



High Value Fundraising Officer – May 2022

Job title: High Value Fundraising Officer

Location: Bristol, UK

Duration: Permanent

Working hours: full time, 35 hours a week

Salary: £27,865 pro rata + competitive holiday + pension

Responsible to: Fundraising Manager

Overall aim:

The High Value Fundraising Officer will focus on ensuring longevity, good stewardship and retention of our existing portfolio of established high value donors. You will also ensure excellent cultivation of a portfolio of existing donors identified as having the potential to become high value donors (giving in excess of £2,000 in a single gift)

As an area for growth, development and investment at Tree Aid, this is a brand-new role, looking after an established, engaged and passionate group of donors.

Working with the Fundraising Manager, the role will develop new strategies to further engage and steward our current donors to secure regular high-level gifts.

About the role:

- Manage the existing portfolio of donors and develop strong stewardship plans to significantly grow income.
- Build and maintain strong personal relationships with a wide range of individuals, both externally and internally.
- Alongside the Fundraising Manager, run donor engagement and stewardship events throughout the year
- Alongside the Fundraising Manager, research and propose options for a high value donor 'club' proposition to engage prospects
- Provide data, analysis, reporting and administrative support on high value fundraising to the team

Key roles/ task

1. DELIVER COMMUNICATIONS, CULTIVATION AND STEWARDSHIP OF HIGH VALUE SUPPORTERS (70%)

- 1.1. Work with the Manager to ensure good cultivation and stewardship of high value supporters in writing, by phone and face to face.
- 1.2. Deliver high standards of supporter care, including responding promptly to donor correspondence and enquiries.
- 1.3. Cultivate prospective high value donors to uplift their giving or convert to long-term supporters. Make fundraising asks, in writing, by telephone and face to face.

- 1.4. Support the Fundraising Manager to organise donor engagement events and webinars.
- 1.5. Work with the team to develop appeals and communications, including writing and editing copy.
- 1.6. Work closely with the Programmes and Finance Teams to keep informed about Tree Aid's Programme work and funding requirements. Keep abreast of Tree Aid's work and the wider development context.

2. PROVIDE DATA, ANALYSIS & ADMINISTRATIVE SUPPORT FOR FUNDRAISING AND PLANNING (25%)

- 2.1. Maintain and ensure accurate record keeping on the Raisers Edge NXT database in accordance with data protection laws.
- 2.2. Produce regular reporting through the Raisers Edge NXT database for the Fundraising Manager and Director.
- 2.3. Work with the Fundraising Manager to develop donor segment groups to ensure good stewardship communications, and to support the annual wealth screen.
- 2.4. Use data and analysis to develop the High Value budget and plans, with support from the Fundraising Manager.
- 2.5. Carry out research on current trends in philanthropy and philanthropic motivations to identify trends and opportunities.
- 2.6. Ensure activity is in line with best practise guidelines and Tree Aid policy.

3. UNDERTAKE OTHER TASKS AS AGREED WITH MANAGER (5%)

- 3.1. Contribute to effective team working and suggest improvements for more efficient and effective ways of working.
- 3.2. Contribute to Tree Aid's strategy development.
- 3.3. Carry out other duties within the scope, spirit and purpose of the post as requested by your line manager.

KEY SUCCESS FACTORS

- Engaged and committed supporters.
- Effective supporter stewardship and communications.
- Quality data, analysis and reporting.
- Database up to date and fully utilised.

Person specification:

Knowledge & Experience

- Minimum 1-2 years' experience in fundraising – high value experience preferred.
- Successful track record of securing significant gifts from major donors/ high value supporters
- Experience of delivering excellent cultivation and donor stewardship experience.

- Experience of developing strong relationships with high value supporters.
- Experience working on or supporting with fundraising events
- Experience using customer relationship management systems, ideally Raiser's Edge and digital fundraising tools.
- Existing knowledge, or the motivation to develop a thorough knowledge of philanthropic motivations in an international development context

Skills

- High levels of attention to detail, with the ability to organise and multi-task
- Excellent relationship building skills, and able to operate and negotiate successfully with colleagues and external stakeholders at all levels
- Strong verbal communication skills to deliver project updates in a clear, inspiring and confident way.
- An excellent written communicator, able to write donor and project updates
- Analytical with the ability to interpret and report on data.
- Able to maintain accurate records on all donor communications.
- Good IT ability, including good use of Excel, Word and PowerPoint.
- Creative and innovative thinker with the ability to develop new ideas and translate into action and results.