

## Raystede Centre for Animal Welfare



**RAYSTEDE**  
— GIVING ANIMALS A BETTER LIFE —

### Job Description

<b>Job Title:</b>	Major Donor Fundraiser/Relationship Fundraiser
<b>Responsible to:</b>	Fundraising Partnerships Manager
<b>Location:</b>	Raystede Animal Centre
<b>Hours of work:</b>	37.5 per week worked flexibly within the needs of the business. Some evenings and weekend work may be required.
<b>Holidays:</b>	28 days per year including bank holidays
<b>Probationary period:</b>	6 months
<b>Contract Type:</b>	Permanent
<b>Salary:</b>	£24,125

### 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 1,000 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 business, inspiring prospects and onboarding new high value relationships with individuals from a variety of different sources. Stewarding relationships with existing major donors and working with colleagues across Raystede to manage large gifts.

### Main Purpose of the role:

- To secure financial support for Raystede from major donors, regular securing 4 to 5 figure gifts.
- Manage and develop a portfolio of Major Donors, deepening engagement with Raystede and cultivating life-long support.
- Identify and progress relationships with new donor prospects, including those completely new to Raystede. Ability to empathise with diverse audiences and communicate well to influence and inspire.
- To expand Major Donor support at Raystede, including developing a range of products, events, and stewardship activity to support and increase giving potential at Raystede.

## **Key Tasks**

### **Relationship Building and Donor Stewardship**

- Develops effective and influential 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 all donations of £100+ in a timely and appropriate way to cultivate as prospects.
- Sensitively and diplomatically manages donations from service users who may have adopted or surrendered an animal, or used Peaceways Pet Crematorium.
- Creates clear and inspiring communications.

### **Strategic development & Planning**

- Develops and implements an effective stewardship plan 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 Fundraising Partnerships Manager to grow the area.
- Identifies and develops new processes to support the expansion of Major Donor area; takes an innovative approach. Keeps up to date with legislation, trends and fundraising or stewardship engagement strategies and applies these to Major Giving at Raystede.

### **Database & Compliance**

- Carries out prospect research ensuring compliance 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.
- Keeps up to date 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 on performance of campaigns and activity and written plans at intervals, for internal meetings and to the Fundraising Partnerships Manager and/or Head of Fundraising.
- Represent Raystede at a high level to key external stakeholders, influential individuals and at events.
- Takes an interest in Raystede animals, particularly those in sanctuary here.
- Maintain and develop positive relationships external stakeholders.
- Supervise key volunteers as appropriate.

## General

- At all times ensure and maintain a compassionate, professional, and efficient public image for the charity.
- Participate in supervision, appraisal, and learning and development and take personal responsibility for maintaining the knowledge and skills required for the role.
- Take responsibility for ensuring own health and safety and that of others who may be affected by your acts and omissions. Report any health and safety risks to your manager.
- Work within the policy framework of Raystede Centre for Animal Welfare and adhere to the terms laid out in the employee handbook.
- To support the wider aims of the charity and from time-to-time carry out other general duties as may reasonably be required by the Fundraising Partnerships Manager, Head of Fundraising, and/or Chief Executive.

## Key Working Relationships

- **Fundraising Development Team** - work closely with colleagues in immediate team to share donor insights and prospect knowledge to maximise opportunities for Raystede. Contribute to the team plans and strategy. Liaises with the team to understand fundraising needs, priorities and strategy for securing funding from all sources.
- **Fundraising Team** – contribute to the team plans and update on Major Donor activity. Cross-selling and promotion of other fundraising areas or products, where appropriate. Working 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 5 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

