



Scripture Union

JOB PROFILE: Major Donor Fundraiser

Mission Area	Team
Mobilisation	Fundraising
Position of Job in Organisation	
The Major Donor Fundraiser will report to the Senior Fundraising Manager.	
Hours of Work	
Full-time.	
About Scripture Union in England and Wales	
Scripture Union is a national mission-movement, the aims of which are to create opportunities for children and young people to explore the Bible, respond to Jesus and grow in faith. Our priority is to reach those who don't yet know Jesus. In all its work, Scripture Union aims to care for children and young people, share God's good news, and offer choices and opportunities, whilst being credible, relevant and inspiring.	
Vision of SU in England and Wales	
Our vision is to see a new generation of children and young people have a vibrant, personal faith in Jesus.	
Purpose of the team	
<p>To generate income to drive and grow the mission of Scripture Union (SU)</p> <ul style="list-style-type: none"> To increase fundraising income by 15% year-on-year by reviewing and improving existing programmes and developing new income streams. <p>To ensure our supporters feel part of the SU Movement through positive personal relationship</p> <ul style="list-style-type: none"> To increase supporter base by improving attrition rates and recruiting and retaining new donors. <p>To develop and grow our Major Donor support base</p> <ul style="list-style-type: none"> To reconnect with existing Major Donors, helping them engage with SU's focus on the 95 % of under 18's who don't go to church, and establish new connections. <p>To grow and maintain engagement between SU and the Church</p> <ul style="list-style-type: none"> To develop existing church engagement and build relationship with new church connections. <p>To make efficient and appropriate use of the Fundraising resources, tools, and methods available to us</p> <ul style="list-style-type: none"> To trial new fundraising approaches and implement successful methods. <p>To establish a practical theology of Fundraising across the SU Movement.</p>	
Purpose of the job	
Working in partnership with key staff across the SU Movement and consultants, the major donor fundraiser will help deliver an ambitious growth in income to support the work of Scripture Union in England and Wales. They will play a key role in increasing awareness about Scripture Union's ministry to major donors, building an effective portfolio of high net-worth donors who will actively engage in the resourcing and equipping of Scripture Union mission to reach the 95% of children and young people who don't go to church.	



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Dimensions and quantities

The most important dimensions and quantities for this job are:

- Reporting to the Senior Fundraising Manager.
- Cultivating and securing major donor relationships.
- Stewarding existing relationships.
- Managing the fundraising budget and targets concerning major donors.
- Working with the Senior Fundraising Manager to communicate strategic cases for support in a relevant and timely manner.
- Generating income from major donors, growing in excess of £1m pa through the development of the major donor programme.

Key accountabilities

The key accountabilities for this job are to:

- Implement the major donor fundraising strategy, delivering on income targets on an annual, three-year, and five-year basis.
- Deliver effective major donor engagement programmes by building on the loyalty of existing donors, and by bringing forward new supporter relationships, conducting tests, and evaluating progress at each step.
- Drawing on support from across the organisation, use the compelling cases for support, to enable the development of substantial new major donor initiatives that drive income growth.
- Stewarding important major donor relationships towards agreed organisational goals. Build, develop and deliver first class account management with individuals who have the capacity to give gifts of £5k - £50k.
- Manage and develop relationships with high value donors and implement stewardship and engagement programmes that may include receptions, briefings, discussions, dinners, or events.
- In conjunction with relevant members of other teams, develop and maintain a strategy for ensuring effective and timely reporting to major donors.
- Responsible for influencing high net worth individuals to act as advocates for SU and encourage peer to peer fundraising.
- Report on key performance indicators to evaluate performance, identify opportunities to improve effectiveness and provide the Senior Fundraising Manager with monthly progress reports.
- Develop and maintain adequate major donor records, on both donors and the programmes in which they are interested.
- Represent the society to supporters face-to-face, in writing and by telephone.
- Take on other tasks, duties or projects commensurate with the general level of this post.

