

# CSW Applicants Pack:

## Major Gifts Manager

Thank you for your interest in this position.

CSW is a dedicated team of people, working to advance the right of freedom and justice in countries across the world. We are confident in our identity as a Christian human rights organisation that works for freedom of religion or belief for all people, regardless of religion, belief or non-belief.

The latest internal pulse survey illustrated that CSW is a great place to work: 97% of staff are proud to work for CSW; 97% of staff feel CSW allows them to make a positive difference, and whilst there is always room for improvement, we couldn't be prouder of our efforts to curate a healthy culture where every individual feels valued and championed.

Below you will find details of the appointment process, an outline of the role and a person specification, a summary of our organisation and our Christian beliefs; the main terms of employment for the role. Please read this information carefully.

Closing date for full applications: Before Noon Thursday 4 July 2024.

<b>Job title</b>	Major Gifts Manager
<b>Location</b>	Remote (based in UK) with the option to work from CSW's New Malden office.
<b>Salary</b>	Between £38k - £42k dependent on experience.
<b>Length of contract</b>	Permanent, Full-time.
<b>Probation Period</b>	6 months
<b>Visa requirements</b>	Must have the right to work in the UK
<b>Reports to</b>	Head of Fundraising

### Role Overview

To initiate and develop strong relationships with individuals and corporates who have the capacity to make significant donations to CSW and to steward these relationships towards deeper engagement with CSW year after year.

Through personalised and timely communications, to provide opportunities for major donors and corporates to make impactful gifts and therefore enable them to play their part in bringing freedom of religion and belief for all.

## Main tasks

### Strategy

- Develop a Major Gifts strategy that delivers agreed income goals and leads to increased and multi-year financial commitments from Major Donors.
- Develop a Corporate giving plan that leads to increased engagement and income generation from a small pool of businesses.

### Acquisition

- Qualify potential Major Donors through basic research, e.g. personal conversations, peer recommendations, simple background searches.
- Plan events targeted at this audience.

**Cultivation**

- Develop individual cultivation plans for Major Donors that provide opportunities for them to make impactful gifts, pray and campaign.
- Initiate (or facilitate) relationships with prospect Major Donors and Corporates that inspire deeper interest in and support of CSW.
- Re-activate lapsed Major Donors through planned, personal communications.
- Ensure regular, personal communication between you/ other CSW staff or Board members with individuals that leads to a deeper understanding of CSW's work, taking into account their personal motivations and areas of interest.
- Develop relationships with professional groups that lead to increased financial support to CSW.
- Develop relationships with corporates that lead to increased pro bono and financial support to CSW.

**Solicitation**

- Research and write funding proposals and cases for support and adapt as needed.
- Arrange 'ask' meetings with Major Donor prospects, active donors and corporates.
- Make an 'ask of Major Donors and Corporates, where appropriate.
- Prepare and plan for CSW staff to make the 'ask' of Major Donors and/or Corporates.

**Stewardship**

- Produce and send regular letters and reports demonstrating the impact of gifts.
- Produce and send prompt, personalised gift acknowledgements.
- Send small gifts, as appropriate.
- Plan events, as appropriate.

**Administration:**

- Annually review the Major Donor list to ensure the right individuals are in the pool based on research on new prospects and responses from existing Major Donors.
- Ensure all donors are aware of tax efficient giving.
- Ensure database is updated with changes to Major Donor/ Corporates status and consent preferences.
- Ensure database is updated with relevant Relationship Holders.

**Other:**

- Undertake a minimum of four church speaking engagements a year.
- Assist with other adhoc fundraising initiatives and events.
- Undertake other tasks as requested by the Head of Fundraising.

## Main terms of employment

<b>Hours of work</b>	Five days a week (35 hours), 9-5pm
<b>Pension</b>	After three months' service you will automatically be enrolled in our group pension plan, administered by Royal London. There is a 6% employer's contribution, as well as a 3% employee contribution, which can be made via a salary exchange to benefit from the CSW contribution. More information about the salary exchange process will be provided on joining CSW.
<b>Holiday</b>	25 days per year, excluding public holidays, pro rata in first year.
<b>Sick pay</b>	Four weeks' paid sick leave during the first twelve months' service. Three months' paid sick leave after twelve months' service.
<b>Notice period</b>	Four weeks either side during probationary period. Eight weeks' written notice either side after probationary period.

# About you

## Skills and Experience

### Essential

#### Experience

- A minimum of three years' major donor fundraising experience for a charity.
- Proven track record of securing five-figure and six-figure gifts from major donors.
- Experience of securing multi-year gifts from major donors.
- Writing compelling funding applications/ proposals that match donors' interests with CSW's mission and activities.
- Account management or managing relationships with major donors.
- Experience of cultivating major donors across the UK church landscape.
- Experience of providing excellent stewardship to major donors.
- Compiling basic budgets.
- Organising events.
- Working cross-departmentally or across teams.