<b>Decision making and limits of authority</b>	<ul style="list-style-type: none"><li>• Instigate and develop the Major Donor strategy, working with the Fundraising Partnerships Manager.</li><li>• Prepares individual donor plans</li><li>• Ability to make funding decisions autonomously, and at short notice to meet the needs of Raystede and the donor.</li><li>• Able to resolve conflict and manage donor expectations.</li><li>• Able to credibly represent the charity, working with stakeholders at senior levels.</li></ul>
<b>Financial resources</b>	<ul style="list-style-type: none"><li>• Responsible for an income target of up to £150k and an expenditure budget of up to £15k.</li></ul>
<b>Material assets</b>	<ul style="list-style-type: none"><li>• Stocks of promotional materials, banners, pull ups etc.</li></ul>
<b>Information and communication resources</b>	<ul style="list-style-type: none"><li>• Responsible for inputting data on to database; access to sensitive and confidential donor data.</li><li>• Sets up and agrees data processing, coding, report and KPI briefs with the Fundraising Database Manager.</li><li>• Updates website and provides content for social media posts and magazine.</li><li>• Works with marketing to produce materials; writes marketing briefs for Major Donor area.</li><li>• Writes individual presentations and communications; drafts invitations and tailored communications from senior Raystede stakeholders.</li><li>• All marketing activity and mass communications are signed off by Head of Fundraising and Head of Marketing.</li><li>• Able to persuade and influence people at senior levels to take action in support of Raystede.</li></ul>
<b>People management</b>	<ul style="list-style-type: none"><li>• Supervises up to 5 fundraising volunteers.</li></ul>
<b>Legal, regulatory and compliance responsibility</b>	<ul style="list-style-type: none"><li>• Completes Risk Assessments for all Major Donor events activity.</li><li>• Ensure that suppliers risk assessments, public liability insurance and health and safety measures are in place.</li></ul>

## Person Specification

	Essential	Desirable
<b>Education and Qualifications</b>		
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Fundraising experience; or experience in a business development/ sales role with mid to high net-worth individuals.</li> <li>• Experience of developing relationships in a professional capacity.</li> <li>• Experience of meeting significant activity, business or income targets.</li> <li>• Empathy for and knowledge of the issues regarding domestic animals in an animal welfare charity.</li> <li>• Experience of good record keeping and administration.</li> <li>• Understanding of charity related legislation and fundraising codes of practice.</li> <li>• Understanding of GDPR and its importance in a fundraising capacity</li> </ul>	<ul style="list-style-type: none"> <li>• 2-3 years experience in a fundraising role.</li> <li>• Experience of soliciting charitable donations at a higher level.</li> <li>• Experience of report writing and evaluation.</li> <li>• Event planning or management experience.</li> <li>• Experience of working with VIPs and celebrities.</li> <li>• Understanding of philanthropy and lifestyles of HNWIs.</li> <li>• Good knowledge of data protection.</li> </ul>
<b>Key Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• Excellent people person and relationship builder</li> <li>• Strong negotiation and influencing skills.</li> <li>• Excellent communication and presentation skills (both oral and written).</li> <li>• Able to understand, target and communicate with key audience groups.</li> <li>• Excellent networking skills, including online.</li> <li>• Good at identifying and pursuing opportunities.</li> <li>• Able to interpret financial information.</li> <li>• Strong organisational and administrative skills – able to plan and manage own time to meet goals and deadlines.</li> <li>• Able to reflect on and evaluate own work.</li> <li>• Target and results orientated.</li> <li>• Enjoys working with others and good at building working relationships with colleagues.</li> <li>• Strategic thinker: ability to see the bigger picture.</li> <li>• Good IT skills including CRM databases, and MS Office applications.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of data analysis, database research and interrogation</li> <li>• Donor Profiling and network mapping experience.</li> <li>• Experience in budget management and projections.</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Personable, professional and polished approach</li> <li>• Discretion, tact and diplomacy</li> <li>• Personable, sociable, and people oriented.</li> <li>• Proactive and self-motivated with the ability to think creatively.</li> <li>• A positive outlook and a “can do” attitude.</li> <li>• Dedication, commitment and tenacity.</li> <li>• Empathy and understanding of the love for animals.</li> <li>• A commitment to equal opportunities and anti-discriminatory practice.</li> <li>• Commitment to equality, diversity and inclusion and understanding of how it applies to own role</li> </ul>	<ul style="list-style-type: none"> <li>• Varied interests and knowledge; ability to talk about a range of topics conversationally.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• To have a flexible approach to working hours.</li> <li>• Availability of own vehicle for work use and in possession of a current, clean driving licence plus own insurance with cover for business.</li> </ul>	

**Fundraising Department  
Structure**

