



bamboo

fundraising recruitment



**URBAN
SAINTS**

Fundraising Manager

Information Pack



Our Mission and Vision

Our mission is to make young disciples for Jesus and our vision is to become an effective disciple-making movement; reaching young people in every community in the UK and Ireland.

We are achieving this by implementing a missional strategy which gathers, loves, disciples and launches children and young people of all backgrounds, that they might live like Jesus and be part of God's church; actively seeking lives that lead, serve, evangelise and change the world.

95% of young people do not actively engage with Church. Urban Saints exists to meet these young people wherever they are and introduce them to Jesus.

Our amazing volunteer leaders gather young people and children together in brilliant weekly Groups, with an exciting Christian programme, wonderful Camps, Residentials and Overseas Adventures.

Tens of thousands of children and young people have been loved, disciplined and launched into the world to make a difference for Jesus Christ through Urban Saints and Crusaders (our name until 2006). Many of these have been inspired to pass on the baton of faith to the next generation and have themselves led Groups and Camps and disciplined young people. We have been reaching out to young people who are not part of a local church for 120 years.

Our DNA and method still lies in the century-old story of passionate volunteer leaders gathering young people together and choosing to love, disciple and launch these young people into the world to make a difference for Christ. Our strategy is a return to these roots and is built on the belief that today, more than ever, young people are desperate for this same kind of investment and belonging. They long for real rather than virtual adventure and, whether they know it or not, young people also crave the purpose and love that only Jesus can fulfil.

Our vision to reach every community in the UK and Ireland will only be possible with a growing number of partners and supporters. People who are inspired to commit to pray, advocate, volunteer and finance the mission.

The Fundraising Manager is a new hands-on role that will increase the team size from 1.8 FTE to 2.8 FTE. They will rekindle contact and support from the hundreds of thousands of people who have benefited from Crusaders and Urban Saints in the past, as well as starting relationships with new supporters who become inspired by our life-changing work with young people.

This is a role for an experienced fundraising manager with inspirational presentation skills for donors, a talent for finding and communicating great stories, confidence in leveraging fundraising and communication systems, and a proven track record of growing legacy support.



The Role

Overall Purpose of the Role

The Fundraising Manager is a new hands-on role that will increase the team size from 1.8 FTE to 2.8 FTE. They will lead the team to rekindle contact and support from the hundreds of thousands of people who have benefited from Crusaders and Urban Saints in the past, as well as starting relationships with new supporters who become inspired by our life-changing work with young people.

This is a role for an experienced fundraising manager with inspirational presentation skills for donors and potential donors, a talent for finding and communicating great stories, confidence in leveraging fundraising and communication systems, and a proven track record of growing legacy support.

Building stronger relationships with our current and past supporters, as well as finding new supporters, is key to building the prayer, finance, volunteer support and advocacy to see an Urban Saints Group in every community of the UK and Ireland in the next twenty years.

Towards this end, our fundraising strategy outlines how we will increase our fundraising from the current £1.0m to £2.6m per annum over the next three years.

Responsible to: Business and Marketing Director

Responsible for: Supporter Relations Coordinator and Fundraising Coordinator

Other Working relationships: In addition to above, the role works closely with the Impact Team Director (for compelling content), Marketing and Communications, Operations (Database Administration), the Chief Executive (writing on their behalf) and at least annually, the Business & Marketing sub-committee of the Trustees.

Key Responsibilities

Primary:

- To resource the vision by implementing the fundraising strategy – increasing our fundraising from £1.0m to £2.6m p.a.
- Working towards agreed income and engagement targets for prayer, volunteering, donations and legacies from existing and new supporters

Content (20% of time):

- Write appeals and introductory pages on behalf of the Chief Executive
- Work with the Impact Team Director to create a steady stream of high-quality stories and visual material from the whole of the UK and Ireland from Groups, Camps, Westbrook, Additional Needs ministry, Training, Overseas Adventures, as well as from Energize
- Contribute to organisational events and videos produced by Marketing & Communications
- Support the Supporter Relations Coordinator in bringing together the necessary letters, publications, emails and social media to achieve agreed targets for existing supporters
- Support the Fundraising Coordinator in bringing together the necessary letters, publications, emails and social media to achieve agreed targets for historic contacts and new supporters
- Manage the tri-annual tenders for design, print and mail

The Role

Relationship development (20% of time):

- Increase legacies pledged and received
- Monitor and improve supporter journeys with the Supporter Relations and Fundraising Coordinators
- Event planning, organisation, delivery, presentations and review
- Visiting and presenting to donors
- Channel optimisation - face to face, online, phone, mail, email, social media, SMS
- Review stopped or reduced donations and organise the best way of attempting recovery