#### Skills/ Knowledge

- Excellent communication skills, especially verbal and written English.
- Excellent interpersonal skills.
- Ability to motivate and inspire people.
- Strong strategic planning skills.
- Excellent time management skills and ability to prioritise competing deadlines appropriately.
- Supporter-focused and passionate about delivering excellent supporter experience.
- Ability to work independently and collaboratively.
- Strong numeracy skills and ability to produce income forecasts.
- Strong problem-solving skills.
- Ability to follow processes and procedures.
- Proficient IT skills, including MS Office applications.
- Experience of using a CRM or database to record contact with supporters.
- Proficient knowledge of fundraising regulation and the GDPR.

### Desirable

#### Experience

- Fundraising from Corporates.
- Business planning and budget setting.
- Experience of using Moves Management.
- Experience of managing volunteers.
- Passionate about the issues of freedom of religion or belief.

#### Skills/ Knowledge

- Fundraising qualification.
- In-depth understanding of the UK church.

## Personal Circumstances/Qualities

### Essential

- For this particular role it is essential to be a Committed Christian in agreement with CSW's vision\*.
- Committed to affirm, pray and encourage the work of CSW\*.
- Has permission to reside and work in the United Kingdom.
- Willingness to travel around the UK with occasional overnight visits.

\* This post falls within the definition of Occupational Requirement as per the Equality Act 2010.

## About CSW

CSW is a Christian human rights organisation specialising in freedom of religion or belief, and as Christians, we stand with everyone facing injustice because of their religion or belief.

**Our vision is a world free from religious persecution, where everyone can practise a religion or belief of their choice.**

The right to freedom of religion or belief is also known as the 'first freedom' given to humanity by God. It's a touchstone human right, often serving as a 'litmus test' for whether other rights are at risk of being violated. It is a right we must protect, defend and restore.

CSW seeks to address the laws, behaviours and policies which lead to abuses of the right to freedom of religion and belief. CSW's team of specialist advocates work on over 20 countries across Africa, Asia, Latin America and the Middle East, to ensure that the right to freedom of religion or belief is respected and protected. We have over four decades of experience advocating for freedom of religion or belief around the world.

### **We gather evidence and document abuses**

Our teams regularly visit the countries we work on to gather first-hand evidence of violations of the right to freedom of religion or belief. Our research and analysis is utilised by politicians, policy-makers and international institutions around the world.

We regularly provide decision-makers in the UK parliament, United Nations, European Union and US Congress and elsewhere with accurate reports on freedom of religion or belief around the world.

### **We train, equip and empower**

We believe that to bring lasting change we must work with activists, journalists, religious leaders and partner NGOs in the countries on which we focus.

It is a priority for us to build and equip networks of partners and communities, empowering them to become advocates for justice.

### **We enable policy-makers to stand up for FoRB**

We challenge and encourage those in positions of power whose policies or actions can make a difference, to bring about change. We work extensively at the United Nations, and with the UK and US governments, the European Union and other regional and international bodies. We gained UN ECOSOC Special Consultative Status in 2017, in recognition of our specialist expertise on the right to freedom of religion or belief and valuable contributions to the UN in this field of expertise. This status also enables us to provide those marginalised on account of their religion or belief with an international platform.

### **We have Christian values at our heart**

We are proud of our Christian heritage, identity and values: They are the foundations in all we do. We believe in the power of prayer to transform situations, and we encourage our supporters to join us in praying for the cases and issues we work on. We meet regularly to pray both for our work and for one another and all staff are encouraged to take a day every quarter to pray for their work.

## Our basis of faith

The basic creed accepted by the majority of Christian churches is most familiarly known as the Apostles' Creed. It dates from very early Church era, a half-century or so from the last writings of the New Testament.

I believe in God, the Father almighty, creator of heaven and earth.

I believe in Jesus Christ, his only Son, our Lord.

He was conceived by the power of the Holy Spirit and born of the Virgin Mary.

He suffered under Pontius Pilate, was crucified, died, and was buried. He descended to the dead.

On the third day he rose again. He ascended into heaven, and is seated at the right hand of the Father. He will come again to judge the living and the dead.

I believe in the Holy Spirit, the holy catholic Church, the communion of saints, the forgiveness of sins, the resurrection of the body, and the life everlasting.

Amen

## Selection process

Thank you for applying for this position.

Please download and answer the application questions and email them, a copy of your CV and a covering letter to Jane Bave, Head of People and Culture, at [janebave@csw.org.uk](mailto:janebave@csw.org.uk) before the closing date: 12 Noon GMT Thursday 4 July 2024.

Shortlisted applicants will be invited for an interview on Wednesday 10 July 2024. The interviews will take place online. More information will follow.

The appointment will be made subject to satisfactory references being received.

If you have any questions about this vacancy please contact Jane Bave, Head of People and Culture, at [janebave@csw.org.uk](mailto:janebave@csw.org.uk)

Jane Bave  
Head of People and Culture

## General Data Protection Regulation

CSW takes seriously the storing of personal data in line with the General Data Protection Regulation. Your application and any information you provide will be stored securely either on paper records or a computer system and then destroyed in line with the data protection laws.