

**Nonprofit 911 – May 19, 2009**  
**Creating Sustainable Funding in Economically Challenging Times**  
with Terry Axelrod  
Sponsored by Network for Good

The MP3 audio transcript can be found at  
[www.fundraising123.org](http://www.fundraising123.org) or [www.Nonprofit911.org](http://www.Nonprofit911.org)

**Jono Smith:** Now I am thrilled to introduce our speaker. I was actually introduced to Terry by one of our other fantastic Nonprofit 911 speakers, Cindy Adams, the CEO GrantStation.com.

Then I had the opportunity to hear Terry speak about sustainable funding strategies a few weeks back, here in Washington, DC. I knew right away that we needed to invite Terry to speak on a Nonprofit 911 call.

Terry realized early in her career that the only path to sustainable funding was to systematically connect donors to the mission of the organization, then involve and cultivate them until they were clearly ready to give.

In short, treat donors the way you would treat a close friend or a family member, someone with whom you plan to have a lifelong relationship. With this philosophy in mind, Terry created the Benevon model in 1996, after serving as a development consultant to Zion Prep Academy, an inner-city school in Seattle.

Today, Terry is the founder and CEO of Benevon, a Seattle-based organization that trains and coaches nonprofits. One of the reasons that I was attracted to the Benevon model is the fact that you can be a self-implementer. So, if you're a do-it-yourselfer on a shoestring budget, keep listening, because we've got something for you today.

In addition to her time at Benevon, Terry has more than 30 years of experience in the nonprofit field, including founding three nonprofits. Terry's also the author of several books about fundraising, and, needless to say, she's a sought-after speaker.

So, we're thrilled she has donated her time today. And, now, without further ado, here is Terry Axelrod.

**Terry Axelrod:** Great! Thank you, Jono. Thank you so much, and welcome everyone. Thank you for carving out an hour of your busy days. I know how busy it is out there, especially in these challenging economic times, when fundraising is front of mind for all us, to be talking about creating sustainable funding in these challenging economic times.

I'm very delighted and honored, really, that Network For Good sought us out. We have been following the great work of Network for Good and how they've enabled and empowered many nonprofits that we work with to be able to take donations right on their websites in a very customized way.

Likewise, we're very impressed when we saw the success of that. When Network For Good called, I was delighted to say yes to be able to give my time today to share some of our material with you.

Really, my intention in this call is that this information be useful for you, be valuable for you, and that you can put it into practice right away and begin to create sustainable funding, even in these challenging economic times.

The model, the Benevon model that I'm going to be sharing with you, as Jono said, was developed by me at a wonderful inner-city school here in Seattle from 1992 to 1994. When I arrived at the school, they did not have one single donor, if you can imagine.

And many of you, I'm sure, can imagine that. By using this systematic approach, in the two years, we raised over \$7 million from scratch, not having one donor. By the seventh year after that, seven years from the start, we had also completed a \$15 million endowment fund, which allowed our little school to ultimately get off of that treadmill.

That's how I define sustainable funding for nonprofits, to attain ultimately an endowment fund that can be invested wisely and will throw off enough in earnings or interest to cover that operating shortfall, that gap, what I call your treadmill number.

So, let's just say, for example, you have to raise \$100,000 a year to keep your nonprofit afloat. This would be in addition to, say, the monies that you're raising from other sources, perhaps from grants, perhaps from fee for service providers, funders that you have.

Let's just say you still have that gap of \$100,000. Using this model, I'm going to show you today how to close that gap by raising that money from donors who love your mission, people who really believe in your work. They understand your work.

They're not giving because they've been tricked or strong-armed, manipulated, pressured, entertained, made to feel guilty. But they're giving because they really get it about what you do. They want to give to your work.

And over time, they will give more and more money. That's what this model is designed to do. Ultimately, by following this system over time and continuing to focus on and cultivate a subset of the new donors that we got each year at the school, we were able to complete a capital campaign the second year, for \$3.2 million.

Ultimately, like I said, we completed a \$15 million endowment fund, which allowed our little school to get completely off the treadmill. This was not at all predictable. This was not what I ever would have imagined when I got there.

Because I had a great board at the school when I got started. When they brought me in they had just given raises to the teachers. The school had been around for about 15 years, and the teachers had been making \$1,600 a month on contract, far less than they could have been making at any of the public schools.

So they had to take out their own taxes, they were maybe netting \$1,200 a month. And that's a lot less than they could have been making elsewhere.

But they didn't want to leave. Many of the teachers were foster parents. They just loved this school. They asked for raises finally and the principle said, "Well, the only way we could pay you more was if we raised the tuition. And if we raised the tuition, the families won't be able to pay the tuition and we're going to lose the families. We won't have a school."

So he called a man in the business community who had offered to help him raise money a couple of years before that. They met over the summer and decided to give raises to the teachers, and based on that, suddenly had a shortfall of half a million dollars every year.

A brand new shortfall. They'd never had one single donor. They didn't even have any books in the classrooms. They had to get the shoes donated for the kids. There were buckets collecting the rainwater leaking through the roof.

It was quite a situation. When I was brought in at Thanksgiving time, in November the first year, they were already three months into the school year and they hadn't got any money yet.

So to fast-forward to the happy ending of that first year, by June of that first school year, we had raised over \$600,000 in about seven months. And by a year and a half later, we had raised over \$7 million.

When I left the school - I was there a little over two years - we had pledges for unrestricted operating funds, and I think you all know what I mean by unrestricted operating funds. That's really the good stuff, the stuff that you can spend on what you know needs to be spent on first and most.

We had pledges for \$850,000 a year for each of the next five years. \$850,000 for five years each. So over \$4 million we had pledged for unrestricted funding. Plus we had completed this capital campaign the second year from a subset of these brand new donors. That's how much they loved our work.

And we built this new school building, and like I said, ultimately were able to build a big endowment by following the model so closely.

So I'm going to tell you a little bit about the model. I want you to know that at Benevon, we have been around for 13 years. We have worked with over 3,000 nonprofit organizations that have come through our programs. This model has been tested, tried and true, customized to every imaginable type of nonprofit, large and small, policy group, advocacy groups, research groups, environmental groups, arts groups, international relief groups. Pretty much you name it: 3,000 nonprofits we've customized this to.

And if really, really can work for you. I'm so excited to be able to share it with you, because I want you to see, especially in these challenging economic times, that individual donors are really where the action is at.

If you follow any of the studies, if you follow Giving USA and the reports that come out about giving every year, over 80% of the money in America that's given to charitable organizations comes from individuals, not from corporations, not from foundations, but from individuals.

And especially in this economy, you're going to be seeing corporations having to say no more. They just do not have it. The same with foundations. Their resources, their assets, have gone down. But the individual giving and the giving that our groups are seeing using this model has not gone down, and the studies back this up.

