

Challenges Fundraising Co-ordinator

JOB DESCRIPTION

Penny Appeal is an award winning, international humanitarian charity delivering aid in over 30 countries including the UK. We pride ourselves in the work that we do and the aid we are able to deliver, from sustainable programmes internationally and locally as well as emergency aid responses. We also take pride in the people that support us externally and the ones that make things happen internally.

We are the fastest growing charity in our sector with a fast-paced working environment. When a crisis hits internationally we respond immediately. Outside emergencies, we have a packed marketing calendar full of creative campaigns, award-winning events, and unique projects all aimed at helping the most vulnerable. We can see an immediate impact from our hard work and it can be so rewarding to see the positive feedback from the people we have helped.

Role overview:

The Challenges Fundraising Co-ordinator will encourage fundraisers to take on a life changing experience, which they may have never done before, to raise funding and awareness for Penny Appeal. The Co-ordinator will recruit new potential and current supporters to take part in sporting events, UK and overseas challenges. Supporting participants taking part in challenges to generate income for the charity to achieve agreed annual targets for challenge events. To be responsible for building and developing a growing base of sporting and challenge activities to offer supporters and members of the general public.

Responsibilities

- Deliver the agreed fundraising strategy as instructed by the Fundraising and Challenge Events Manager
- Plan, organise, and deliver all challenge event activities (UK and overseas) from inception of the idea to completion of the event, ensuring all candidates have an enjoyable and professional experience.
- Use #TeamOrange social media and personal networks, to recruit volunteers and participants from the community to take part in challenge events.
- Build partnerships with gyms, sports clubs, university societies, businesses, schools, mosques and community organisations to promote and recruit for challenge events.
- Outreach in to the community to book stalls & exhibition opportunities to market and recruit for challenge events
- Answer and respond to enquiries in an appropriate and efficient manner, directing calls to other departments if necessary.
- Form excellent relationships with participants and remain in constant contact with them, from initial telephone/email contact to final thank you after the event.

- Advise fundraisers in all matters of fundraising including legal obligations, health and safety and insurance.
- Explore new possible challenge events to offer supporters and inform past participants of new activities available they may be interested in.
- Generate income to the agreed yearly targets and ensure expenditure is kept within the agreed set budget.
- Work closely with other departments and attend regular meetings to discuss collaborations and future fundraising and events.
- Liaising with the tour operators, race organisers and other companies that organise challenge events.
- Work closely with fundraising teams in other regions to ensure events recruitment and fundraising targets are fulfilled.
- To organise and co-ordinate regular local campaigns and fundraising/ promotional events including local community events.
- To represent the charity at any event in a professional and presentable manner, and do the utmost to promote the charity.
- To help grow the donor database of the charity.
- To establish, build, and maintain relationships with key contacts including but not limited to donors, volunteers, ISOCS, schools, local community leaders and groups, and external organisations, including the general public.
- Create, build and develop partnerships with small to medium-sized businesses/enterprises.
- Proactively seek new funders and individuals or opportunities for donors to contribute towards the organisation through personal contacts or knowledge of the Muslim community.
- To assist in leading, evaluating, developing, training, managing, and growing a network of volunteers to complement and deliver the charity's objectives
- To securely log all donations and pledges accurately and ensure that clear records of such donations and pledges are maintained
- Adhere to stated policies and procedures as per the company handbook, health and safety requirements and other management systems
- Any other duties commensurate with the accountabilities of the post.

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PERSON SPECIFICATION

Essential Criteria

- A minimum of three years' experience across volunteering and fundraising activities
- Ability to plan and deliver challenge event activities.
- Excellent networking and influencing skills
- To be creative and able to develop new challenge ideas
- Excellent interpersonal and communication (verbal & written) skills
- Ability to work independently and as part of a team
- Good knowledge of contemporary fundraising techniques
- Excellent knowledge of Microsoft Office applications
- Able to manage multiple tasks and prioritise workload
- Able to maintain confidentiality in all aspects of work
- Commitment to community and social development values
- Able to adapt quickly to changing deadlines and priorities.
- Ability to work under pressure and use initiative
- Able to gain trust and confidence of stakeholders
- Able to use social media for the purposes of engaging stakeholders
- Willingness and ability to travel and work unsociable hours, including evenings and weekends as the role demands

Desirable Criteria

- Knowledge of Islamic financial matters (Zakat, Wakf, Qurbani, etc.).