



Every smile
tells a story

Fundraising Coordinator (Individual Giving)

Recruitment Pack

Introduction from the Chief Executive

Dear Candidate,

Hello, I'm Claire. I'm the Chief Executive of the Cleft Lip and Palate Association (CLAPA), and I want to tell you about this unique opportunity to join an incredible charity that has supported, connected and empowered people affected by cleft in the UK for over 40 years. I'd like to thank you for your interest in this new and vital role. We are currently looking for a Fundraising Coordinator to join a small, but successful fundraising team, producing compelling fundraising communications, stewarding individual donors, including regular donors and gifts in memory, ensuring that donors receive excellent care.

We are looking for someone who thrives as part of a small, dynamic staff team, is willing to champion the charity and values seeing the immediate and lasting impact their work can make. If you think you have the talent, passion and experience to help us ensure we can always meet the needs of the community we serve, we want to hear from you.

Please read on to find the Job Description and Person Specification along with more information about our organisation and details of how to apply. We look forward to receiving your application.

Claire Cunniffe

Chief Executive

A word from our Chair of Trustees

Every charity is experiencing huge challenges. In response, CLAPA has made a significant shift in strategy to meet our unique challenges and serve our wonderful community. Central to that shift is an admission of the need, and a desire to change, how and from where we drive income.

We have a proud history and an amazing story, but this role is key to how we write the next chapter of that story. We don't just want to survive, but to thrive and develop as a charity. You will make the difference we need. With you, we will continue to deliver our amazing services to each one of the three children born every day with a cleft, not just today, but tomorrow and the day after that too. We need your energy, drive, inspiration and skills to do this. We look forward to meeting you.

Oliver Hopkins

Interim Chair of Trustees

CLAPA is **committed to safeguarding** and ensuring the welfare of children, young people and adults at risk, and expects all employees and volunteers to share this commitment. **The suitability of all prospective employees or volunteers will be assessed during the recruitment process in line with this commitment.**

CLAPA is committed to creating a diverse and inclusive environment, and **we welcome applicants from all backgrounds and walks of life.** If you share our values and are passionate about supporting the UK cleft community, we want to hear from you. Our small office is in London, but we have staff and volunteers across the UK. So whether you're down in Cornwall, up in the Scottish highlands, in the Cardiff suburbs or Belfast Central, you'll find a place in our team.

Fundraising Coordinator (Individual Giving) - Part Time

Job Description

Salary: £30,000 (per annum, FTE)

Hours: Part-time (up to max. 28 hours per week)

Reporting to: Head of Income

Based at: Remote (can also be based at CLAPA Office (E2 9DA), Cambridge Heath, LONDON)

Benefits:

- 25 days paid annual leave (pro rata)
- Bank holidays (pro rata) and closure over Christmas from 24th December to 1st January inclusive
- Extra day off during birthday month
- Flexible working hours as agreed by manager, access to unpaid leave and 'Time off in Lieu' policy
- Access to 'Health Assured' Employee Assistance Programme
- 5% non-contributory pension

Job Description

The role requires excellent donor care and stewardship skills. All forms of communication will be required including the proactive use of digital channels such as the website and social media platforms.

The Individual Giving Fundraiser will play a vital role in increasing income from our existing supporters. You will support donor acquisition as well as taking the lead on retention of our supporters across multiple channels including cash appeals, regular giving, lottery and in celebration giving. The role will also support the Head of Income in the delivery of a legacy and major donor program.

You will develop and deliver excellent stewardship programmes that drive retention by deepening audience understanding of the challenges that people affected by cleft face and the impact that their donations make. Using data and insight, you'll deliver compelling campaigns, with people affected by cleft right at the centre. You'll use creative tools and techniques to demonstrate impact and inspire future action.