And I would just say, before I start in to show you the model, if you think about your own giving - think personally for a minute about your own giving - every one of us, I'm sure every person on this call made some kind of a gift to charity at the end of last year. Even though it was scary, we didn't quite know what was going to be happening, people were still giving.

And the places that you gave to at the end of the year were not necessarily a brand new charity that a friend says, "Oh, you ought to come to this golf tournament or this gala for this place that I'm involved in." But it was a place that you really care about. It was a place that the mission speaks to you.

That's what this model is designed to do, find the donors for whom your organization could become one of their top three charitable gifts in their lifetime. And that's saying a lot. If you adopt this model, you're not looking to have every single person who walks through your doors give you money.

That's over; we don't want that. We're looking for people who really so believe in what you're doing that they're the ones who are going to stay with you longer. And I believe ultimately, and I think we've demonstrated this over the past years with our model, they will give more and more money to you. And in many cases ultimately make significant gifts to you in their lifetime that can help sustain your operation long-term.

I'll just share one funny story - I don't know how funny it is. I was in California a few years ago, in a rural part of California several miles away from the San Francisco Bay Area, and I was putting on one of our live introductory sessions about Benevon.

I had a woman come up to me, she was a head of a Boy's and Girl's Club in that area. And she had on either arm, she had a husband and wife who were on the board of her brand new Boy's and Girl's Club. It was, again, a rural area.

They came up to me together, and the husband said to me - he immediately introduced himself and said, "We're so happy to be here. We've heard about this. My wife and I have recently retired, we're in our early 40s, from the software industry. And we've moved out to this rural area, far away from the Bay Area, from San Francisco, from Silicon Valley. We are planning to live out here, we are not planning to have any children, so we've adopted this Boy's and Girl's Club as our thing. This is going to be our pet project, and we really want to take care of the children in the community."

By the end of the session, after they had listened to what I'm about to tell you all, they came back up - the couple came up without the executive director. And they said, "Thank you. We had never thought of this. It's kind of embarrassing for us to realize that we were planning on giving plenty of money to this place over our lifetimes, but it never occurred to us that we could actually help to sustain it long-term. That if we had a plan we could, over time, give them enough money that enough could be invested, that even after we're gone, this place would be assured of living on forever."

I say that many of your organizations, if you're small, if you've barely gotten started, if there's a passion in your community for the work that you're doing, if there's a need for the work that you're doing, if you take the time to create a systematic approach for developing sustainable funding, there will be donors like that who will come your way.

And you'll be able to say yes to them, because you'll have this plan and you'll be able to grow your organization, and grow your fundraising process.

OK, so let's talk a little bit about this. I believe you each received the handout, and if you did not receive the handout, don't worry about it. You can just draw a circle on a piece of paper and I'm going to walk you through the whole process. I'm going to walk you through the Benevon model.

I'm going to use the school where this was developed as my example. We do have plenty of time for questions at the end. We're going to allow about 15 minutes for questions at the end. So as Jono said, please submit your questions, and I will do my best to answer as many of them as I can, about how this could be adapted to your organization. And at the very end, I'll tell you some of the resources we have available that you might be able to use going forward if you want to get more involved in customizing this for your organization.

So the model is a circle. It's not a pyramid. When most people think of raising money from individuals, they don't think of a circle in shape, they think, "Oh, it's a pyramid. You start the donors at the bottom with a small gift and move them up to a medium-sized gift and then ultimately - often on their deathbeds - comes that ultimate gift."

Now there's nothing the matter with that. Most people do make their largest gifts late in life. It's just that we're finding nowadays, more and more donors are capable of making larger gifts when they're younger.

Therefore, our model is a circle, like an old-fashioned toy train track. You want to get those donors on that track and have them go round and round with you for life. Where they get on the track is at step number one in the upper left-hand quadrant of the circle. So if you just drew a circle, put a little hashmark on the circle there for step number one in the upper left-hand quadrant. That's called the point of entry.

Now the point of entry is a sizzling one-hour get-acquainted event about your organization. I would imagine that most of you could do a tour of your organization. Except for some of the confidentiality issues, you've got something you could show people.

Now some of you are thinking, "We don't have anything. We've got a crummy office. We've just got a little office." Or, "We're working on a kitchen table." Or, "Our main office is overseas. We don't have anything to show people." That's what we call "boring office syndrome" or "non-existent office syndrome."

In any case, it's possible for you to do a point of entry. As I said, it's a sizzling one-hour get-acquainted event about your organization. You do not ask anyone for money at a point of entry. Do not ask for money there. The purpose is to educate and inspire people. It's to take their breath away. So at the end of the hour, people should be saying, "This was amazing. I had no idea you did all of this here."

Even if your organization is a well-recognized nonprofit brand, like the American Red Cross or the American Cancer society, or you name it. A familiar name to most of us. I say that most people do not understand all that gets done there.

We work with the American Red Cross around the country. Everybody thinks they know what the Red Cross does, and I'll you, they don't. You have no idea the amazing, amazing work. So, if that's the case for them, it's certainly the case for many of your organizations.

So the point of entry is going to be that wonderful taste of your mission. It's not a tour of your program. It's not a tour of your property and your facilities. It's a tour of your mission. We help groups to craft this. This is one of the things that's covered in the webinar series that I'm going to tell you at the end, in great detail, how to customize a point of entry for you.

You have to include -- I'll just tell you. I'll tell you a little bit about how we did the point of entry at our school.

Our points of entry were on Thursday morning at 8:00. I would be outside on the street as a greeter. You have to have somebody greet people. And I was the greeter, outside on the curb, because we were very hard to find. Usually with an umbrella in rainy Seattle, ushering people in and showing them where the front door of the school was. They'd come in, they'd fill out a little card. There's a little sign-in table. Each person filled out a private card, a three-by-five card with name, address, phone number, email, and the name of the person who had referred them.

You see, each person was invited word-of-mouth by a friend to this point of entry tour. They were not sent an invitation, they were not reading something in the newspaper. I think the first person I invited to my point of entry for my school was my sister. I called her and she said, "Well, what school? I've never heard of that school."

I said, "I know. I want you to come, though, because I trust you. You'll tell me honestly how I'm doing at explaining what the school does. I need to know that. People won't tell me. So, I'm not going to ask you for money there, but I will follow up with you and get your feedback one time."

So, therefore, when people show up at the little table where they sign in, they've been invited by a friend. They know that they're going to be receiving one follow-up call to get their feedback, not to get their money.

So they walk in to -- in our case, people walk in to the breakfast/lunch room, the multipurpose room where we had almost 600 children eat breakfast. It was kind of chaos. This was Thursday mornings at 8:00. You'd get there a few minutes early. You'd see the last of the kids getting their breakfast, and often the teacher greeted them with a big hug and helped them go over to the ladies in the kitchen.

