



## Job Description: Philanthropy Lead

### About The Connection

When you work for The Connection, you're part of a life-changing team. We help people sleeping rough in the heart of London. It can be a long journey off the streets, and it's not an easy path. We get to know every individual, so our approach can be tailored to what they need. We don't do one size fits all, and we don't give up when things get tough.

Working here means being open-minded, resilient and pragmatic. It means being willing to go the extra mile and stick with people through thick and thin. It means being part of a team who really care about the individuals we support, and who are creative about finding better ways to help them.

Together with our donors, volunteers and partners, we are a supportive and committed community who are determined to make a real difference. We believe that no one should have to sleep rough on London's streets, and that everyone should get the support they need to find a place to call home.

Our Major Donor programme is a consistent funding stream at the Connection, with significant potential for growth. Our existing Major Donors are generous and enthusiastic, and we have connections with motivated, innovative individuals as well as exciting plans in the pipeline that will help take the programme to the next level in the coming years.

### About The Role

We're reshaping our approach to major donor fundraising at the Connection, creating space for a new Philanthropy Lead to focus on forging new connections, building meaningful relationships and securing transformational income.

You'll take the lead on our highest value and highest potential major donor relationships, while driving forwards two exciting strategic projects including our flagship *Make It Home* campaign board.

You'll be part of a lean, ambitious and supportive philanthropy team alongside our Trusts Manager and Philanthropy Officer, with strategic direction and professional development from our Head of Fundraising Development, and close collaboration across the wider Fundraising & Communications team.

We're open to candidates from a range of backgrounds. You might already work in fundraising, or you might come from a role where you build relationships, manage clients, or bring people together – for example in hospitality, sales, events or partnerships.

This role is perfect for someone who is naturally outgoing, confident and curious. If you love meeting new people, spotting opportunities to connect and telling compelling stories, this is a role where you can make a real difference.

<b>Responsible to:</b>	Line Manager: Head of Fundraising Development
<b>Responsible for:</b>	No line reports, potential for volunteer management and project management of Philanthropy Officer.
<b>Job Purpose:</b>	<ul style="list-style-type: none"><li>Build and grow meaningful relationships with high-value supporters, securing significant income to support our work and creating opportunities for long-term support</li></ul>

	<ul style="list-style-type: none"> <li>• Drive forward our <i>Make It Home</i> campaign, engaging and inspiring members of our development board to achieve a £1m target</li> <li>• Identify and develop new major donor prospects, building a strong pipeline of future support</li> <li>• Lead a growth project to unlock increased giving from our mid-value donor base</li> <li>• Deliver engaging, high-quality stewardship experiences that connect Major Donors with the impact of our work</li> <li>• Use insight and data to inform decision-making, track performance and improve our major donor approach</li> <li>• Work collaboratively across the organisation to maximise opportunities, share learning and contribute to a positive team culture</li> </ul>
<b>Salary</b>	£53,601 FTE. We are offering this role at either 0.6 or 0.8 FTE.
<b>Contract:</b>	<p>Part-time (3 or 4 days per week), 24 month FTC</p> <p>Scope for extension on successful completion of project work.</p> <p>This role is hybrid with an expectation of a minimum of 1 day in the office a week, and attendance of in-person activities (e.g. meetings with existing and prospective donors, networking events) as required.</p>

## Key Responsibilities

### 1. Develop meaningful relationships with our existing Major Donors

- Manage the Connection's portfolio of existing major donors, giving £5k and above p.a.
- Create bespoke plans to deepen relationships, and secure repeat and uplifted giving
- Forge positive, trusting connections with donors through a programme of in-person engagement including events, site visits, and regular catch-ups
- Make confident in-person fundraising asks and develop persuasive proposals that connect donors with their areas of interest
- Spot and build relationships with influential and high-profile individuals who can support or champion our work

### 2. Coordinate the Connection's flagship *Make It Home* campaign

- Work closely with the Director of Fundraising & Communications to shape and deliver the second phase of *Make It Home*
- Liaise with members of our Inner Circle development board, organise and lead regular Inner Circle meetings
- Provide excellent stewardship to major donor prospects introduced to the Connection by our Inner Circle members, with a view to securing a campaign target of £1m
- Collaborate with senior internal stakeholders and external stakeholders to develop high-quality campaign materials and persuasive narratives.

### 3. Design and implement the Major Donor Accelerator project

- Lead a high-potential project to unlock significant income in our mid-value (£1-5k) donor base (estimated at £123k)
- Design and implement plans to better understand current donor motivations, perceptions and barriers to major donor level giving

- Create a targeted accelerator journey, including tailored communications, events, stakeholder engagement and campaign activity
  - Project manage the Philanthropy Officer, who will lead on delivery while you provide strategic direction and insight
- 4. Ensure compliance with regulation and best practice standards in the fields of Major Donor fundraising**
- Adhere to the Fundraising Regulator's Code of Fundraising Practice, Charity Law, Health & Safety Law, the General Data Protection Act and PECR, NCVO guidance and other relevant legislative requirements
  - Maintain an up-to-date knowledge of any changes in law or best practice guidance which affect Major Donor fundraising, Gift Aid and events, updating our policies and procedures accordingly
- 5. Reporting and collaboration with the wider Fundraising & Communication team**
- Play an active role in a supportive and ambitious fundraising team, sharing ideas and contributing to a positive team culture
  - Monitor your work and its results, using insights to improve performance and report back to senior stakeholders
  - Create annual Major Donor end of year reviews and action plans identifying successes and challenges, and progressing the Major Donor programme in line with our strategy
  - As needed, provide stewardship to celebrities and influencers connected with the Connection to support the goals of our wider Fundraising & Communications team
  - Work with the rest of the Fundraising & Communications team and our cross-site partners to identify and develop joint approaches to prospective and existing donors
  - Represent the Fundraising & Communications team internally and externally, including attending meetings and events as required
  - Act as a supportive and collaborative colleague, working in conjunction with others as and when necessary, providing occasional capacity to other areas in moments of pressure
  - Reflect our organisational values in your work, including working in an inclusive and collaborative way, and involving clients where appropriate
  - Undertake any other duties that may be reasonably required

The above list of job duties is not exclusive or exhaustive and may be subject to change. The post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post.

## Person Specification

<b>Knowledge and Experience</b>
<u>Essential</u>
Experience building strong relationships in a professional context (e.g. fundraising, sales, hospitality, events, partnerships or client-facing roles)
Experience communicating ideas persuasively through conversations, presentations and/or written materials
An interest in, and willingness to learn about, philanthropy and major donor fundraising
<u>Desirable</u>
Experience of managing a budget
Experience working with High Net Worth Individuals in a professional capacity
An understanding of Fundraising mechanisms
Knowledge of a CRM database
An understanding of the issues surrounding homelessness and homelessness services
<b>Skills and Attributes</b>
<u>Essential</u>
Very strong written and verbal communication skills, including the ability to engage effectively with a range of audiences
Naturally outgoing and proactive, with the confidence to start conversations
Strong interpersonal skills, with a knack for building trust and rapport
The ability to work independently using own initiative, taking responsibility for performance standards and working requirements
Organised and able to manage multiple priorities, balancing relationship-building with project delivery
Strategic thinking, with a focus on the bigger picture
Creative and curious, with an interest in generating ideas and trying new approaches
The ability to participate in CSTM's common systems, policies, procedures and written materials
Willingness to work flexibly on occasion, including attending events and meetings outside of core hours