

# Job Description



<b>Title:</b>	<b>Capital Appeal Fundraiser</b>
<b>Responsible to:</b>	Head of Individual Giving and Philanthropy
<b>Location:</b>	London (hybrid); UK remote working considered
<b>Key Working Relationships:</b>	Head of International Operation, Communication Manager, World Centre Managers.

## Job Purpose:

The Capital Appeal Fundraiser will play a key role in the success of WAGGGS and our ability to deliver value for our Member Organisations in 153 countries. Together our Member Organisations represent over 11 million girls and young women around the world.

WAGGGS is embarking on a once-in-a-generation capital investment programme to secure the long-term sustainability of its global property portfolio, including its iconic World Centres.

These centres are at the heart of the Movement - places where girls and young women from across the world come together to learn, lead, and build lifelong connections.

Over the next ten years, £5.9 million is required to protect, upgrade, and future-proof these spaces, ensuring they remain accessible, inclusive, and fit for the next generation.

A significant proportion of this funding (£3.75 million) will be raised through a global capital fundraising campaign. This project will coincide with WAGGGS Centenary in 2028 and is an amazing opportunity to amplify the moment.

This role will lead the initial scoping and feasibility phase of the campaign- testing assumptions, shaping a compelling case for support, and laying the foundations for a successful multi-year appeal. The consultant will assess readiness, define strategy, and provide clear recommendations on campaign viability, structure, and resourcing. Subject to successful scoping and organisational readiness, there is potential for this role to transition into a longer-term position leading campaign delivery.

## Key Responsibilities:

### 1. Campaign Scoping & Feasibility

- Conduct a capital campaign feasibility assessment, including:
  - Internal readiness (systems, leadership, pipeline, governance)
  - External fundraising potential across priority income streams (Institutions, major donors, global networks, trusts and legacies)

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- Validate or challenge the proposed £3.75m campaign target and income mix
- Assess risks, including donor substitution, pipeline gaps, and global engagement capacity

## 2. Case for Support Development

- Shape a compelling global case for support:
  - Position the campaign as a time-bound investment in the future of the World Centres and global infrastructure
  - Frame the opportunity as more than buildings—but as spaces that enable leadership, belonging, and global sisterhood
  - Highlight the legacy impact: sustaining places that have shaped generations, and ensuring they continue to inspire millions more
  - Translate capital needs into tangible, human outcomes—safe, inclusive, and sustainable environments where girls and young women can thrive
  - Develop compelling propositions around sustainability, accessibility, and global impact

## 3. Donor & Market Analysis

- Map and prioritise high-value donor segments, including:
  - Trusts and institutional funders
  - High-net-worth individuals
  - Alumnae and global supporter networks
- Review existing donor base for upgrade and capital giving potential
- Identify early lead gift opportunities and anchor donors

## 4. Campaign Strategy Design

- Develop a draft capital campaign strategy, including:
  - Phasing approach (quiet phase, public phase, legacy integration)
  - Income targets by stream
  - Gift range chart and pipeline assumptions
- Recommend a global engagement model aligned to WAGGGS' distributed network
- Define campaign positioning, messaging approach, and early activation opportunities

## 5. Resource & Delivery Model

- Assess required resourcing and structure for campaign delivery, including:
  - Fundraising leadership capacity
  - Marketing and communications needs
- Refine the proposed model (e.g. Capital Fundraising Lead + Marketing Coordinator)
- Provide recommendations on:
  - Internal vs external delivery
  - Timeline and phasing of recruitment

## 6. Implementation Roadmap

- Deliver a clear go/no-go recommendation

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- Produce a 12–24-month mobilisation plan, including:
  - Immediate next steps
  - Pipeline development priorities
  - Early campaign milestones
- Identify quick wins to build momentum (e.g. leadership gifts, symbolic giving concepts)

This job description is not exhaustive and serves only to highlight the main requirements of the post holder. The line manager may stipulate other reasonable requirements.

The job description will be reviewed regularly and may be subject to change.

# Person Specification

Area:	Essential:	Desirable:
Qualifications:	<ul style="list-style-type: none"> <li>• Degree-level education or equivalent experience</li> <li>• Professional fundraising qualification or significant fundraising experience</li> </ul>	<ul style="list-style-type: none"> <li>• Project management qualification</li> </ul>
Experience:	<ul style="list-style-type: none"> <li>• Proven experience designing or leading capital campaigns (£1m–£10m+) with limited pipeline</li> <li>• Experience conducting campaign feasibility studies or scoping exercises</li> <li>• Ability to translate complex infrastructure projects into compelling donor narratives</li> <li>• Strong track record primarily with institutional and trust fundraising for capital projects</li> <li>• Strong track record in major donor fundraising and strategy development for capital projects</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working with international or federated organisations</li> <li>• Knowledge of property / capital / infrastructure fundraising</li> <li>• Experience engaging global donor communities and alumnae networks</li> </ul>
Skills and Knowledge:	<ul style="list-style-type: none"> <li>• Strategic thinker with strong analytical capability</li> <li>• Excellent stakeholder engagement and influencing skills</li> <li>• Ability to balance ambition with financial and organisational realism</li> <li>• Strong written communication and case development skills</li> </ul>	
Personal Qualities:	<ul style="list-style-type: none"> <li>• Strong communication and influencing skills</li> <li>• Ability to build relationships with a range of stakeholders</li> <li>• Strategic thinker with strong analytical skills</li> <li>• Self-motivated and able to work independently</li> <li>• Excellent organisational and planning skills</li> <li>• Commitment to the values and mission of WAGGGS</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working in an international or multicultural environment</li> <li>• Creative approach to fundraising and donor engagement</li> <li>• Passion for empowering girls and young women globally</li> </ul>

# Person Specification

Area:	Essential:	Desirable:
Other Requirements:	<ul style="list-style-type: none"> <li>• Fluent in spoken and written English.</li> <li>• Occasional work outside regular office hours</li> </ul>	
Working for WAGGGS:	<ul style="list-style-type: none"> <li>• Able to demonstrate a commitment to and be a role model for WAGGGS' organisational values of: Member Driven; Brave; Inclusive; Empowering; Transparent; Professional.</li> <li>• A passion and commitment for issues affecting girls and young women on a global level, and demonstrable ability to engage with girls and young women, either through a professional or personal background.</li> </ul>	

**Special Notes:**

None