

Donor Fundraiser

Purpose

The Donor Fundraiser will be responsible for maintaining and developing One25's individual giving programme across all areas including: single gifts, regular donations and major donor income.

Accountable to: One25's Fundraising and Communications Manager (FCM)

Attract new donors and build donor loyalty to inspire long-term support

- Develop a strategy to attract new donors, both regular and one-off.
- Steward donor relationships to bring them closer to the women that we support, reduce attrition rates and increase giving. This will include hosting tours and visits to One25 and managing and developing donor communications in a way which is meaningful and appropriate for them.
- Coordinate and manage donor appeal opportunities (at least one per year) including: generating appeal content; resources (e.g. online campaign pages); supporter contact strategy; social media plan; coordination of response handling; and evaluation of appeal success to include effectiveness of sources and approach.
- Identify donor motivations and tailor strategy to accommodate these.
- Manage and develop all sources of online donor income and ensure One25's fundraising pages (e.g. CAF, Virgin Money Giving, JustGiving etc.) are kept updated.
- Develop in memory and legacy fundraising streams.
- Create and manage opportunities for people to donate gifts in kind.

Develop major donor income

- Develop a major donor strategy to drive this new area of work.
- Map One25's existing contacts to develop new major donor relationships.
- Develop a framework to effectively build and deliver bespoke communications to potential major donors (including by phone, email, letter and face-to-face).
- Work with other staff to develop major donor appeal opportunities to leverage support in this area.

Capture and analysis of supporter data

- Maintain One25's supporter database with all donor information and, working with other staff, develop it to enable better segmentation of donors.

- Use One25's supporter database to extract data and analyse giving patterns to identify opportunities for growth.
- Provide the FCM with regular reports on individual giving.
- Upload financial information from One25's finance system onto the One25's Supporter database.
- Work with Finance and Resources Manager to ensure all donor income is accurately recorded on One25's accounting system.

Communications

- Produce communications which are tailored in terms of content, style and language to suit different needs (e.g. for church supporters or feminist groups).
- Support the FCM to collect and develop a bank of case studies, other user feedback and statistics including annual outcomes, service updates, matching donation size to impact to support appeals and supporter communications.
- Support the FCM as required in producing marketing materials e.g. supporters letter and developing One25's website and social media.

Team Support

- Input into the planning of fundraising and communications strategies.
- Support other team members and volunteers as required by the FCM to achieve team objectives.
- Undertake any other tasks that may be requested, commensurate with the nature and level of the post and as may be required by the FCM.

Other responsibilities

- Attend regular support and supervision and agreed training.
- Represent One25 appropriately and effectively at all times.
- Work within One25's policies, procedures and behaviour competency framework.
- Support and participate in some events out of hours, e.g. fundraising and publicity events.
- Respect and work within One25's Christian ethos.

Person Specification

Attributes		Essential	Desirable
1.	Education and Training		
	GCSE English and Maths	E	
	Degree level education	E	
2.	Relevant Experience		
	A minimum of 1 year's fundraising experience working in a similar role.	E	
	Experience in one of these areas: either fundraising from individual donors; developing donor appeals; or fundraising from major donors.	E	
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	Creative and informal writing for print and/or online audiences.	E	
	Writing content for social media and websites.		D
	Experience of using a database e.g. Civi CRM, Raisers Edge, Access.	E	
	Networking and public speaking.		D
	Delivering supporter events.		D
3.	Special Knowledge & Skills		
	Excellent communication skills: able to generate enthusiasm and motivate others; and to develop and maintain relationships both within One25 and externally.	E	
	Excellent networking and relationship building skills		D
	Good numeracy and analytical skills	E	

Attributes		Essential	Desirable
	Skilled at using IT systems including Microsoft Excel at an advanced level (able to analyse data using complex formula and Pivot tables) and Word (able to create complex documents)	E	
	Innovative self-starter; able to manage own workload, prioritise and cope well under pressure.	E	
	Excellent attention to detail and proofreading skills.	E	
	Proven ability to research online and offline and to précis information into key details.		D
	Good understanding of GDPR, data protection, fundraising best practice, boundaries and confidentiality.	E	
	Understanding of the difference between restricted and unrestricted income.	E	
	Understanding of Gift Aid		D
	Understanding of the voluntary sector		D
	Design skills for creating content across media (e.g. online, print, presentations)		D
	Video content creation skills		D
4.	Any Other Requirements		
	Able to work flexibly and respond to ad hoc and unexpected gifts (e.g. GIK at the door, unexpected visits).	E	
	Able to actively demonstrate a willingness to work within the inclusive Christian ethos of One25.	E	
	Knowledge of One25 and needs/issues of the service users.		D