Because we had little kids. We had preschool through eighth grade. The little kids, the teachers would help them get their trays and sit down, and give them five minutes to go over their homework with every child. Before the bell rang, and the kids scurried off to class at 8:00.

Then we mopped off a couple of tables, pushed them together, and started our little meeting. Our little point of entry. Right there in the same room. So it was nothing fancy. There was no food. It was just casual. We were just sitting down around a table together. And the first thing on the program was a welcome from a board member.

Now, some of you on this call, I'm sure, are board members. This is not just the standard, "Hello, my name is Bob, glad to have you, I'm from the board." We want to hear why you're on the board of this organization. What is it that's so fabulous about its work that engaged you so much? Often it was something personal, that board members love to tell sometimes that's why you're there. That's what people want to hear.

Then the board member turns the program over to the visionary leader. The visionary leader is the executive director or CEO who speaks from the heart. Really from the heart. Why are they there? What kinds of results has the organization produced, and you're vision for the future.

And then people get up and walk around, and you take a tour, where there are three tour stops. And each tour stop shows people a mythbuster fact about your work, a story, and a need. So we help groups to craft with three tour stops they should take people on, what stories to tell, and what kind of a need.

Just as an example, we work with groups that are doing transitional housing. I'm just thinking of a transitional housing program that we work with. Which when they tour people through, it's pretty much like visiting a regular apartment building. But because it's confidential, they can't show you their clients.

So I toured one recently where there were no clients there, and they had me in tears telling me about Johnny and Maria, as we stood in their empty bedroom. Johnny and Maria had been there for almost four months, which was a lot longer than they usually allowed families to stay.

But they had come in with so many challenges, so many problems: healthcare, domestic violence situation, no job training, no education. Johnny hadn't even been in school for

almost a year. And thanks to the work of this amazing transitional housing program, they were able to get them completely set up with all of those things. Get their health care turned around, trained the mom for a job, school, and found them a wonderful apartment.

And they said, "It was really bittersweet this morning when we said goodbye to them. There were a lot of tears and hugs. And as happy as we are that they were able to go off on their own, for every family like Johnny and Maria's, there are four other families that we have to turn away." And then we went on to the next tour stop.

We help groups to craft - and your point of entry needs to craft the wonderful, three tour stops, culminating right at the front door when you're done, there's the live testimonial. Someone whose life has been changed thanks to your work talks about your work right there.

Now if it's too confidential, you can have a staff member read a letter thanking you. You can hear from a family member, sometimes a parent or a grandparent, someone for whom it is appropriate to speak about your work.

But by the time people leave that point of entry, they should be saying, "This was amazing! I had no idea you did all of this here. I want to tell people about this. I've got other people who ought to know about this. But I've got to go. You told me this was only going to last for an hour, so I'm out of here."

And that was always my lead in at the school. For the second step of the model in the upper right-hand quadrant, which is the follow-up. I would say, "No problem, I'll give you a call." So step number two is a one-on-one follow-up call with every person who has come to the point of entry within one week.

I used to do the follow-up calls on about the second or third day after the point of entry. Now just to back up, you'll be doing the points of entry probably once a month. So you'll have maybe 10 or 15 people initially coming to them. So that means your going to be calling 10 or 15 people a month.

And the follow-up calls, which I think are the best part - see, the purpose of the follow-up call isn't just to say thank you. If that were all, then you'd send them a letter, a little note saying, "Thanks for coming." The purpose of the follow-up call is to gauge their level of interest in getting more involved with your program and seeing if this is really something they resonate with.

So the follow-up call has five steps to it. First, "Thank you for coming." And you better mean it when you thank people. In this day and age, for them to take their time to come out and get to know your organization, give you an hour to come and learn about something new, find you, the parking all that. Thank you for coming.

Number two: "What did you think? What did you think of our adorable kids? Our great teachers? What did you think of the weather?" I just want to get you talking so I can do the third thing, which is be quiet and listen. Listen for what are the hot buttons that your tour might have triggered or inspired.

For example, we work with group that's working to cure a disease, and the disease has seven strains to it. After their point of entry they'll call people and sometimes the people will say, "I'm really glad that your working to cure the whole disease, but I'm most interested in that third strain of the disease because that's the one my mother has."

Now that's a big hot button. That's a person saying to you, "In the future when you call me back, and when you cultivate me, when you want to connect with me, talk about that one strain of the disease. Talk about what I'm interested in, not about what you need." And again, you won't know what that is if you're not paying attention.

The fourth thing, the fourth step in the five-step follow-up call, you ask people, "Is there any way you could see yourself becoming involved with us? Any way at all?" This is not a volunteer recruitment call, but you'll get a lot of volunteers. This is not a board member recruitment call or a new student recruitment call, if you're a school. But you'll get a lot of those also.

There's no hidden agenda with this follow-call. It's wide open. "Is there any way at all you could see yourself getting involved?"

And lastly in the follow-up call, the fifth step, you say, "Is there anyone else you can think of that we ought to invite to come to a similar point of entry?" Now, you don't call I "point of entry." That's a terribly tacky name. Call it something warmer, much more fun and inviting.

We work with Habitat for Humanity, and they call theirs "Habitours." We work with vision groups, they'll call theirs "In the Blink of any Eye" tours. Some of our animal welfare groups will call them "Welcome Waggins." Really cute names that are warm and inviting.

Now please don't think that everyone that comes to your point of entry is going to be just dying to get involved with your organization. That is not the case. I'll tell you a quick story. We had a man who came to our school. When I called him to follow up, before I could even say, "Thanks for coming," he said, "I'm not giving you any money, do you want to know why?"

I said, "Well, OK. I wasn't going to ask you for any money anyway, though," because that's not part of our five-step follow-up. He said, "I believe in the work you're doing at your wonderful inner-city school, but yours is a private school and I'm giving my time and money to the public school, so I'm not going to get more involved with you."

To which I said, "That's fabulous. They're darn lucky to have you at the public schools. Go forth." He was so disarmed; what was he expecting? He was expecting me to do what I call the "pitiful begging thing." You know, "Won't you please, please just give us a little bit of money?"

You see, if you adopt this model of fundraising, you will never again be looking for a one-time donor. And he clearly was not going to be a long-term donor for us. He was

more interested in the public schools. So by letting him off the hook - we have a very technical term for this. We say we "bless and release" them. I let him go.

But it allowed me, paradoxically, to skip down to that fifth question in the five-step follow-up call. I said, "I know you're not interested in getting more involved with us, but does anyone else come to mind?"

