



Fundraising Manager – role description

Spread a Smile's simple mission is to brighten the days of seriously ill children and teenagers by visiting four London hospitals with teams of entertainers. We visit over 4,000 young people every year and make at least 17 hospital visits per month.

We are looking for someone to join our team 3 days a week in a new role.

Fundraising

- Work with Co-Chairs and Director of Strategy and Communications to develop and implement effective fundraising strategy, helping to grow the Spread a Smile donor base
- Manage fundraising budget and set income targets
- Maintain a regular strategy of thanking and cultivating relationships with all donors
- Ensure all donor information is recorded fully on the Spread a Smile database
- Support all existing Spread a Smile donors and their events including third party fundraising events
- Develop effective fundraising strategy with schools

Fundraising and Family Events

- Work with Events Manager to support biennial fundraising dinner and other fundraising events throughout the year
- Seek sponsorship opportunities around our events and initiatives from existing and new partnerships
- Support Events Manager and the wider team to bring in advertising and other corporate support for events and brochures
- Devise and manage fundraising campaigns and initiatives
- Work with event manager and liaise with graphic designers to create flyers, posters and branded event materials

Challenge events

- To provide support and stewardship for participants in all our challenge events (including but not limited to Royal Parks Half Marathon and Ride London) before, during and after the events, building meaningful and lasting relationships with all participants.
- Ensure appropriate and timely correspondence is sent to all participants
- Encourage people to take part in challenge events
- Research and secure additional challenge events that Spread a Smile supporters can participate in including treks and bespoke events for specific supporters

Sponsor a Smile

- Launch and manage 'Sponsor a Smile' initiative and encourage participation
- Manage and monitor process via Spread a Smile website and fundraising database

Corporate Fundraising

- Manage relationships with existing corporate partners and support their fundraising events and initiatives
- Meet regularly with current partners to offer support and to grow existing relationships
- Develop relationships with new corporate partners to bring in funds and resources for the children we support (including toys etc.)
- Undertake research for meetings with new prospects
- Write innovative proposals / pitches / submit applications for new charity partnerships

Other - general

- Develop case for support, fundraising “ask” and fundraising menu in an appealing and creative way
- Networking to meet new prospects
- Ensure all donations are correctly recorded, tracked and thanked on our database
- Organise opportunities for donors to visit our work and see first-hand the difference they are making.
- Develop / provide financial information for all applications
- Source fundraising materials from suppliers such as collection tins, t-shirts, running vests, wristbands
- Work alongside Director of Communications & Strategy to develop consistent marketing/fundraising strategy and develop marketing materials consistent with this strategy as necessary which may include e newsletter, copy for website, social media etc.

We are looking for someone to join our team, based in Chalk Farm, London, 3 days per week.

The fundraising target for this role in year one is £65,000.

Registered charity no. 1152205