



Session One

Engaging Your Board in Creating Sustainable Funding

Fundraising, & Executive Leadership

What board member wouldn't want sustainable funding for an organization they are truly passionate about? This highly engaging session, designed for board members and executive directors/CEOs, gives you a tested and proven formula for leaving a legacy of mission-focused major donors who will give for operations, capital and endowments.

Terry Axelrod, founder and CEO of Benevon, has more than 30 years of experience in the nonprofit field, including founding three nonprofit organizations in healthcare and affordable housing. She created the Benevon Model in 1996 after serving as Development Consultant to Zion Preparatory Academy. There she designed and implemented the fundraising and marketing programs which yielded \$7.2 million in 2.5 years. Terry is a highly sought-after national and international speaker. She is the author of *Missionizing Your Special Events*, *Beyond the Ask Event*, the *Raising More Money Series*, and *The Joy of Fundraising*.