

Raystede Centre for Animal Welfare

Job Description

Job Title:	Major Donor Fundraiser
Responsible to:	Head of Fundraising
Location:	Raystede Centre for Animal Centre
Grade:	E

Background information

Raystede Centre for Animal Welfare was established as a charity in 1952. We now have a 43- acre site and we care for over 2,000 animals a year, rehoming 1,655 animals and providing sanctuary to even more. We are one of the most diverse rescue centres in the UK because we care for so many different species of animals. Our services and activities include the Peaceways pet crematorium, our teams of veterinary and animal care staff, education & learning activities and our commercial and visitor operations.

The Fundraising team generates income for Raystede through donations, legacies, events and many other sources and activities. The Major Donor Fundraiser is responsible for securing high value financial support from individuals by building new connections, inspiring new high value relationships with individuals various sources. Stewarding relationships with existing major donors and working with colleagues across Raystede to manage large gifts.

Main Purpose of the job:

- To secure financial support for Raystede from Major Donors, regular securing 4 to 5 figure gifts.
- Manage and continuously develop a Raystede's portfolio of Major Donors, deepening their engagement with Raystede's mission.
- Identify, solicit and progress relationships with new donor prospects.
- Plan and implement vibrant and persuasive approaches, campaigns, and events to attract and develop High-Net-Worth Donors.

Key Tasks

Relationship Building and Donor Stewardship

- Develops relationships with Major Donors through multiple channels (in person, by phone, email and letter) to secure high value donations.
- Creative and innovative, regular engagement; putting the donor first and crafting personalised moments to captivate/inspire higher level donors and demonstrate the impact of their gift.
- Proactively builds relationships with prospects and other Raystede supporters; takes a bespoke approach to engage donors, understand motivations, and nurture life-long support.
- Thanks/acknowledges all donations in a timely and appropriate way.
- Sensitively and diplomatically manages donations from service users who may have adopted or surrendered an animal or used Peaceways Crematorium.
- Creates clear and inspiring communications.

Strategic Development & Planning

- Plan and implement an effective stewardship for Major Donors.
- Creates individual donor plans/briefs based on the donor's interests and values.
- Manages, plans and coordinates key events, for prospect and donor cultivation and stewardship.
- Develops the Major Donor strategy, working with the Head of Fundraising to grow the area.
- Identify and develops new processes to support the expansion of Major Donor area. Keeps up to date with legislation, trends and fundraising stewardship engagement strategies.
- Work closely with the Senior Leadership Team and CEO, to help cultivate the pipeline

Database & Compliancy

- Carry out prospect research ensuring compliancy with the fundraising regulator and GDPR.
- Regularly analyses the database (Access ThankQ) and other data sources to ensure all opportunities to identify prospects and engage other supporters at a higher level are utilised.
- Develop a good hands-on understanding of our fundraising database and how donor details are stored and used.
- Accurately record key information and notes on the database and analyse prospects and supporters.
- Develop Raystede mid and high-level supporter database.

Other

- Work closely with the whole fundraising team and especially with colleagues working with Corporate Supporters and Charitable Trusts to ensure all activity and messaging is integrated.
- Stay current with Raystede's fundraising priorities, balancing the importance of core funding with donor motivations.
- Work closely with Marketing & Communications staff to align fundraising communications and general brand promotion.
- Prepare a Major Donor income and expenditure budget every year.
- Provide reports campaign and activity performance and written plans at intervals for internal meetings and for the Head of Fundraising.
- Represent Raystede at a high level to key external stakeholders and influential individuals and at events.
- Takes an interest in Raystede animals, particularly those in the sanctuary here.
- Maintain and develop positive relationships external stakeholders.
- Supervise key volunteers as appropriate.

General

- Promote Raystede's values (Caring & Compassionate, Professional, Committed, Inspiring and Passionate) ensuring they are adopted in all aspects of the role.
- Undertake any other reasonable duties as required and commensurate with the grade of the post.
- Undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities to help foster a diverse workforce.
- Work in accordance with Raystede's policies, procedures and codes of conduct.
- Actively participate in ongoing professional development activities.

