

Fundraising Mid-Value Officer

CAP celebrates the value of diversity and our aim is for our workforce to be as inclusive as possible as well as representing the communities we serve. With this in mind, we welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from candidates from black and ethnic minority backgrounds. We are committed to continue building an environment that embraces diversity and includes all.

Context

We are building a church-based movement against poverty, delivering the right messages at the right times to inspire action and support. Our goal is to strengthen the CAP supporter and church movement to "Face it, Fight it, End it - Together."

We inspire our supporters to give, act, and pray, demonstrating hope to those burdened by debt and poverty. We highlight how God uses CAP to mobilise people and churches, transforming lives, churches, communities and society itself.

We are driven to raise the necessary funds and partnerships needed to achieve CAP's vision of transformed lives, thriving churches, and an end to UK poverty. We collaborate with other fundraising and communications teams to provide a fantastic and rewarding supporter experience.

Purpose

The Fundraising Mid Value Officer, reporting to one of the Head of Philanthropy, is to cultivate, solicit, and steward mid-level donors to CAP, including individual donors, corporate partners, and grant-making trusts and foundations. The Fundraising Mid-value Officer will play a key role in securing multi-year gifts and major gifts from these donors, ensuring the sustainability of CAP's vital work.

Along with seeking direct support for the organisation Christians Against Poverty, there is also an expectation for the postholder to support the raising of funds for the wider movement, particularly for local Church frontline partners.

Passion

Our supporters are more than donors, they are a crucial part of the work we do. We are passionate about ensuring our supporters feel connected, engaged, inspired and committed to tackling poverty in the UK through CAP. We want to give our supporters the best experience of Christians Against Poverty.

Role

Accountabilities:

Donor Cultivation and Solicitation

- Identify, research, and qualify potential mid-level donors through a variety of channels, including direct mail, email, social media, and face-to-face meetings.
- Develop and implement targeted cultivation strategies to build relationships with potential donors and move them through the donor pipeline.
- Prepare compelling proposals and presentations to solicit gifts from mid-level donors, tailoring the approach to each donor's interests and giving capacity.
- Steward existing mid-level donors through personalized communications, thank-you notes, and donor recognition events.
- Manage a portfolio of mid-level donors, ensuring regular contact and engagement.

Fundraising Events and Campaigns

- Assist in the planning and execution of fundraising events and campaigns targeting mid-level donors, including online campaigns, direct mail appeals, and peer-to-peer fundraising initiatives.
- Develop compelling fundraising materials, including appeals letters, emails, and social media content.
- Track and report on the success of fundraising events and campaigns, analyzing data to inform future strategies.

Donor Stewardship and Recognition

- Develop and implement donor stewardship plans to cultivate long-term relationships with mid-level donors.
- Recognize and thank donors for their support through personalized communications, donor recognition events, and other appropriate channels.
- Ensure that donor information is accurately recorded and maintained in CAP's CRM system (Salesforce).

Team Collaboration and Support

- Collaborate with other members of the philanthropy team to develop and implement integrated fundraising strategies.
- Represent CAP at external events and conferences to build relationships with potential donors and partners.

Data Management and Reporting

- Maintain accurate and up-to-date records of research findings, funder interactions, and funding applications using the organisation's CRM system.
- Generate regular reports and analysis on fundraising performance and prospect pipeline.

Philanthropy Team Membership

- A member of the Philanthropy Team of our Mission and Movement Directorate.
- Providing peer support with other members of the Philanthropy Team, fostering a high-performing and collaborative environment.
- Ensure the timely submission of fundraising campaigns and activities.

Measurable Outputs:

- Deliver fundraising campaigns in a timely fashion with a high degree of accuracy.
- Accurate and up to date recording on the CRM system.
- Provide regular reports and analysis on fundraising performance and prospect pipeline.

Culture:

- Clearly live out and embrace the cultural values of CAP.
- Clearly demonstrate a heart and passion for the charity.
- Sincere acceptance, understanding and practice of the Christian ethos and purpose of the charity.

Other responsibilities include:

Being willing to pray with staff and fully engaged with our Christ-centred culture.

- Encouraging friends, family and other contacts to support the charity through the Life Changer program, and other fundraising initiatives.
- Attendance at CAP staff conferences.

- Completing all compulsory CAP training within given timescales.
- This role falls within the scope of the FCA's conduct rules, and you will be provided with training as to how these apply to the role. It is your responsibility to ensure that you follow these conduct rules.

The above job profile is a guide to the work you may be required to undertake but does not form part of your contract of employment. It may change from time to time to reflect changing circumstances.

Person

Education:

Essential:

- HND level or equivalent experience of critical thinking

Desirable:

- A relevant qualification in fundraising/marketing or equivalent in a relevant discipline (communications, sales).

Experience:

Essential:

- Experience in implementing fundraising campaigns within the charity sector.
- Excellent written and verbal communication skills, with the ability to present information clearly and concisely.
- Knowledge of fundraising databases and CRM systems and Salesforce in particular.

Desirable:

- 3 years experience of fundraising fundraising, with a focus on mid-level donor cultivation and solicitation.
- Experience in the christian charity sector.

Skills/ Abilities:

- Knowledge of mid-value gift fundraising principles and practices
- Strong attention to detail and accuracy.
- Proficiency in using research databases and online resources.
- Ability to work independently and as part of a team.
- Strong organisational and time management skills, with the ability to manage multiple tasks and deadlines.
- Understanding of the UK charitable sector and fundraising landscape.
- Proactive and self-motivated.
- Team player with a collaborative approach.
- A person of integrity and discretion.

Christian Commitment:

- The candidate must be able to give both verbal assent to and practical demonstration of Christians Against Poverty's Statement of Faith and Core Values.
- Must be able to actively participate in prayer and worship, whether individual, small group or corporately, as an expression of their own personal faith and in line with CAP's Statement of Faith.

All adults working in or on behalf of CAP have a responsibility to safeguard and promote the welfare of children and adults. This includes:

- A responsibility to ensure a safe environment in which CAP services can be delivered.
- Identifying children and adults where there may be safeguarding concerns.
- Following the CAP *Safeguarding policy* in addressing any concerns appropriately.