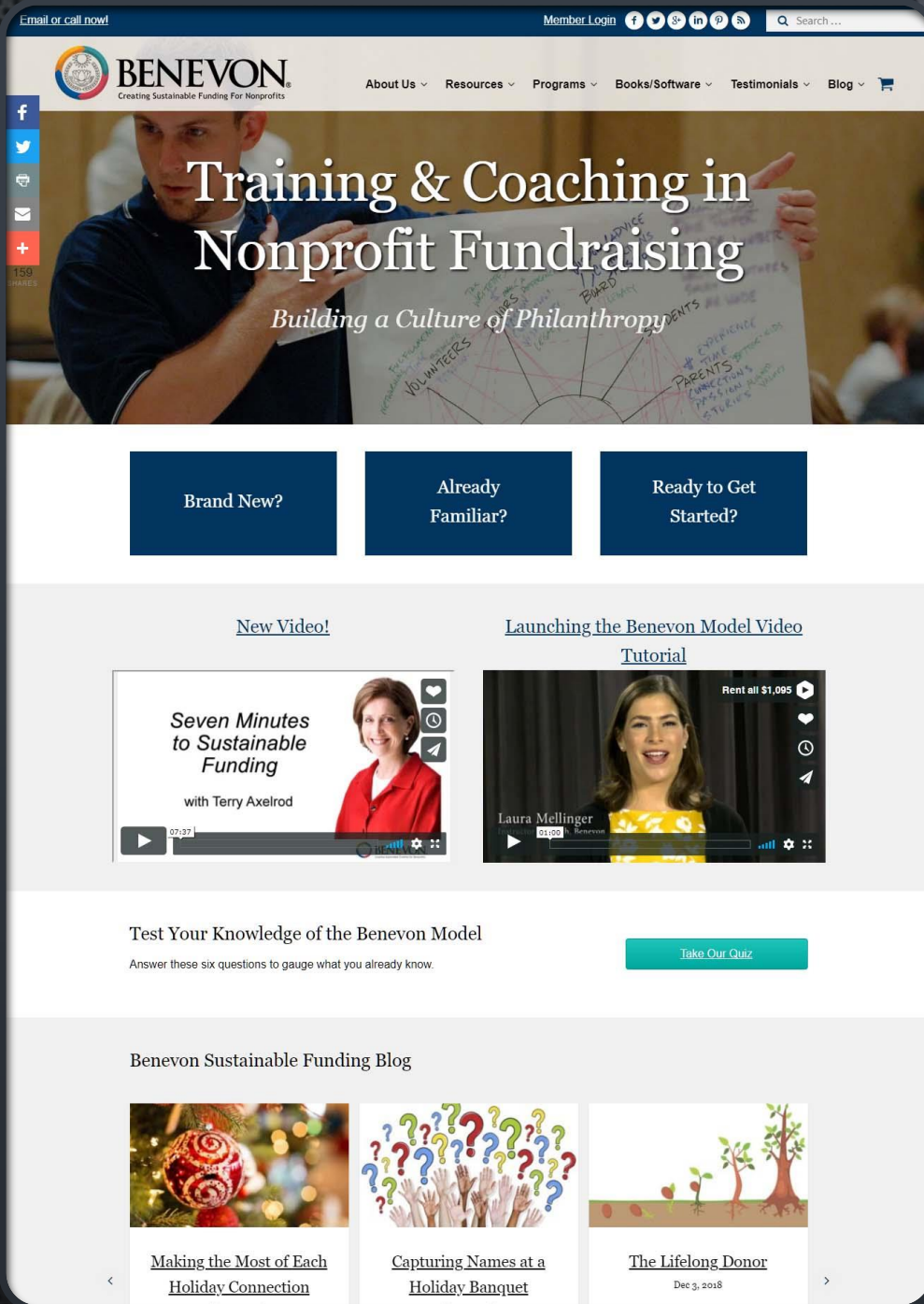


RAISING MORE MONEY, INC.
DBA BENEVON
WEBSITE PROJECTS 2004 - PRESENT

BENEVON IS AN ORGANIZATION WHOSE PURPOSE IS TO EMPOWER NONPROFIT
ORGANIZATIONS TO FULFILL THE MISSIONS OF THEIR ORGANIZATIONS.

