



Job Title: Mid Donor Fundraiser

Salary: up to £31,000 per year (pro rata)

Location: Maidenhead

Hours: 30-37.5 hours per week

Reports to: Head of Major Gifts

About us

Thames Hospice is a leading UK hospice; during the pandemic our frontline nurses, doctors and counsellors served their community and cared for those facing Covid as well as the most vulnerable in our society facing a life limiting illness. Since our move in October 2020 to a new state of the art hospice on Bray Lake, between Windsor and Maidenhead, our charity is becoming a regional hub. We offer care for families at their moment of crisis at our 28 bed inpatient unit, through day services and in their own homes and last year grew our income by 39% through a pandemic, with much of that growth driven by Major Gifts.

To fulfil our larger commitment to our community we need to grow our charitable income through major giving which often starts with mid-level and corporate gifts. This is an opportunity for you to really make a difference to our patients and be part of a successful and driven team of fundraisers. We are looking for someone who thrives on building strong relationships with donors to secure vital funding. You need to be creative, ambitious, outgoing and hard working to secure mid-level supporters and corporate support and help identify major donors to secure the future of the hospice and palliative healthcare for our community.

This job is office based with the opportunity for regular remote working.

Purpose of Job:

Alongside the Head of Major Gifts, you will work both strategically and operationally and be responsible for acquiring, cultivating and securing mid-value gifts (£500+) and developing new relationships with individual and corporate donors. This role is an important part of the major gift donor journey to identify those supporters who have the ability to build their support through larger gifts over time so excellent stewardship of all donors is vital.

You will have the opportunity to put forward your own plans and ideas using insight and data from building relationships with our most valued supporters, many of whom are giving in-memory of a loved one cared for by the Hospice, so empathy is important. You will be an important link between our community and individual giving fundraising programmes and our major donor programme.

Main Tasks:

1. Lead on the growth of individual mid-level donors (giving £500 to £5,000 a year).
2. Develop and design persuasive marketing materials to grow the mid-value donor programme using a range of products including our current Club 25.
3. Work with the Individual Giving team, Community team and others to develop a pipeline of prospects for mid-level giving from in-memory and community giving.

4. Meet with individual prospects and donors each week (at the hospice, in the community and online) to encourage them to give at mid-level or above, through Club 25 or in other ways.
5. Identify mid-level donors who could be stewarded to become major donors (£5,000+ a year) and work the Head of Major Gifts and others in the team to ensure smooth and seamless transition for the donors.
6. Identify, approach and engage with companies to encourage support in a variety of ways – sponsorship, donations, cause related marketing, payroll giving, etc. Work with the community team to encourage employees to support the hospice through events and challenges.
7. Develop and design new and existing products to encourage corporate giving.
8. Provide excellent and creative stewardship for our donors to encourage retention and multi-year, long term support.
9. Manage events each year for Club 25 and other mid-level supporters and companies to encourage long term giving.
10. Write compelling case studies, emails, stories and applications where appropriate to inspire giving from individuals and companies.
11. Build great relationships with service teams throughout the Hospice to establish and build ideas for fundraising ideas for Club 25 and other products and supporter groups.
12. Be efficient at using the database (Donorfy) to manage and grow prospect and donor pipelines, identify trends and make evidence based decisions for donor acquisition as well as create progress reports and KPI results.
13. Provide support to the Head of Major Gifts/Director of Fundraising on major donor activity. Provide support to the Trust Fundraiser on lower and mid-level funding bids as required. This may include research, arranging meetings, sending applications, writing, stewardship, event support, specific fundraising and any other duties as requested.
14. Represent the charity at fundraising and other events as required as well as at corporate and partner events.

“Thames Hospice is committed to being an equal opportunities organisation. It is committed to promoting equal opportunities and preventing discrimination. This policy applies to both its service delivery and to its own employment practices. You will be willing and able to demonstrate commitment to Thames Hospice Equal Opportunities Policy.”

Our Values

Our values are the essence of our culture and inspire our behaviour. They are:

Compassion – we treat everyone with kindness and compassion, providing a secure and caring environment.

Ambition – our desire and determination to succeed in meeting the growing needs of our local community.

Respect – we believe in treating everyone with dignity and respect.

Excellence – we are committed to delivering and demonstrating excellence in everything we do.

Person Specification

Please note that all criteria are essential unless otherwise stated

1. Specialist Knowledge and Experience

- 1.1 Experience of face to face fundraising to secure financial support from individuals (and/or companies)
- 1.2 Experience of securing new business or individual partnerships.
- 1.3 Experience of dealing with supporter queries through multiple communication methods including: telephone, written and face to face
- 1.4 Success with launching products or partnerships to encourage regular giving or multiple gifts.
- 1.5 Understanding the use of corporate fundraising products to secure funding. These include sponsorship, cause related marketing or philanthropy.
- 1.6 Evidence of persuasive writing skills and excellent oral and written communications skills for fundraising proposals, securing meetings, pitching and presenting to prospects and donors.
- 1.7 Project management or pipeline management experience.
- 1.8 Evidence of working with service users to create products and projects to fundraise for (desirable).
- 1.9 Willingness and ability to demonstrate commitment to Thames Hospice Values.

2. Building Relationships

Significant influencing, negotiation, persuasion and networking skills with prospects and donors

4. Organisation

- 4.1 Ability to work logically, methodically, accurately with attention to detail
- 4.2 Able to plan and prioritise a varied workload

5. Data & IT

- 5.1 Ability to monitor and evaluate activity in order to produce regular reports in a timely fashion
- 5.2 Ability to use and work with databases and standard Microsoft Office packages, including Excel

6. Resilience

Ability to remain calm and self-controlled under pressure

7. Team Working

Ability to develop effective and supportive relationships with colleagues

Special Conditions

Appointment is subject to a Standard Disclosure and Barring Service check

Access to own vehicle and current driving licence with insurance for "Business Use"

Occasional extended hours or weekend work as required (time in lieu is given)