

Volunteer Task Description

Volunteer Title	Community & Events Fundraising Volunteer
Department	Public Engagement, Individual Giving Unit
Supervisor	Laura Coffin

Outline of Department

The Public Engagement department encompasses fundraising, major partnerships, campaigns, online and offline publishing, media relations, public policy and advocacy to raise funds and create a shift in public opinion on international children's development and rights issues by mobilising the income, resources and forces that are needed to support Plan's work. Its role is to:

- Raise funds by engaging, securing and maintaining support from UK households, companies & other major partners.
- Raise the profile and awareness of Plan's work among key target audiences, inspiring their support.
- Leverage Plan's programme work through effective advocacy and campaigning.

Its current audiences are supporters and potential supporters among UK households, UK businesses, the education sector and opinion formers on development policy, including UK Parliamentarians.

The role of the Individual Giving Unit is to recruit, retain and develop the support of individuals and households in the UK. The majority of current supporters sponsor a child, but there are a growing number of ways that households in the UK can engage with, and financially support, Plan's work with children.

The Community Fundraising and Events Team manages over 500 fundraising enquires per year. The Team supports individuals and groups, including schools, fundraising on behalf of Plan UK. This includes events such as the London Marathon and the Royal Parks Half Marathon, as well as our key partnerships with several schools across the UK

Outline of Role

The Community and Events Fundraising Volunteer plays a crucial role in providing day-to-day support for our community and events fundraisers. Your main responsibilities will be managing the community fundraising email inbox and helping to deliver excellent customer care and experience. You will welcome and thank fundraisers for their support and maintain records of events and donations received.

You will have responsibility for helping to deliver events such as the London Marathon and the Royal Parks Half marathon. This includes supporting event participants, helping with logistics and support on the day.

Detailed description of tasks			
<ul style="list-style-type: none"> • Managing all fundraising queries received through the community fundraising email inbox. • Communicating with fundraisers and nurturing relationships, including thank you letters. • Maintaining records and sending out requested fundraising materials • Helping to develop content for our Team Plan Twitter account • Research potential opportunities for community and events fundraising activities • Contacting suppliers to secure discounted or donated goods or services for event participants • Assisting at fundraising events such as the London Marathon and Royal Parks Half Marathon • Collating fundraiser stories for press, social media and website 			
Skills and experience required			
<p>Essential</p> <ul style="list-style-type: none"> • Understanding of and demonstrable interest in fundraising and/or marketing • Experience of working in a team • Good interpersonal and communications skills • Flexible approach to work • Ability to use initiative • Attention to detail • Experience of web based research • Good IT skills including Word, Excel, Outlook, Database • Experience and interest in communicating via Facebook, Twitter, etc <p>Skills and experience to be gained</p> <ul style="list-style-type: none"> • Experience of working in a busy Community and Events Fundraising Team • Communicating and building relationships with fundraisers • Experience of working within an INGO. • Developed research skills 			
Description written by	Laura Coffin	Date	May 2017