**Fundraising/Marketing Volunteers Role Specification**

# Restricted Versus Unrestricted Funds / Reserves

# Fundraising is more important than just the sum of money raised, for accountancy reasons. Money raised as grants is almost always in the form of “restricted” funds. This means that the granting body expects the whole sum to be spent on the project to which the grant application relates. This is only reasonable, but it leaves a charity with a potential problem, namely the accumulation and maintenance of a cash reserve. Sound accounting requires any company, including charities, to have a cash reserve which will ensure that their activities can continue for (say) 6 months even if all income were to cease. Restricted funds are of no value in building up such a cash reserve because they must always be fully spent, year on year. Hence, fundraising is crucial as a source of unrestricted funds and is therefore directly related to the resilience of the charity and also to satisfying independent examiners of our accounts.

# Role Purpose

* To raise funds for the charity in all ways ***other than*** grants (i.e., other than funding bids to foundations, local or national Government, or other granting bodies) in order to build and maintain adequate cash reserves.
* To advertise the charity’s services appropriately, making the general public aware of our services as well as professional bodies, agencies, other charities, etc. (marketing).
* Being creative and imaginative in the means by which the above purposes are pursued.
* To assist the National Manager or other members of the management team in communications, e.g., press releases.

**Possible Elements of the Role (not exhaustive)**

The role is defined by the Role Purpose, above. The following bullet points illustrate only the ***type*** of activity which might be considered in order to fulfil the role, but are not exhaustive.

* Promote systems which donate a percent of online purchases to the charity, e.g., “Give As You Live”.
* Promote our Virgin Giving and Facebook methods of donating.
* Managing the charity’s collecting boxes (placed in shops, offices, etc.) maintaining a log of their location and periodically emptying them and depositing the money in the charity’s bank account.
* Organising bucket collections at supermarkets, etc.
* Encourage people to donate by standing order / gift aid.
* Organise fundraising events, e.g., sponsored events, “car boot” sales, raffles, for-profit social events, etc.
* Encourage bequests
* Merchandising: joint marketing and fundraising (tee-shirts, car stickers, etc).
* Organise the design & printing of flyers, posters, etc., promoting the charity, and organise their distribution (placing in doctors’ surgeries, libraries, etc., handing out at events, etc.)
* Promote the web site and subscriptions to the web site, thus facilitating our ability to do mass mail-shots via the web site subscriptions list.
* Assist the National Manager with drawing respondents into surveys
* Assist the with the charity’s campaigns as regards communications
* Compile and maintain a list of family law solicitors in Wales, especially those with legal aid contracts.
* Make selected solicitors, other professionals, charities, local authority services, CABs, etc., aware of the charity’s current services, web site and contact details (emails), noting the latter are changing.
* Make, or organise to be made, short videos to instruct people how to take part in any of the above activities, e.g., how to put Give As You Live Donation Reminder button on your desktop, etc.
* Make or commission a PR video of the charity’s services (improving on the current attempt).
* *To be continued…*

# Experience and Skills Required

Experience in fundraising or marketing is desirable but not essential. The key requirement is to be pro-active and energetic in progressing the role objectives.

# Time Commitment

This role is flexible in terms of time commitment. It is more important to pursue a given project and see it through to completion in a timely manner than to commit to regular hours.

# Supervision

You will be supervised by members of the management team.

# Training

No training specific to this role has been identified at present.