New supporters (20% of time)

- Work with the Fundraising Coordinator to reconnect and encourage significant numbers of dormant supporters to support Urban Saints
- Work with the Fundraising Coordinator to find significant numbers of past Crusaders and those attending Urban Saints' Groups, camps, residential as well as Energize users, volunteers and leaders who want to keep in touch and support Urban Saints
- Work with the Fundraising Coordinator to excite potential supporters about the new strategy with stories of transformed young lives and in particular regular donors
- Research, identify, propose and implement new income streams

Trusts (20% of time):

- Support the Business & Marketing Director and CEO by preparing appropriate briefings and reports before meetings with Trusts and other Major Donors
- Support the Fundraising Coordinator in researching and helping to start new partnerships with Trusts and other major donors

Legal and Compliance (10% of time) – to monitor and manage delivery of:

- Procedures for all types of fundraising activities and roles
- Donation processing and acknowledgements
- Database integrity - accurate, complete and up to date supporter data
- Data Protection policy including Data Retention and Data Security policies
- Data Protection legislation including the GDPR, supporting the Operations Director who is the Urban Saints' Data Protection Officer.
 - Fundraising Code of Conduct
 - Institute of Fundraising best practice
 - Direct Marketing Association best practice

Community (10% of time):

- Team management
- Contribute actively to the Christian community of Urban Saints - weekly worship, Staff Chapel and daily prayers, monthly team meetings and bi-monthly national Gatherings

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



The Person

About You

We are looking for an experienced fundraising manager with inspirational presentation skills for donors, a talent for finding and communicating great stories, confidence in leveraging fundraising and communication systems, and a proven track record of growing legacy support.

You will be able to demonstrate the following:

Qualifications

- 'B' at GCSE Mathematics or equivalent
- 'B' at GCSE English Language or equivalent
- Good honours degree

Desirable:

- Institute of Fundraising qualification
- Direct marketing qualification

The Person

Skills and Abilities

- Excellent fundraising team manager
- Strong interpersonal and communication skills
- Excellent front of house presenter
- Creative writer
- Persuasive and influential with volunteers, 'alumni' and major donors
- Excellent with technology – databases, automating tasks, working with data, Microsoft Office, email and social media
- Strong organisational and budget skills
- Fast worker with attention to detail
- Letter writing
- Researching new fundraising opportunities and income streams

Desirable:

- Understanding of Crusaders and Urban Saints
- Project management

Experience

- 5+ years' charity fundraising experience – rekindling dormant supporters and finding younger supporters
- Finding and publishing great stories
- Using databases to analyse, test hypotheses, ANOVA, segment and optimise engagement
- Growing legacy giving
- Legal and compliance leadership
- Database development leadership
- Microsoft Office

Desirable:

- Previous connection with Urban Saints or Crusaders
- Volunteer-led workplace
- Awareness and experience of different UK churches and Christian expression
- Fundraising database ThankQ
- MailChimp

Personal Qualities

- Excellent team player wanting to contribute to the overall ministry
- Patience and perseverance with data
- Natural compassion, a great listener, encourager and communicator
- Inspires trust
- Can-do attitude - takes initiative and works with light supervision
- Personal integrity – evidence of discretion, honesty, open-ness and personal development

Christian Ethos

- Demonstrable commitment to the Christian aims and ethos of Urban Saints
- Active prayer and devotional life, attending a local church regularly

Desirable:

- Experience of leading or helping Christian youth and/or children's ministry

Benefits

- 25 days holiday plus eight days bank holidays.
- Pension scheme – we contribute 6% of gross salary to the Urban Saints pension scheme.
- Life assurance – you will receive life assurance cover to the value of four times your annual pensionable salary.
- Flexible working – we offer flexible working arrangements to optimise work/life balance.
- Volunteering days – you will have an opportunity to volunteer for one of our events or a similar charity of choice for up to eight days.

Terms and Conditions

Salary: £37,837 pa

Hours: 37.5 hours per week

Contract: Permanent

Location: Urban Saints Support Centre, Kestin House, Crescent Road, Luton.

All applicants must be committed to the aims, ethos and values of Urban Saints.

Given that the organisation is seeking to live out a Biblical lifestyle following Jesus, there is an occupational requirement under Part 1 of Schedule 9 to the Equality Act 2010 that the applicant must be a committed Christian with an active faith.

All new appointments are subject to a satisfactory DBS safeguarding check and three satisfactory references (current Church and the previous two employers).

How to Apply

To apply for this role send an email to graham@bamboofundraising.co.uk with:

- your CV

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