Key Tasks

The post holder will:

- Be responsible for maximising income and life-time value from our existing individual givers.
- Deliver excellent stewardship and acquisition across Individual Giving programmes including but not limited to cash giving, appeals, regular giving, lottery and in celebration giving to drive supporter satisfaction and drive retention.
- Create, plan, deliver and evaluate multi-channel, compliant, insight-led, supporter-centric campaigns to engage and drive action from new and existing supporters.
- Contribute to the development and creation of fundraising initiatives, particularly around CLAPA Awareness Week and World Smile Day.
- Work with the Data Officer to compile data for monthly reports on Individual Giving programme activity, highlighting successes and areas for growth.
- Respond promptly to telephone and email enquiries and ensure that relevant information about fundraising and supporters is promptly and accurately recorded on the Salesforce database, in keeping with data protection protocols.
- Manage key administration tasks for the above named income areas. Tasks to include the production of thank you letters, welcome letters, thank you posters, and direct debit confirmation letters.

- Actively promote individual fundraising through the website and social media channels, including providing content to be shared on social media pages.
- Work with the Head of Income to evaluate the success of individual giving and initiate improvements to enhance future performance.
- Keep up-to-date with all fundraising regulation and legal issues and ensure that activities comply with these requirements.
- Support the Communications team to develop and maintain the fundraising pages of the website and resources to ensure they are up-to-date
- Ensure the safeguarding of fundraisers and beneficiaries by complying with CLAPA's Safeguarding Policies and Procedures and attend all compulsory training.
- Keep up-to-date with the communications from the Diversity Committee and attend diversity training as appropriate.
- Ensure the wellbeing of colleagues, volunteers & beneficiaries.
- Carry out any other duties deemed appropriate.

Person Specification

Essential

- Working knowledge of direct marketing and/or fundraising principles and practices, with the ability to use this knowledge to engage supporters.
- Proven track record of fundraising from individuals and generating income against challenging targets
- Effective relationship management and strong interpersonal skills, with the ability to maximise engagement with donors and supporters. A thorough understanding of individual giving, the donor journey, and individual giving program.
- Sound experience of project management or managing complex programmes of work
- Self-motivated with the ability to work independently but with a high aptitude for team-working and creating 'one team'
- Ability to work with staff members, suppliers and volunteers at all levels
- Excellent administrative and organizational skills with a good ability to use a CRM/fundraising database and excellent IT skills
- A positive and creative approach to work, thriving in a dynamic environment, with a variety of teams, meeting multiple deadlines and the ability to multitask.
- Strong writing, proofing and creative skills
- A thorough understanding of Data Protection and fundraising regulations, compliance and best practice.
- Willingness to travel and to be flexible about hours of work (Time Off in Lieu is provided)

Desirable

- Experience of fundraising platforms such as Just Giving.
- Experience of matched giving appeals
- Understanding of the Gift Aid process.
- Enjoyment of being in an organisation experiencing dynamic change
- Knowledge or understanding of cleft lip and/or palate
- Experience in Salesforce customer management database

About Cleft Lip and Palate

Early in pregnancy, different parts of the face form and come together just above the top lip. If this doesn't happen quite as it should, the result is a gap or 'cleft' in the upper lip, the palate (roof of the mouth), or both. It's usually caused by a mix of genetic and environmental factors interacting in a way that can't be predicted or prevented. A cleft can affect feeding, hearing, speech, teeth placement and more. The treatment pathway can last 20+ years, including several surgeries.

Around one in 700 people are born with a cleft – that's 1,200 each year in the UK alone.

About CLAPA

The Cleft Lip and Palate Association (CLAPA) is a small charity supporting people born with a cleft and their families in the UK. We bring together people affected by cleft to help them connect with others who share their experiences, welcoming them into a supportive community for life.

CLAPA's Services

- Vibrant **social media channels** which promote positivity, bust myths and celebrate differences.
- **Online support groups** moderated by trained volunteers provide an instant connection for those looking for an informal support network.
- **Regular online events** give people the chance to talk about their experiences and worries and hear from others at all stages of the cleft journey.
- Confidential **one-to-one support** provided by trained volunteer patients and parents who reassure those most in need that they can cope with whatever lies ahead.
- Accredited **information** on cleft led by our community, reflecting their experiences and emotional needs as well as medical facts.
- An **Advocacy Service** that provides information and signposting to those with complex enquiries.
- A **Children and Young People's Council** made up of 9-17-year-olds who meet to share their thoughts and experiences, helping to improve our support services as well as cleft research and NHS care.
- A consultancy service for **researchers** which connects their work with our community.
- A **feeding service** that supplies 15,000 subsidised items of specialist equipment for babies born with a cleft each year, including free of charge items for new and vulnerable families



When my Sonographer told me about my baby's cleft I was devastated. Soon after, I found CLAPA who introduced me to a whole new community of smiles and support. The experience has been amazing."

