



Fundraising Manager

Job Description

Spread a Smile's simple mission is to brighten the days of seriously ill children and teenagers by visiting five London hospitals with teams of entertainers. We visit over 6,000 young people every year and make at least 21 hospital visits per month.

We are looking for an experienced fundraiser (min. 2 years fundraising experience is essential) to join our team 3.5 days a week in a new role. Primarily the post holder will have responsibility for a number of existing corporate partnerships and for devising and implementing strategy for and managing community fundraising with a fundraising target initially of £170k. The post holder will work across all fundraising areas excluding special events and trusts and foundations.

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
- Undertake research for meetings with new prospects
- Write innovative proposals / pitches / submit applications for new charity partnerships

Community fundraising

- Develop and implement community fundraising strategy
- Develop partnerships and manage relationships with schools, other educational institutions and PTAs
- Support relevant Spread a Smile donors and their events including third party fundraising events
- Manage and grow relationships with local organisations / businesses, sports clubs etc.
- Manage and organise Spread a Smile fundraising volunteers including finding opportunities for them to get involved with our work and maintaining relationships

Challenge events

- To work with the fundraising assistant 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.
- To work with the fundraising assistant to 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

- Manage 'Sponsor a Smile' / Smile Gifts initiative and encourage increased participation
- Manage and monitor process via Spread a Smile website and fundraising database

Other - general

- Attend fundraising and other events outside of working hours as required
- Work with fundraising assistant to maintain a regular strategy of thanking and cultivating relationships with all donors
- Ensure donor information is recorded fully and accurately on the Spread a Smile database and all donations are correctly recorded, tracked and thanked
- Develop case for support, fundraising “ask” and fundraising menu in an appealing and creative way
- Networking to meet new prospects
- Organise opportunities for donors to visit our work and see first-hand the difference they are making.
- Organise volunteering opportunities for supporters.
- Develop / provide financial information for applications as required
- Source fundraising materials from suppliers such as collection tins, t-shirts, running vests, wristbands
- Assist with producing marketing/fundraising materials
- Supply copy for e-newsletter, website, social media etc. as required.

Reports to Head of Fundraising

We are looking for someone to join our team, based in Chalk Farm, London, 3.5 days (c. 24 hrs) per week on Monday, Tuesday, Wednesday and Thursday, 9.30am – 4.30pm, likely to be a Wednesday working from home.

Registered charity no. 1152205

February 2019