You're not going to believe what he said. "Absolutely," he said. "You've got to call my wife. She would love this." I said, "Oh, my gosh, you've got to be kidding. How do I do that?" He said, "I'll go home tonight and tell her all about it. You call her tomorrow and invite her and I bet she'll say yes."

And sure enough, his wife is still involved. And we're talking, this is 15 years ago. She has involved so many other people, and it never would have happened if I had not followed all the steps in that five-step follow-up call.

So you've got to bless and release people very liberally, and you definitely do not ask for any money in the follow-up call.

OK, on to step three in the lower right-hand quadrant of your circle. This is where we finally get to ask for money. Now notice, we didn't do any asking in step one at the point of entry, or in step two in the follow-up. We wait until the fruit has ripened, so to speak, in step number three, where we finally ask.

So everything between step two, the follow-up, and step three, the ask - right on that arc of that circle - is what we call the "cultivation superhighway." And this is where we hasten the ripening of the fruit.

Now what makes the fruit ripen faster? Contact. The research is specific enough to say that the more contact you have with a potential donor right in here, the more money you're going to get when you finally ask.

So five contacts yields more money than four. Four more than three. Each contact leads to more money. So what is a contact? Sending someone a copy of your newsletter? Well, yeah, but it's not very personal. Sending them an invitation to an event you have coming up. Yes, but again, not very personal.

The best contacts are in person, face-to-face, and based on what they told you they were most interested in when you made that follow-up call. Like the disease strain that their mother has.

I'm going to tell you a funny story, a true story, about a wonderful woman who came to our school. She came to the point of entry. And when I called her to follow up, before I could even say thank you, she said, "You know, I already know what I want to do. I'm on the board of the ballet here in Seattle, and the ballet has a wonderful program where we go into inner-city schools, we teach dance to the children. I'd like to be the matchmaker between that ballet program and your school. What do you think?"

Now you have to know I'm thinking to myself, "Lady, you must be dreaming. Were you even paying attention when I took you on the tour. Didn't you notice we don't have any books in the school. We had to get the shoes donated. We have buckets collecting the rainwater coming through the roof, and you're talking about ballet?"

But I didn't say that to her. Why? Because I know the statistics, which are that 90% of people in America who volunteer for a charitable organization also give money. It doesn't mean that they give money to places that they volunteer, and many of you may know that. You've got great volunteers, but you don't have them giving money to you.

But I knew that this lady, in her world, our little school was about to become her volunteer project. So I didn't want to lose here. So I said to her just what you would say, "Ballet? That would be fabulous." I can't just picture these kids dancing, some of your very best dancers, and they would have been.

"But I've got to tell you," I said. "I've only been here at this school a couple of months, and from what the teachers have told me, there are so many more basic needs that would have to met first."

The next thing she said was one of the most important lessons I learned the whole time I was at the school. She said, "Like what?" You see, I had been so busy showing off my cute kids and my great teachers that I had neglected to make crystal clear to this very intelligent woman what were our needs.

Do you know how easy it would have been for me, before I walked people into the classroom, when I was standing out in the hall at the point of entry tour, to say, "When you go in there, count the books. You're not going to see any. Check out the shoes we got donated. Notice the buckets."

It honestly had not occurred to me to do that. It's kind of embarrassing to me to this day to say that. But it seemed so obvious to me that we needed everything. Our school was so run down we were practically evicted from it a few months later. We had to go get a whole new building.

And I'll tell you, if it was not obvious to people when they came through our run down building, it will not be obvious when they visit your organizations, the needs that you have. So you really need to make your needs clear.

Once I told this lady from the ballet what we needed she said, "Oh, I didn't know that you needed all that. Now that I hear that, let me see how I can help you." And she kind of put on her volunteer hat and went to work for us in wonderful ways that I never would have anticipated.

The first thing she did was she invited her friends in. She brought them in and she kind of cultivated herself right through this cultivation superhighway by inviting in friends of hers and having them get engaged.

The first person was a man who had a big shoe store. He came out and ended up giving us a pair of brand new shoes for every child in the school. Then she had a friend who had a Wal-Mart kind of place, and he donated stock backpacks and jeans for every child, which meant we finally had school supplies and paper. We never even had any paper at the school, or markers, or crayons at all.

And then she had a friend who has a manufacturing company in Hong Kong, and he came out and saw the school and said, "What cute uniforms the kids are wearing. If you give me one in every style and size, I'll take them over to my factory in Hong Kong and we'll copy them. We'll have them manufactured and we'll donate them back to the school." A huge savings for the parents.

And then she had friends who were on the professional sports teams. They came out, saw that we had no sports program. Our kids were cooped up in these run down buildings and portable with nowhere to play from 6:00 AM to 6:00 PM in rainy Seattle. They bought a wonderful piece of property, built a covered play area, and equipped it with all the balls and hoops and paid for a physical education teacher every year.

My point is, by the time we got around to asking this woman for money in step number three in the model, she's wondering, "Why hasn't anybody asked me for any money yet?" You see, when she's out with her friends and they're saying, "Well, tell me, dear, what are you doing these days?" She's talking about our wonderful school.

Could we have ever dreamed of writing a job description for someone with such amazing contacts as this? No way. She's an example of someone I call the "new volunteer," and you all have people like this around you.

Imagine if I had said no to her. Imagine if I had said, "Sorry, lady, we don't do ballet." Because we didn't do ballet. She would have taken that goody bag filled with all that treasure over to the next smart nonprofit and we would have been the sorry losers.

So I say to you all, be on the lookout for the ballet ladies in your world, because they're out there. They're not usually the short-list. We find so many groups we work with are so obsessed with finding the donors on that short-list of those super wealthy people in town that they neglect, they practically trip over, the people who are nipping at their heels, who are trying to say to you, "I care about your organization, I care about your mission, I'm right here for you."

We want you to be focusing on those, and that's who this model is designed to engage.

So back to step three, the asking. There are two ways to ask in the model. Either one-on-one or at the "ask event." And I'm going to talk a little bit about both of those ways. In this point at our process at the school, we had over, oh my gosh, we had so many people who had come through the points of entry that I knew it was time to ask.

Lots of people like the lady from the ballet, who were well-cultivated and needed to be asked for money. So we decided to do our asking at an event. The short name for this is

the "ask event." The long name is the "free one-hour ask event." Free, in that it is truly free.

When I call people - I went back to my database and I read the notes, because you've got to have a great database. It's really important to have a database when you use this. And we have our own customized version of a database. It's called Next Step, and it's done with ETapestry.

But it's because I'm such a believer in the database as a resource, it can really be a new team member for you. A way to track all of this. So I checked my database, ready my notes, chose 100 people who were the most passionate people about our school.

