

## **Job Description: Major Donor Fundraising Manager**

**Location** – Woking but able to work part of the time from home if preferred

### **Introduction to Woking Mind**

Woking Mind is an innovative mental health charity whose mission is to improve the mental health and emotional wellbeing of the people of Surrey. We provide a wide range of preventative, early intervention and recovery mental health support for adults living in Surrey to help them live more independent, fulfilling lives. Our services support a wide spectrum of mental health conditions offering wellbeing calls, counselling, peer support groups, walking groups, mindfulness, creative activities, housing support and signposting support, including specialist services for Asian women. We also help organisations promote good mental health and wellbeing through our Workplace Wellbeing programme that includes consultancy, training, and support for local businesses.

### **Brief overall description of function of the post**

A recent review of Woking Mind's work has demonstrated a growing demand for mental health services and many of these are across Surrey. We have therefore decided to run a major donor campaign across Surrey to raise £3.58million over 5 years.

### **What you will do**

- Work with the Chief Executive and Marketing and Fundraising Director to refine a major donor fundraising strategy and implement it.
- Secure long term, flexible income through lifelong relationships with individual supporters, their companies, and the charitable foundations they influence.
- Ensure we deliver first class stewardship and relationship management - continually improving donor communications and the quality of experience for our supporters
- To create compelling cases for support and outstanding funding proposals
- Support key strategic projects
- Work collaboratively with operational colleagues

### **Major Fundraising Tasks**

- To identify and engage cold prospects as the foundation towards meeting the £3.58 million target across 3-5 years. Some preliminary cold desk research is being developed.
- To cultivate them to the point where, as warm prospects, we can develop close relationship and turn them into hot prospects ready to be asked for a significant and transformative gift to Woking Mind.
- To manage researching prospects so that we best understand how to involve them.
- To work with a new ad hoc fundraising planning group of Trustees and supporters for 6 months to recruit a fundraising board.
- Co-ordinate with national Mind's national major donor team.
- To develop prospecting groups, and case testing sessions and other small engagement events on a monthly basis to deliver against the prospect pipeline envisaged in the fundraising strategy.
- To co-ordinate fundraising approaches to donors, mostly led by volunteer gatekeepers.
- To ensure that the fundraising database and financial reporting meets the needs of Woking Mind.
- To manage donor stewardship
- To abide by current fundraising or charitable legislation and the codes of conduct and practice issued by the Chartered Institute of Fundraising and the Fundraising Regulator. To ensure fundraising compliance with Data Protection legislation.

**Specific experience required:**

1. A minimum of 4 years proven capital or major donor fundraising, raising gifts of between £50,000 and £250,000 spread over several years.
2. Able to ask for large gifts and support the Chief Executive, Trustees, and fundraising board members in soliciting large gifts.
3. Managing complex supporter or client relationships, meeting their needs, and coordinating collaboration with colleagues.
4. Fundraising experience in Philanthropy, Charitable Trusts or through public or private sector sources.
5. Experience of building relationships to maximise potential.
6. Experience of working on multiple projects at any one time, requiring determination and focus to complete according to deadlines.
7. Local and/or national fundraising experience. However, we will not exclude candidates from other backgrounds especially if this involves working closely with high-net-worth individuals in other careers.
8. Experience of using a CRM database