

Fundraising - EVS Volunteer Role Description 2019-2020

This role may be available in: Sheffield, Liverpool

Project overview:

The Community Fundraising (CF) team raise over £300K of income a year to fund Red Cross services in the UK. Funds are raised through the fantastic relationships that the team is responsible for developing locally with various contacts, from volunteers and key individuals to corporate teams, students, schools, community groups, grant-making organisations and more. The team runs the annual 'Red Cross Week' appeal which sees numerous volunteers and groups across the UK taking part in bucket collections, personal challenges such as skydiving, abseiling or marathon running, or putting on their own events such as coffee mornings or concerts. Increasing support from the public for mass participation events is also a focus, including large local events such as the 3 Peaks challenge in Yorkshire and a large coastal walk in Merseyside. In the event of a major emergency in the UK or overseas, the CF team is responsible for launching and gathering support for the appeal campaign locally.

The CF team is also responsible for delivering a significant amount of grant and trust funding to support local projects, such as Refugee Services and Mobility Aids. This is done through engaging local grant-making organisations with the positive impact that our work has on people in crisis in the local area.

Key volunteer tasks:

- 1) Developing relationships between Community Fundraising and the Independent Living & Refugee Services and Restoring Family Links teams in the local area; acting as an ambassador for fundraising, engaging their staff and volunteers and supporting them to fundraise for their service/project
- 2) Engaging in outreach to local universities and other groups to motivate and support them to fundraise for IL and RSRFL projects
- 3) Researching and gathering case studies, statistics and reports from services/projects in order to strengthen grant applications; creating detailed and moving applications to deliver income from local grant-making organisations



4) Designing, marketing, delivering and supporting events, such as challenge events, bake sales, music events, to fundraise for specific projects; and supporting others who would like to do the same

5) Designing and/or developing materials such as press releases, informative documents and 'good news stories' that will support our fundraising communications; thanking supporters via phone/email/post who have donated to IL / RSRFL projects; using social media to promote our work and engage with followers

Training and induction (please give details of the induction programme and any additional training the volunteer will do):

> British Red Cross Foundation Training

> Grant-making Trusts training (to be delivered by supervisor)

> Additional informal training to be delivered by supervisor as required

Practicalities (e.g. any specific information about TOIL or working hours/ holidays):

Suggested working hours: 9/10am – 5pm

Very occasional weekend or evening working may be required; time off in lieu will be available in this case

Example weekly timetable

The below timetable is very much to give a picture of the diversity of tasks rather than a set timetable. In the fundraising world, every day is different and no week is the same. Generally, working hours are weekdays 9-5pm. There may be exceptions when training or engagement/fundraising events are happening outside of these hours. Time off in lieu will be offered in such cases.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	In office: planning tasks for the week ahead with supervisor & communicating via email/phone with local contacts, following up queries, booking fundraising opportunities	(VOLUNTEER TEAM PROJECT)	Shadowing service colleagues / meeting with service volunteers/staff/service users to gain understanding of their impact on people in crisis and engage them with how fundraising can support their needs	In office: meeting volunteers who want to hold a fundraising event, supporting them with materials, advice OR, for example: holding a bucket collection at a local train station	In office: making funding applications to local grant-making organisations	Non-working day (very occasional exceptions)	Non-working day (very occasional exceptions)
Afternoon	Meeting with university representative to promote BRC's work & discuss supporting student fundraising	(VOLUNTEER TEAM PROJECT)	In office: writing up case studies, using social media to engage local contacts with our fundraising, writing and sending thank you letters	Attending and helping with a talk at the local Rotary club who have supported our Refugee project OR, for example: Taking posters to local businesses	In office: making funding applications to local grant-making organisations	Non-working day (very occasional exceptions)	Non-working day (very occasional exceptions)
Evening	Not usually required to work	Not usually required to work	Not usually required to work	Not usually required to work	Not usually required to work	Non-working day (very occasional exceptions)	Non-working day (very occasional exceptions)