I didn't pick the people who had the most money, I didn't pick the people who had the best contacts, I went for the people with the real passion. And I called them all, 100 people, and I asked, "Would you be willing to be a table captain at a free one-hour breakfast fundraising event that we're going to put on in about four months?"

And they said, "What?" I said, "That's right. It's free for you to attend. You don't pay anything. It'll last for 60 minutes, in and out. It is a fundraising event. It'll be breakfast or lunch, but it's a fundraising event. You are going to be asked for money at the end of the hour. But there's no minimum and no maximum."

Now what does "no minimum" mean? It means you don't have to give anything at all. Zero. No minimum. No maximum? The sky's the limit. As much as anything, we want people to come, to learn about our wonderful organization. It'll be our job to inspire them to give when they get there, or they don't need to give at all.

Some of you are thinking, this must be the bait and switch part. This is really where you're going to strong-arm people when they get to this ask event. But that is not true. In fact, I figured in my projections for the ask event, that only about half of the people who showed up at the ask event would be the people who came to the prior points of event, and the other half would be brand new people for whom this ask event at step three would be their first introduction to the school. So there's no way they would give.

Let's pretend you're my friend. I'm inviting you to sit at my table. You're driving there. It's a dark, rainy Thursday morning in November in Seattle, and you're thinking, "What a mistake. She said I'd be out of here in an hour. I'm going to be late for work. She said I don't really have to give. I know I'm going to have to give. Inner city education is a really important cause, but not my thing."

But you show up anyway, because you told me you would. Greeting you outside in front of the building, in front of the lovely downtown hotel, two adorable little girls, hair braided, plaid uniforms. "Welcome, thanks for coming." They're smiling at you, you go inside to the base of the escalator, there are two older boys with their blazers and ties shaking your hand. "Thank you for coming."

As you go up the escalator, you hear the voices of the music, you hear the children in the choir standing on the risers in this empty ballroom that's set for almost a thousand people. You're getting in the mood.

You see, this event is choreographed like a theatrical production. You've got people with walkie-talkies, stopwatches, all behind the scenes. So anything you can do to impact people's mood before they get in there is to your advantage.

The program starts on time, really like clockwork. Only 60% of the people are going to be there on time, but you start on time anyway. You have a short emotional hook. We had our pastor and a little girl do an invocation. Everyone was in tears in the first three minutes.

After that, our visionary leader got up and told his story. It was absolutely amazing. And people had a little time to eat right before that, where they could look at little fold-over table tents in front of them that had a story, a photograph, or a drawing of each child. And everybody passed those around. And there were kids walking around with baskets of apples, giving everyone an apple, to make eye contact with people, to say, "This is a real school right here in your community."

So the visionary leader spoke for five minutes or so. He was unbelievable, talking about his passion for the work, his vision for the school. There was a 7-minute video that moved people to tears three times, and a live testimonial talking about how the school had changed people's lives.

In our case, we had little kids. We had them interviewed by this wonderful woman. She asked, "What do you like about going to this school?" They said, "I love my teachers. I love the hugs I get. I love my hot breakfast." "What's your favorite subject?" "Math. Science, Reading."

But it was the last question she asked them that mesmerized the room. She said, "What do you want to be when you grow up?" And at that moment, these little children started to say the kinds of things they had written on those little fold-over paper table tents, like "I want to be the first one in my family to graduate from high school. I want to go to college. And I hope someday I can be a teacher."

But when she asked them that live, they didn't say, "I hope," or, "I want to be," they said, "I'm going to be a teacher." "I'm going to be a scientist." "I'm going to be a pilot." You could have heard a pin drop in that room of nearly a thousand people.

And now you're sitting there thinking to yourself, "Wow. I didn't know very much about this place a couple of hours ago. But now I can see if I was ever going to want to get involved with something like this, this would be a great one." You're about as ripe a fruit as you're ever going to be.

The next element of the program is the pitch. A wonderful, passionate person who knows the organization and follows the script gets up and guides people through a pledge card

which invites people to join a "giving society" with three giving levels, starting at \$1,000 a year for five years and going up from there.

We had, out of 850 people at our ask event - we didn't get a thousand people there, which was what we were aiming for. We had 127 people join our giving society, pledging either \$1,000 a year for five years, \$10,000 a year for five years, or \$25,000 a year for five years.

We had 127 people all together do that out of 850 people who came to the event, which is less than 15% of people, but we still raised nearly a \$1.5 million in that one hour by just following this system over and over and over.

And the people who didn't give, we blessed and released. We let them go. So the next day I was on the telephone calling all these new donors in our giving society thanking them. I followed those five same five questions as I did in the follow-up call.

"Thank you for coming. What did you think?" I was quiet and I listened, and it's a good thing I was. They all told me the same thing. They said, "If I had known how great that event was going to be, I would have invited other people." And they started telling me the names of their friends and family members.

Before I knew it, I found myself saying, "I think we're going to do this again next year. Would you be willing to be a table captain at next year's event?" And you'd have between now and next year to do the fourth and final step in the lower left-hand quadrant, which is to introduce those friends and family, introduce others to our school.

How can you do that? By inviting them to a point of entry. Back up at the upper left-hand quadrant. If you bring them there, we will educate and inspire them. We'll follow up at step two afterwards. We'll bless and release them if they're not interested. Or we'll cultivate them like the lady at the ballet. So by the time they're sitting at your table next year, they'll be the ripened fruit people ready to give, or they don't need to give at all.

By following this model year after year, it continued to grow. By the second year, as I said, we needed to do a capital campaign. How you do a capital campaign is we went back to the same donors, a subset of them, and put on something that happens in step four called "points of re-entry."

Little batches, we brought people back, showed them the architect's drawings, the pyramid chart for the money we needed to raise for capital. And before we knew it, a certain subset of those same 127 donors from the first ask event, some of them were pledging money, and we raised \$3.2 million for capital.

And we kept doing this year after year, and by the seventh year, like I said, we were able to complete a \$15 million endowment fund from the subset of the same donors, just by following this faithfully year after year, which allowed our little school to get completely off the treadmill and no have to worry about funding any more.

This is what we want for you. This is what the Benevon model is designed to do. So I'm going to open for questions here in a minute. Before I do, let me just say, something wonderful we've designed in the last couple of months, we just launched it about a month ago. I'm very proud of that fact that Network for Good has asked me to say something about it.

Which is a wonderful Benevon self-implementer webinar library package. Something brand new. Eight webinars moderated by me with a live audience. Very interactive. It's wonderful. It dissects each element of the model that I told you in much more detail with all kinds of templates for how to customize this.

It's sold in conjunction with my eight books and tapes, and we are offering a special on it just for you. We've never had any discount on this every, and for the first time we're going to do that today. We're going to give \$100 off. It's normally \$799 and we're going to sell it for \$699. It included the eight webinars and the nine books and tapes. At the very end today, I'll say a little bit more, or Jono can help me to say there's a special code you have to type in and an expiration date, which we'll tell you at the end.