– Parent of young child

CLAPA's Values

- **Inclusive.** Everyone affected by cleft in the UK, regardless of background, identity or socioeconomic status, should be able to find a warm and welcoming community with CLAPA. We value all voices and want everyone to see themselves reflected in our work.
- **Trusted.** We passionately believe in doing what is best for the UK cleft community. Their needs and voices are at the front and centre of everything we do. We take responsibility for our mistakes and use them as chances to learn.
- **Adaptable.** We seek authentic feedback to help us raise the bar in everything we do. We don't stay stuck in our ways. We follow the evidence, try new things, and change with the times.
- **Collaborative.** We work best when we work together, whether this is as a staff team, as a community, or in partnership with others.

CLAPA's Strategy

Like many organisations, 2020-21 saw CLAPA revolutionise its service delivery to better serve communities wishing to access support online. Our 2022-25 strategy has us building on this work to provide a suite of high-quality, community-led, online services which will be able to keep pace with whatever challenges the future may bring.

Within this strategy, there is a particular focus on developing external partnerships to support our work, developing enduring resources to make the most of our considerable knowledge base, and reviewing our services and marketing to ensure accessibility, diversity and inclusion are top priorities. This period will also see a shift in how we raise funds to ensure the ongoing sustainability of CLAPA's work.

Working for CLAPA

Nearly all of CLAPA's 18 staff are part-time, and all are partly or wholly home-based. Core working hours are Monday-Friday, 9am-5pm, but all staff have some flexibility around their hours of work and can request changes to their working patterns as per our Flexible Working Policy.

CLAPA is structured around a small Senior Management Team and Chief Executive who report to the Board of Trustees (the majority of whom have a personal connection to cleft lip and palate), and has a constructive, collaborative culture where all voices and contributions are valued. CLAPA encourages cross-team working to give staff a chance to test their skills and learn about every area of how a modern charity operates.

Although we work remotely, we keep in constant contact using CLAPA's Slack workspace and regular Zoom catch-ups, so staff are never alone when questions, concerns or ideas pop up.

How to Apply

Please complete the online Application Form: https://clapa.formstack.com/forms/clapa_application_form

You may request an application form in another format by emailing info@clapa.com with 'Fundraising Coordinator (Individual Giving) Recruitment Pack Request' in the subject.

All applications are subject to our shortlisting process. If you're shortlisted, we will contact you and invite you to attend an interview. We'll also tell you if there will be any skills tasks to complete as part of the recruitment process. If you are shortlisted, we will ask you to complete a criminal records disclosure. Check [NACRO guidance](#) for more information on what should be disclosed and your rights.

If you have not heard from us by 30th May 2024, please assume your application has been unsuccessful. We regret that due to our small team, we are unable to give feedback on unsuccessful applications.

Applications close: Monday 13th May 2024 12.00 (noon)

Interviews: Thursday 23rd May 2024

Start date: ASAP

If the interview or start dates will be an issue for you because of religious festivals or other key dates, we will make every effort to accommodate this. Please get in touch to discuss your requirements.

Criminal Record Background Checks

If you are invited for an interview, you will be sent a **Criminal Record Declaration form**. You will need to complete this form prior to the interview, but it will be stored securely and will only be looked at if we wish to make you an offer of employment. If you have declared that you have a criminal record on this form, we will complete a risk assessment process in line with our Safeguarding Policies.

Contact

Contact Mikaela Conlin-Hulme (mikaela.conlin-hulme@clapa.com) or call the CLAPA office on 020 7833 4883 if you have any questions about the role or the application process.

Due to most of our staff being home-based and part-time, there is usually limited cover, but if you leave a message on the answerphone, we will call you back as soon as possible. Please leave your full name and phone number when leaving a message.