Key Working Relationships

- **Fundraising Development Team** - Work closely with colleagues in the immediate team to share donor insights and prospect knowledge to maximise opportunities for Raystede. Contribute to the team's plans and strategy. Liaise with the team to understand fundraising needs, priorities, and strategy for securing funding from all sources.
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- **Fundraising Team** – Contribute to the team plans and update on Major Donor activity. Cross-sell and promote other fundraising areas or products, where appropriate. Work with colleagues to identify supporters with the capacity and inclination to be involved at a higher level.
- **Database Fundraising Manager** – work closely with the Database Fundraising Manager to ensure that donor data is captured, recorded and processed quickly, briefing a range of reports and KPIs to be set up.
- **Supporters and Donors** – relationship manager for a portfolio of mid and high level donors, able to network, inspire and influence at a high level. Can manage complex relationships, manage expectations and resolve any conflicts effectively.
- **Senior Raystede Stakeholders** – works effectively with the Senior Management Team, staff and trustees to draw on contacts and relationships to develop into Major Donors.
- **Fundraising Volunteers** – supervise up to 2 volunteers.
- **Suppliers** – order materials from suppliers. May need to project manage suppliers at or during the build up to, events.
- **Marketing** – work closely with the Fundraising Partnerships Manager and the marketing team to produce marketing and promotional materials and planned campaigns.
- **Finance** – work with finance to monitor donations pledged; ensure correct coding of Major Donor income.

Scope and Accountability

Decision making and limits of authority	<ul style="list-style-type: none"> • Instigate and develop the Major Donor strategy, working with the Fundraising Partnerships Manager. • Prepares individual donor plans • Ability to make funding decisions autonomously, and at short notice to meet the needs of Raystede and the donor. • Able to resolve conflict and manage donor expectations. • Able to credibly represent the charity, working with stakeholders at senior levels.
Financial resources	<ul style="list-style-type: none"> • Responsible for an income target of up to £150k and an expenditure budget of up to £15k.
Material assets	<ul style="list-style-type: none"> • Stocks of promotional materials, banners, pull ups etc.
Information and communication resources	<ul style="list-style-type: none"> • Responsible for inputting data on to database; access to sensitive and confidential donor data. • Sets up and agrees data processing, coding, report and KPI briefs with the Fundraising Database Manager. • Updates website and provides content for social media posts and magazine. • Works with marketing to produce materials; writes marketing briefs for Major Donor area. • Writes individual presentations and communications; drafts invitations and tailored communications from senior Raystede stakeholders. • All marketing activity and mass communications are signed off by Head of Fundraising and Head of Marketing

	<ul style="list-style-type: none"> • Able to persuade and influence people at senior levels to take action in support of Raystede
People management	<ul style="list-style-type: none"> • Supervises up to 2 fundraising volunteers
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Completes Risk Assessments for all Major Donor events activity. • Ensure that suppliers risk assessments, public liability insurance and health and safety measures are in place.

Person Specification

	Essential	Desirable
Education and Qualifications		
Knowledge and Experience	<ul style="list-style-type: none"> • 2-3 years fundraising experience; or experience in a business development/ sales role with mid to high net-worth individuals. • Experience of developing relationships in a professional capacity. • Experience of meeting significant activity, business or income targets. • Empathy for and knowledge of the issues regarding domestic animals in an animal welfare charity. • Experience of good record keeping and administration. • Understanding of charity related legislation and fundraising codes of practice. • Understanding of GDPR and it's importance in a fundraising capacity • 	<ul style="list-style-type: none"> • Experience of soliciting charitable donations at a higher level. • Experience of report writing and evaluation. • Event planning or management experience. • Experience of working with VIPs and celebrities. • Understanding of philanthropy and lifestyles of HNWIs. • Good knowledge of data protection.
Key Skills and Abilities	<ul style="list-style-type: none"> • Excellent people person and relationship builder • Strong negotiation and influencing skills. • Excellent communication and presentation skills (both oral and written). • Able to understand, target and communicate with key audience groups. • Excellent networking skills, including online. • Good at identifying and pursuing opportunities. • Able to interpret financial information. • Strong organisational and administrative skills – able to plan and manage own time to meet goals and deadlines. • Able to reflect on and evaluate own work. • Target and results orientated. • Enjoys working with others and good at building working relationships with colleagues. • Strategic thinker; ability to see the bigger picture. • Good IT skills including CRM databases, and MS Office applications. 	<ul style="list-style-type: none"> • Experience of data analysis, database research and interrogation • Donor Profiling and network mapping experience. • Experience in budget management and projections.

<p>Personal Attributes</p>	<ul style="list-style-type: none"> • Personable, professional and polished approach • Discretion, tact and diplomacy • Personable, sociable, and people oriented. • Proactive and self-motivated with the ability to think creatively. • A positive outlook and a “can do” attitude. • Dedication, commitment and tenacity. • Empathy and understanding of the love for animals. • A commitment to equal opportunities and anti-discriminatory practice. • Commitment to equality, diversity and inclusion and understanding of how it applies to own role 	<ul style="list-style-type: none"> • Varied interests and knowledge; ability to talk about a range of topics conversationally.
<p>Other</p>	<ul style="list-style-type: none"> • To have a flexible approach to working hours. • Availability of own vehicle for work use and in possession of a current, clean driving licence plus own insurance with cover for business. 	