OK, Jono, I think I'm ready for questions.

**Jono:** Thank you, Terry, that was fantastic. I want to remind folks that we have 15 minutes for questions for Terry to fundraising123@networkforgood.org. Once again, that's fundraising123@networkforgood.org. Before I read the first question from Lorraine, Terry, as you were speaking, I was thinking that in many ways events like today's Nonprofit 911 teleconference are actually point of entry events. So I was curious what your thoughts are for organizations that are very resource-strapped on using a platform like a webinar or a teleconference for a point of entry event, or at least to test out the concept.

**Terry:** Yes, I think that's great, Jono. We're using a lot more technology, a lot of our groups are doing that. And even using their websites as a way to bring people in. There is no substitute for the live point of entry for the hand-on. It's just like there's no substitute for sitting across a table and having a cup of coffee with a friend. But you can use the website, you can use webinars, as long as there a lot of stories and they are really engaging. What people tend to do is go heavy on the facts and light on the emotion. That will not engage people to really get involved with your organization. So especially if you're using the web, where you have the option to put a lot of stories into it, you need to brings to life for people with stories.

But you can do it. You can do that. I would use it for more what I call a "pre-point of entry." Which is way to get people excited enough that they would come to a real point of entry. But absolutely you can do that. Great idea.

**Jono:** That leads us into Lorraine's question. Lorraine says, "Do you have any ideas for crafting a point of entry event housed out of a home residence? Our mission is international relief. We can provide photos of the impact of our work, videos. Listening to you, it sounds like we should also get some testimonials together. Our mission is reading relief for people in crisis. Everything to help highly vulnerable people such as

refugees read. Our biggest project is aimed at 80,000 Darfur refugees in Eastern Chad. Thank you so much."

**Terry:** Oh, absolutely, Lorraine, that's a great question. And we work with a lot of groups like this, where they have one main office in the States and they're working out of homes, or maybe there's several offices around the country. But, yes, in homes points of entry, especially for more grassroots groups - and international groups are great. You can do them in churches, you can do them people's offices. But in-home points of entry are fabulous.

The ideal thing in the follow-up - and I know this isn't your question, but I'm just going to say when you make the follow-up call, when you get to that part of saying to people, "Is there any way you could see yourself getting involved, " one thing you would want them to do is agree to host a similar point of entry in their home, if they're excited about it. Not everybody likes to do things in their home, but you could certainly do them in homes, in church basements, et cetera.

Now to the point of what you would use to show your work, we do not use video at a point of the entry. I didn't say that. You can have a video at the ask event, but there's no video at the point of entry. You want it to come to life with stories. You can have photos.

I don't know, Lorraine, if you have people who have been to Darfur, been there hands-on providing the international relief, or if you're just sending money over there. Usually with the groups we work with that are doing international relief, there is someone in their community who has made a mission trip or some kind of a visit where they can come back.

That's the person you want to have in the living room telling the stories. You want them to bring it to life. Perhaps they just walk you through a brief scrapbook. Maybe there are just three or four photos in it, and each one there's a story that they bring to life. And they talk about how their life has been changed by it.

That's the best way to do a point of entry for an international relief group.

**Jono:** Elizabeth works for a nonprofit that links cultural and neighborhood nonprofits with partners in tourism, hospitality, and business. She'd like to know how to adopt to adopt this model for organizations like hers, for arts, heritage and cultural organizations.

**Terry:** Yes. I don't know, Elizabeth, if there are hands-on programs that you offer or it's more of a policy group or an advocacy group. If it's a hands-on group for the arts, absolutely, the model works great for arts groups. Because you want to tap into the passion that people have for the arts, especially with this economy. A lot of our arts groups say, "Well, we're not as relevant. People are going to give to the food bank or the shelter, but they're not thinking of us." And we have not found that that to be the case if you can tell the stories, particularly linking them to the economy.

For example, many arts groups and zoos and museums which do great outreach to kids and to schools are having to subsidize those programs more now, because the schools do

not have the kind of money that they had for the field trips, the parent don't have the money to subsidize that. And so the arts organizations themselves are needing more money for that.

Again, it's all in the stories, Elizabeth. You want to be able to tell how your work impacts an individual. Without having a little bit more information, it's kind of hard for me to describe, other than go to stories about impacts on the children in the community, because a lot of arts groups do education.

Or the impact on adults. If you can have some of the artists, if you can have the artistic director, if it's performing arts, come and speak about why they're involved. If you can have some of the artists, if it's a symphony, talk about how this has changed their life. We work with a group that actually makes books - it's an arts program where people actually make a book and some of the participant in the program talk about how it's completely changed their life in ways that people would never imagine.

So the stories and your passion are what will bring it to life.

**Jono:** Amanda had a question. She says, "You talk about a mythbuster, a story, and a need. Do you go through these for each tour stop, or is the mythbuster the first tour stop and the story the second? Can you go back over that?"

**Terry:** Really good, Amanda. That was very confusing, and I did say it fast. So let me back up and be clearer. This is something we go into great detail in the webinars on, so I will just give a little plug for the webinars there, because it is easy to skip over. So at each of you three tour stops, Amanda, you're going to do all three of those things. In the example that I gave for the transitional housing, the mythbuster fact would be when I first walked into the room at this transitional housing shelter they said to me, "Many people don't know that the average age of a homeless person in our community is nine years old, and that's because there are so many children that are homeless."

So that's the mythbuster fact. And then the story they told me was the story I told you about the mother and child. And then the need was for every one family that we're able to help, there are four others that we have to turn away.

So then we went onto the second tour stop, which might have been a completely separate program. Maybe it was a job training program within that transitional housing place. And there they would tell another mythbuster fact, a story, and a need. OK?

**Jono:** The next question comes from Dan. Dan says, "A thousand dollar entry level for the first ask event seems very high. If your invited audience is selected for passion first and wealth second, how can you have confidence you will get 15% of the audience who are capable of giving a thousand dollars?"

**Terry:** Excellent question, Dan. And I realized in your question that I neglected to tell you something very important. You all are listening so closely.

But the way the pledge card looks, there are five boxes on it that you can check off. Box one is \$1,000 a year for five years. And you name the levels, but I'm just telling you the levels. Box two, in our case, was \$10,000 a year for five years. Box three was \$25,000 a year for five years. You can do them \$1,000 and \$5,000 and \$10,000. You don't have to go as high. And we have little rules about it which you can read up about.

But there's a fourth box, which is a fill-in-the-blank box, and that's what many people will check off. It will say, "I'd like to give you X number of dollars for Y number of years." So people will put, "I'll give you \$20 a year for three years." Or \$100 a year for two years, whatever they want to give.