DAWN GRANT

IT MANAGER, PROJECT MANAGER, FRONT-END WEB DEVELOPMENT



Full Website Redesign 2017 benevon.com

Switched to Wordpress,
WooCommerce, and
NinjaForms connected to
Salesforce CRM.

Managed a team of six to
move and consolidate over
500 pages to less than 200.

Front-end Web Update 2015

Adhost CMS and CF Webstore connected to Salesforce.

Rotating inspirational message in time with slideshow on home page.

Members-only section added.

The screenshot displays the Benevon website homepage. At the top left is the Benevon logo with the tagline "Creating Sustainable Funding For Nonprofits". To the right are links for "Sustainable Funding Member Login" and "Contact Us", along with social media icons for YouTube, LinkedIn, Facebook, and Twitter, and a search bar.

The main heading reads "YOUR PASSION + OUR SYSTEM = MISSIONS FULFILLED". Below this is a circular diagram with four segments:

- 1. POINT OF ENTRY** (orange): + Facts 101, + Emotional Hook, + Capture Names
- 2. FOLLOW-UP** (green): + Cultivation, + Strategic Plan, + Listen and Probe
- 3. ASK FOR MONEY** (red): + Units of Service, + Multiple-Year Pledges
- 4. INTRODUCE OTHERS** (blue): + Free Peer-to-Peer Cultivation Event

To the right of the diagram is a vertical list of links, each with a double arrow icon: LEARN MORE, FREE VIDEOS, FREE SEMINARS & CALLS, BENEVON CURRICULUM, WORKSHOP CALENDAR, BLOG & NEWSLETTER, BOOKS & SOFTWARE, TESTIMONIALS, CONFERENCE, and ABOUT US.

Below the diagram is a paragraph: "At Benevon, we believe that sustainable funding is within the reach of every nonprofit organization if they dedicate themselves to making this happen, systematically, over time. Our training and coaching programs provide the step-by-step process and the tools—workshops, templates, scripts, and rigorous coaching—to get your organization off the treadmill of year-to-year fundraising and on the pathway to nonprofit sustainability. Let Benevon work with your organization to attain sustainable funding."

The footer contains several columns of links: "Learn More" (Benevon Model Overview, We Believe, Guiding Principles, Benevon Brochures, Testimonials, Fundraising Videos), "Benevon Curriculum" (Benevon 101, Frequently Asked Questions, New Team Member Intensive, Workshop Descriptions, Member Login, Contact a Representative), "Resources" (Free Nonprofit Training, Ask Benevon Blog, Press Resources, Subscribe to the E-New\$, Terms of Use, Sitemap), and contact information: "©1998-2015 Benevon. All Rights Reserved. 4528 Eighth Ave NE Suite 1A Seattle, WA 98105 206-706-0400 Privacy Policy".

YOUR PASSION + OUR SYSTEM = COMMUNITY ENGAGEMENT



- LEARN MORE <<
- ABOUT US <<
- FREE VIDEOS <<
- FREE SEMINARS & CALLS <<
- BENEVON CURRICULUM <<
- WORKSHOP CALENDAR <<
- BLOG & NEWSLETTER <<
- BOOKS & SOFTWARE <<
- TESTIMONIALS <<
- CONFERENCE <<


At Benevon, we believe that sustainable funding is within the reach of every nonprofit organization if they dedicate themselves to making this happen, systematically, over time. Our training and coaching programs provide the step-by-step process and the tools—workshops, templates, scripts, and rigorous coaching—to get your organization off the treadmill of year-to-year fundraising and on the pathway to nonprofit sustainability. Let Benevon work with your organization to attain sustainable funding.