In common with all members of staff, to:

- Further the aims and objectives of Scripture Union, working in accordance with its ethos.



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- Be part of the prayer life and fellowship of Scripture Union, including staff prayers, days of prayer and worship, and staff conferences, which combine prayer, worship and strategy.
- Undertake personal development through study and reflection, work reviews and in-service training.

Key performance indicators

The key performance indicators for this job are:

- Identify and know the potential major donors have capacity to give.
- Qualify 100% of the major donors on the caseload – contact each one and making sure they want to relate to SU.
- Set a financial goal against each qualified major donor on the caseload.
- Each qualified major donor has a case for support and a plan written against them.
- 30% of the case load is in active solicitation on a monthly basis.
- 10 – 15 visitations are taking place per month.
- Quarterly target of £58K is being reached.

Educational and / or training qualifications and certificates

The person appointed will have:

- A graduate-level qualification or equivalent experience in a relevant subject area.
- A qualification in fundraising or formal training in this area would be beneficial.

Person specification

The person appointed will:

- Be an experienced major donor fundraiser who has a sound knowledge of the UK Christian marketplace and the attitudes and motivations of Christian donors.
- Be an excellent communicator with a proven track record in project managing, Major Donor campaigns.
- Have proven track record of personally soliciting high value gifts from major donors and of developing long term relationships.
- Have experience of arranging events and of organising high-profile meetings with senior colleagues, stakeholders, and donors.
- Have excellent networking, negotiation and influencing skills.
- Be an enthusiastic team player and be competent at working effectively on your own, as well as part of a team.

In common with all members of staff, the person appointed will:

- Be a committed Christian in sympathy with the aims and ethos of Scripture Union and who has an active involvement in the mission of a local church.
- Seek to have a sound biblical understanding that is applied in daily living and encouraged in the lives of others.

Necessary technical / functional skills

The person appointed will have:

- A fundraising background operating within a charity context (preferably Christian based) including over three years' experience in major donor fundraising.



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- Proven track record in successful major donor fundraising and have secured high net-worth gifts.
- Ability to be a self-starter. Scripture Union’s strategy demands significant increase in fundraising income and, as such, the role holder will need to rise to the challenge of growing high net-worth giving.
- Experience to recruit new major donors.
- The ability to work as part of a team, but also to work on your own initiative under pressure and to tight deadlines.
- Excellent interpersonal skills with the ability to build relationships internally and externally.
- An ability to develop persuasive propositions for religious audiences and manage relationships with donors.
- Knowledge of the regulatory environment (e.g. data protection regulations, Gift Aid rules and regulations, IoF Codes of Fundraising Practice).
- An understanding of Customer Relationship Management (CRM).
- Demonstrable experience of databases and their use in relation to Major Donor work.

Required behavioural competencies

Commitment to goals & values	Shows commitment in theory and practice to the objectives, values, and goals of the movement.
Relationship building	Works to identify, build and maintain positive long-term relationships with colleagues and contacts.
Determination	Demonstrates repeated effort, overcoming obstacles in order to achieve.
Self-control	Performs effectively and maintains stamina in stressful and difficult situations. Able to keep emotions under control when provoked or when faced with opposition or hostility from others.
Analytical thinking	Analyses problems and identifies the key issues, which need action. Assesses a situation in a systematic way, identifying time sequences, setting priorities, and drawing logical conclusions from the data.
Persuasion	Builds persuasive, convincing, and appropriately formulated arguments.
Concern for excellence	Drives consistently towards improvement and excellence in all aspects of work.
Results focus	Sets challenging yet realistic goals and objectives, focusing energy into striving to achieve them within agreed timescale.
Thoroughness	Follows tasks through to completion with attention to detail and accuracy.

Job profile updates

Updated by: Gaenor Hall

Date: 13.03.2020



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Staff signatures	
Line Manager:	Date:
Employee:	Date:
Human Resources:	Date: