

"There is a comfort level of one person dealing with another person from the same country of origin," said Rob Harris, vice president of the ACRS board and CEO of Seattle's Pacific Market International, seller of food and beverage container products.

ACRS leaders also made sure architects designed their

new home to embrace all cultures without emphasizing one over any other, "without it looking like Disneyland," said Elisa Del Rosario, ACRS capital campaign manager.

Seattle's Donald King Architects designed a building that uses popular Pan-Asian elements, such as pitched roofs, bamboo and an east-and-south entrance, which brings good fortune, according to feng shui principles.

ACRS also grew its volunteer base nearly 50 percent to 500 last year. And it recruited a new generation of donors by tapping young Asian professionals at major employers.

The new generation proved helpful not only in raising ACRS' profile, but also in raising funds. Joyce Zhou, ACRS director of annual fundraising, said younger volunteers were more comfortable asking for donations one-on-one, particularly among their peers.

Peer-to-peer fundraising also highlighted the difficulty in cutting across some cultural perceptions of philanthropy, particularly among first-generation immigrants.

"Often the generosity and philanthropy (of Pan-Asian cultures) is not in the standard Western form," said Narasaki, the nonprofit's executive director.

Fundraisers started "giving circles" for raising large donations that honor community elders by naming segments of the new building after them. The plan raised more than \$750,000 and honored such community leaders as Bob Santos and the late Rocky Kim.

Finally, ACRS lacked a strong individual- and corporate-giving program before the campaign launched in 2004. With new, high-profile board members, the nonprofit was able to tap into large-donor networks.

And ACRS sought local companies with overseas connections to support their campaign. Seattle's Odyssey Enterprises, Inc., a retail food company that does business in China, gave \$100,000 for art in the building.

Narasaki was struck by the shared support.

"The strength of our organization is that we bring people together," she said.