Welcome to our website! If you have any comments or suggestions, please submit them to us at admin@benevon.com.

Learn More
[Welcome to Benevon](#)
[Benevon Model Overview](#)
[Guiding Principles](#)
[Benevon Brochure](#)
[Testimonials](#)
[Fundraising Videos](#)

Benevon Curriculum
[Benevon 101](#)
[Frequently Asked Questions](#)
[New Team Member Intensive](#)
[Workshop Descriptions](#)
[Member Login](#)
[Contact a Representative](#)

Resources
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Redesigned in 2012, Adhost CMS and CF webstore connected to Salesforce. Four steps of the circle are clickable buttons, slideshow inside. New client testimonials and members-only section.

Backend Redesign 2006

Worked with outside consultant to move entire site to Adhost CMS with CF Webstore connected to Clear Vantage CRM. Note the first appearance of social media.

The screenshot shows the Benevon website homepage. At the top left is the Benevon logo with the tagline "Creating Sustainable Funding For Nonprofits". To the right of the logo is a navigation bar with links for "Resources", "Introductory Sessions", "Benevon Workshops", "Online Store", and "About Us". Further right are two utility boxes: "Subscribe to E-News" with input fields for "e-mail address" and "zip code", and "Search our site" with an "enter keyword" field.

The main content area is divided into several sections. On the left, there is a featured video promotion: "Watch our *free online video*, *Seventeen Minutes to Sustainable Funding*, featuring *Founder and CEO Terry Axelrod* to learn more about Benevon. *En español*". Below this is a portrait of Terry Axelrod. To the right of the portrait is a section titled "Steps to Sustainable Funding" with three steps: "Step One: Get an overview of the Benevon Model and access free resources including our free online video.", "Step Two: Experience firsthand how the model can impact your organization at a free in-person, online, or phone session, often including our alumni speakers.", and "Step Three: Talk with one of our representatives about how your needs can be met with our curriculum of nonprofit training workshops." To the right of the "Steps" section is an article titled "Sustainable Funding: From Dream to Reality" with a sub-section "Caring: the Key to Successful Donor Cultivation".

Below the main content area is a footer with social media icons for Facebook, Twitter, and YouTube. The footer text includes: "Benevon - Non Profit Fundraising, Non Profit Training & Non Profit Consulting.", "Terry Axelrod - Founder and CEO", "4526 8th Avenue NE, Suite 1A, Seattle, WA 98105 - 206-709-9400 - info@benevon.com", "Sitemap - Privacy Policy - Terms of Use", and "© 1998-2011 Benevon. All Rights Reserved."

Most people think skill at raising money from individuals is a genetic trait you have to have inherited. I say it's 90% science and 10% art. What you need to be successful at fundraising are two things: genuine passion for your cause and an airtight system. Raising More Money reconnects you to your passion and then provides the system.

— TERRY AXELROD, Founder

Curriculum for Sustainable Funding

Enroll today in our programs for building a mission-based system for sustainable funding for your organization.

Current workshops include:

- Dallas, TX: Feb. 16-17
- Phoenix, AZ: Feb. 23-24
- St. Louis, MO: Mar. 2-3

More workshops...

For more information regarding our Curriculum for Sustainable Funding, attend one of our Introductory Sessions in your area, or view a session immediately online.

Five-Year Sustainability Pilot Project

We are enrolling twenty workshop alumni in a five-year pilot project for sustainable funding. Teams will establish ambitious ten-year goals and develop a financial plan for the future. To learn more, click here.

Board Members!

Register for an upcoming conference call designed for board members. You will learn to inspire others about your organization's mission and leave a legacy of sustainable funding. This approach will free you of pressuring people to give and build committed lifelong donors for your favorite nonprofit.

Website Redesign 2004

Worked with CEO for vision and develop the concept.

Consulted with an outside vendor to bring the vision to fruition. Site hosted on Microsoft IIS internal server, connected to Clear Vantage CRM.