And then there's a fifth box that says, "Please contact me, I have other thoughts to share." And that's for people who they want you to just call them. Maybe they've got a big foundation or they want to give you some property or whatever.

But the goal, Dan, the way the numbers work out - and there's a lot of math behind this, a lot of math and formulas which I'm not really going into here - but again, we've tested this with 3,000 groups. You want to have 10% of the people who come to the ask event - let's say you have 100 people at your ask event, you want to have 10 of them join your giving society at one of those top three levels. 10% to 15% of them. We had almost 15%.

10% to 15% will join the giving society at one of the top three levels. But you only want to have about 45% of the people give at all that day. So that means that about 30% of the people who are there that day fill in the blanks. And a bunch of people give nothing.

You don't call and bug them the next day. You don't send them a sneaky little card saying, "Won't you please..." do this or that or give us some more. You really bless and release them after that and just trust that they will come back to you in one or another. And many of them do.

They'll take home their pledge cards. Some of them will send them back because you put in a little colored envelope, and by the end of the year, that envelope will be coming back your way and you'll see that little pink envelope or whatever in the mail.

But that's the way the model works. It's really based on the formulas that have been tested. I know it's counter-intuitive, a lot of what I'm telling you. And I really appreciate the question, Dan, because a lot of smaller groups say, "Oh, we could never do that \$1,000. We're going to start with \$500 a year for three years. She just doesn't understand our group."

This has been tested with organizations of all sizes and types. Please, if you're going to start with the model, do not start any smaller than this. And I really stress that in the webinars, so we may want to say a little bit more about that. Because the webinars are recorded with a live audience.

As I said, I had 10 nonprofits there. They were all small organizations. Budgets of half a million dollars or less. They each had two people in the webinar audience with me, so there are lots of good case examples from them on how this can be customized.

**Jono:** Terry has been referencing a number of resources. We'll be referencing those at the end of the call. You can also go to [Benevon.com](http://Benevon.com) to learn more about those resources, and then we'll also include those in all the follow-up emails.

Let's go the next question from Dave, a great question. Dave is a development officer from a mission organization. "Ninety percent of our current donors are connected with us through individual missionaries, so I try to connect with our donors and they say, 'We know Joe Missionary, but you as the organization are just the bank that I send my check to.' They seem to be passionate only for the individual missionary's work rather than the whole organization. How do we build bridges to our donors to give towards the necessary organizational/administrative costs that are being overlooked?"

**Terry:** I love that question, Dave. We work with a lot of groups, a lot of faith-based groups where the individuals have to raise personal support. I know the issue. And you're absolutely right on, until you can get those donors understanding a larger mission, you're just on another version of the treadmill. You've got to do points of entry. Get all of your staff who go out and do the personal support, get them trained in the model so that they can trust this. Over time, you quantify how much money they're raising, and if you can show your staff and the people who are raising the personal support that they can make that money up by doing this, you're going to over time win them over to the model.

So what you want to do, even if, Dave, you have those donors to your staff come to points of entry. Just have a big point of entry or a few private ones where each staff member puts on their own point of entry, and have you be there, assuming you're the head of the organization or you're the person representing the main organization. You'll be able to connect them to the mission.

And then have the staff, have the missionary staff, come and talk about the mission of the organization, not about their needs. Talk about the needs of the whole organization. It's a complex question that you're asking, Dave, and not one that probably everyone on the call even understands. But I do get it and there's reference to it in the books and tapes.

**Jono:** OK, just a quick question from Melissa: "Just to be clear, are you saying that the Benevon model is specifically designed for individuals and not foundations and corporations or both?"

**Terry:** It can be used for foundations and corporations, Melissa. Many of our groups, once they get the POE, the point of entry, designed, if a foundations calls them and says, "Hey, we're coming by next week, " they don't have to panic and figure out, hey, what do we show them? They use their basic point of entry. A lot of groups do that. And you can use one-on-one points of entry. But the focus of our model is on individual donors, which is where the action is. Over 80% of the money comes from individual.

**Jono:** And then Maggie asks, "Can you review your tips on who to invite for the first point of entry? How do we identify potential new donors? Would we invite current donors as well? What is the best way to invite people. We're a small nonprofit with overseas operations, and many people in our city are not immediately familiar with our name and our work. Thanks."

**Terry:** Check out the stuff on our website, Maggie. It's called "Treasure Mapping," and it's a longer answer than I have time to give you here. It's like our version of a network analysis of the people that love your organization or could love it, who are hanging around you on the fringes, who're you're not paying much attention to. And we show you how to identify them, map them out, and then invite them systematically to the point of entry in a very personal way.

**Jono:** This is a great question from Jamie. "You mentioned the point of entry should be a tour of your mission and not of your facility, but mentioned making three stops on the tour. Wouldn't this a tour of the building? Is a building tour OK for a capital campaign? We've completed phase one of a two-phase capital campaign project, and taking potential donors of a tour of our preschool as we work to raise money to renovate and expand our center we believe could be very powerful."

**Terry:** Yes, it's definitely a tour of the facility, but you're not showcasing, "Look at this room, look at this building." You're showcasing what goes on in there. You didn't build the building just to have a building. You built the building to get your mission fulfilled, so that's what you want to showcase. And please do not use the model just for capital. I didn't say that either. It's hard in an hour to say everything. But you really need to use the model to build unrestricted gifts, and then the same donors to make the five-year pledges are the one who will give ultimately also to capital or endowment.

So do not have an ask event for a capital campaign. Yes on the tour though. You can definitely show them your building. You can show off your beautiful building, but when they're there, the stories you want to tell are about the mission being fulfilled with your children.

**Jono:** And we've just had a ton of questions from international organizations. Here's one: "Your model sounds amazing for community-based organizations. How would you modify the strategy for international organizations? Our founder travels to the States a couple times a year, could that be enough for point of entry? Would this model work to build networks in a variety of cities that he travel to?"

**Terry:** Yes. Similar to a university president, like a big university where the president or the top people travel around and they meet with the alumni and they put on little points of entry in people's homes or in reception places around the country. Yes. We recommend that you start the model in one location and get it right there. There are enough tricks to doing what I've just told you, that I recommend you start it near to you, near to your home office. Get it figured out there before you take it on the road. But it can be done, yes.

**Jono:** Great. Let's just do a quick time check here. Terry, we've actually got quite a few more questions, but I realize we are at 2:00 PM Eastern. Do you have time to take a few more questions?

**Terry:** I do. I just want to be sure that anyone who's going to have to scoot off kind of knows whatever they need to know. Maybe we do that and then we can stay on for a couple more minutes. I'm happy to do that, Jono.

