



CHARITY FUNDRAISER

JOB DESCRIPTION

Charities depend on the financial support of individuals, organizations, and governments. To increase these donations, fundraisers organize events or collections, carry out direct mail campaigns to donors, promote the charities through the media, or seek to get sponsorship and grants from companies and foundations.



SALARY

Charity fundraiser ★★★★★
Fundraising manager ★★★★★

INDUSTRY PROFILE

Demand for fundraisers set to grow as government funding falls • Job opportunities exist across the world • Salaries vary depending on the size and location of the charity

CAREER PATHS

A charity will expect you to be highly committed to the cause it promotes. Some of the larger organizations provide training in fundraising and marketing skills. With experience, you may be able to move into the management of the charity, helping to set its goals and determine its fundraising strategies.

VOLUNTEER If you are interested in becoming a charity fundraiser, you should seek out experience as a volunteer in your charity of interest. Some offer unpaid internships, which can be a good way for you to build contacts.

GRADUATE You stand a better chance of getting hired as a charity fundraiser if you have a degree in business or marketing, or one that is related to the activities of your chosen charity, such as a degree in development studies for an aid organization.



VOLUNTEER MANAGER

Recruits, trains, and manages volunteers to carry out different tasks within a charity or other voluntary organizations.



CHARITY FUNDRAISER You may specialize in one area of revenue, such as arranging corporate sponsorship, street collections, or legacies, if working for a larger charity. Fundraisers in smaller charities combine all these roles.

SKILLS GUIDE



Good communication skills across all forms of media, from social media to television.



The ability to work in a team on a variety of tasks, from making phone calls to handling mailings.



Great interpersonal skills and ability to manage negative responses appropriately.



Organizational skills to coordinate the work of untrained, but enthusiastic, volunteers.



Motivation and commitment to drive a fundraising project with limited funds and resources.



Financial knowledge and commercial awareness to work with business donors.

PLANNED GIVING

PROFESSIONAL Persuades and encourages a charity's supporters to leave part of their wealth to the charity in their wills. Legacies are an important source of income for most charities.



LOBBYIST Represents charities in meetings with politicians or government officials. Using their skills of persuasion, lobbyists encourage people to increase funding to the organization to help it achieve its aims.



AT A GLANCE



YOUR INTERESTS Fundraising • Planning • Psychology • Sociology • Politics • Journalism • Business studies • English • Economics



ENTRY QUALIFICATIONS A relevant degree is useful, but hard work and commitment to the charity's causes may be sufficient to find a job.



LIFESTYLE Jobs can be part- or full-time. Weekend and evening work is common in roles that involve organizing events with the public.



LOCATION Much of the work is office-based, but fundraisers may need to visit potential donors, attend events, or organize street collections.



THE REALITIES Competition for jobs is intense when starting out, but experienced fundraisers can command high salaries.

▼ RELATED CAREERS

- ▶ **MARKETING EXECUTIVE** *see pp. 68–69*
- ▶ **AID WORKER** Travels to countries affected by disaster, war, or poverty and helps the local people. Aid workers provide practical aid in medicine, education, or engineering, or coordinate the transportation and distribution of essential supplies, such as food or medicine.

On average, people give 3–5 percent of their income to charitable causes.