

Charity Fundraiser

Job Overview

As a fundraiser, you would be responsible for raising as much money as possible for your charity. It would be your job to think of new and effective ways to generate income and raise awareness of the charity's work.

In larger charities, you would tend to specialise in one or two of these areas. If you worked for a smaller charity, you might be involved in all kinds of fundraising activities as well as charity management duties.

Hours

40 hours a week including some weekend and evening work

Entry Routes

You could come to fundraising with a wide range of backgrounds and experience. Employers will usually be more interested in your skills and commitment to working in the charity sector than in your formal qualifications.

Charities often prefer you to have a track record in fundraising, so previous experience as a volunteer fundraiser would be an advantage. Experience in business, sales, marketing, public relations or events could also be helpful.

It could be useful to have a degree or BTEC HND in business or marketing and communications, but this is not essential if you have the right skills and experience for the job.

Job Duties

- media and marketing (creating press, television, radio and poster appeals to attract donors)
- corporate fundraising (arranging company sponsorship or setting up schemes for staff or customers to donate)

- trust and legacy fundraising (persuading companies or individuals to set up trust funds or leave money in their will)
- organising occasions such as charity balls, galas or sporting events
- organising traditional street or door-to-door collections
- direct mailing to ask for donations
- overseeing trading operations such as charity shops or mail order sales
- recruiting and managing volunteers
- managing budgets and reporting on fundraising performance to the charity's trustees and donors
- giving talks and writing press releases
- meeting targets for amount of money raised.

Job Skills and Qualities

- creativity and imagination
- excellent written and spoken communication skills
- good presentation skills
- drive and enthusiasm
- the ability to motivate and manage others
- excellent organisational skills
- the ability to work under pressure and meet deadlines
- budget management skills
- commitment to your charity's cause.

Pay Scales

£24,000-£40,000

Progression Routes

You could work for national or local charities, political pressure groups or other 'not-for-profit' organisations such as hospitals, schools or community groups. Competition for paid work is strong, especially with well-known charities.

With experience, you could move into charity management, although promotion prospects can depend on the charity's size and finances. Alternatively, you could become a self-employed fundraising consultant.

Useful Website Links

[Institute of Fundraising](#)

Park Place

12 Lawn Lane

London

Tel: 020 7840 1000

www.institute-of-fundraising.org.uk

[Directory of Social Change \(DSC\)](#)

24 Stephenson Way

London

NW1 2DP

Tel: 020 7391 4800

www.dsc.org.uk

[Working For A Charity](#)

NCVO

Regent's Wharf

8 All Saints Street

London

EMPLOYMENT KING

YOUR LIFE, YOUR CAREER, YOUR FUTURE

N1 9RL

Tel: 020 7520 2512

www.wfac.org.uk

[Volunteering England](http://www.volunteering.org.uk)

www.volunteering.org.uk

[Volunteer Development Agency](http://www.volunteering-ni.org)

www.volunteering-ni.org

[Volunteering Wales](http://www.volunteering-wales.net)

www.volunteering-wales.net

[Volunteer Scotland](http://www.volunteerscotland.org.uk)

www.volunteerscotland.org.uk

[Workforce Hub](http://www.ukworkforcehub.org.uk)

Tel: 0800 2798 798

www.ukworkforcehub.org.uk