**Jono:** That would be great. If you could just let folks know what's the best way to implement this model within their organization and where to go to learn more about Benevon.

**Terry:** OK, great. I'm very excited. As I said, we've never done this before. We have the eight webinars, and if you got to Benevon.com, you can purchase the webinars. We're giving the \$100 off, which we've never done. It's a special what we call "coupon code," I'm learning about this. And the coupon code - you should write this down - is nonprofit911, all one word, but the 911 are the numbers. Nonprofit911, and it will expire on June 19th of this year. So you've got about, what is that, about a month to purchase the webinar at that special rate that we're offering for Network for Good.

**Jono:** Terry has been kind enough to share some of her writings with us, and we'll be including some of her tips for sustainable funding and sending those across to everyone who registered for today's call as complimentary tips for joining us today.

OK, let's jump onto the next question, from Jessica. Jessica says, "We have some confidentiality challenges, and I'm wondering if you have any ideas for point of entry events for Planned Parenthood? Many people think of us as a high controversial 'abortion clinic,' but what people are often amazed to learn is that we provide primary healthcare, prenatal, pediatrics, and so much more, in addition to family planning."

**Terry:** Yes. Many groups have confidentiality issues, and they're very valid. You want to honor the people that you serve. I would say either, Jessica, do the points of entry at a time of day when you don't have your clients right there. Like you can walk them through a clinic. I visited a child abuse clinic at a time when of day when there were no children there, and they had me in tears at every single room, telling me the stories. "Just today in this room we had a little boy...." This is the medical examining room. This is the place where they play with their teddy bears, this is the place where they tell their story. Here's the two-way mirror, kind of thing.

You can do all of that, and I certainly wouldn't want to violate that. I would say though, Jessica, that there are people who want to tell their story. So you want to honor that also. If you've got some alumni, some people who've come through your program or some satisfied patients or clients or family members who are so grateful, don't shut them down.

They may want to talk, in which case you can have the points of entry in the lunchroom or in a conference room off to the side, and people can come in a different entrance. Or even through the front door, and then just go over to the conference room and just talk about it.

But you still, ideally, should walk them around them around, and preferably when there are not clients right there.

**Jono:** We've had several people write in and say they had an "a-ha" moment on this call about testimonials and the lack of testimonials that they have. One person said, "Do you have ideas for testimonials for a land preservation organization?"

**Terry:** Yes, I do. I love land preservation organizations. See, the emotional hook for a land preservation organization is -- and this is going to sound a little crass, but I'm just going to say it - is really nostalgia. It's not land, it's nostalgia, because people remember a time when the land as the land. They remember a time when there were farms, when there were prairies, when there were rivers. Any environmental group, the emotional connection is that nostalgic moment. So you want to have the testimonials - often we'll have a testimonial from like a grandfather talking about how he remembers when he came to this river or when he came to this piece of land and it used to be this or that. And how all he wants if for his grandchildren to know it as that and not to have it be taken over in some other way.

So you want to get live testimony. And you might even have him there with his son, a father/son team or a mother/daughter team. It's kind of a different twist on it, but that's what I'd recommend.

**Jono:** I think you've covered this, but several folks have written in asking, so I think it would be worth mentioning again. If you don't have a physical office, do you recommend having the event somewhere else, at a hotel? What's the best practice there?

**Terry:** OK, so do what we call a "virtual tour." You can take your point of entry on the run. By virtual, I don't mean Internet, I mean you can do it somewhere else. You can do it like in a board member's conference room. You can do it in a church basement, you can do it in a -- I don't really recommend a restaurant. But you can do it in an office. You can do it in a boring office. Most people can do them in their own boring office if you've got one. You can bring each corner of the room to life. You can put a little display there, as long as it's got photos. Sometimes we even let groups use audio tape.

We had one group and they had a tiny little office. They had the conference table in the middle and there were four cubicles right around the conference table. They just had people turn their chairs and they pushed a button on an audio cassette tape - this was a while ago - and they had a photograph of the staff member who talked right there and just said, "I'm sorry I can't be with you today, I'm out visiting one of our clients..." and then he told the story about - the mythbuster, story, and need.

And he talked about the impact of his program. And then the next one, they heard a tape from somebody else who ready a letter. There's lots of different ways to bring it to life, but it does not have to be a walking-through tour.

I say that though carefully, because if you've got anything you can show, it's better than not showing it. A lot of groups think that their place is kind of boring, and people will

pick up a lot of queues. They'll see things on people's bulletin boards, they'll just be really fascinated with things you take for granted.

**Jono:** The final question comes from Patty. She works for an organization that builds schools in Mexico. She says, "I've been successful at raising the capital, but as a leadership team we pay our own way for all trips, for planning and building these schools. I am the only person working full-time and I'm actually not paid. That's obviously not sustainable over the long term. Do you have any thoughts on raising money for personal support like this?"

**Terry:** Yes. You can do this, you can use this model, Patty, for personal support. I don't know if you're a legitimate 501C3 and how the donors would work it for the giving piece. But you could do points of entry right in your home. You could show the photograph, you could tell the stories, like I said. I'm sure you've got amazing stories about what you've seen. You can talk about the need, and then you can - I would not do an ask there. The main thing in the model is to separate the point of entry from the ask. So you don't want to be asking people in your living room to be giving you money. It's just so much easier if you can wait and do it a little bit after. Even if you just give them a little bit of time to digest and then call them, and just do a follow-up call and ask.

Ideally they've come with you on some of your mission trips. Maybe they've come down to Mexico. Or bring somebody else who's been there and have them and have them talk about it. Then when you ask them, let them know what the money is going to accomplish, how many more people it's going to serve, how many more schools it'll allow you to build. Like that.

**Jono:** Great. Before I turn the floor back over to Terry for her final words, I just want to thank everyone for attending today's Nonprofit 911 call. We had some fantastic questions. I of course want to thank our speaker, Terry. As I mentioned at the top, one of the reasons that I was attracted to the Benevon model is the fact that it can be self-implemented. I will let Terry remind folks where they can go to learn more about self-implementing this model. But again, I want to thank Terry and everyone for joining in today, and offer Terry a chance to offer some closing remarks.

**Terry:** Thank you so much, Jono. I'm delighted that you invited me. I really want to help nonprofits. The only reason we're here at Benevon is to help nonprofits build sustainable funding. Mostly our programs are year-long or five-year-long programs where we coach and train nonprofits. And this new webinar series is designed for the smaller groups to get them started on that pathway. Again, go to [benevon.com](http://benevon.com).

I just wish you all well. I really, really admire the work. Thank you for the great questions. And, Jono, thank you for the wonderful work Network for Good is doing. You're doing the work, Network for Good is doing the work. Thank you. Bye-bye, everybody.

**Jono:** Thanks, everyone, and have a great day.