

Charity Fundraiser

A charity fundraiser is responsible for raising as much money as possible for their charity. They need to think of new and effective ways to raise money and publicity for the charity.

The Work

You could be:

- developing, carrying out and monitoring fundraising plans and achieving targets
- giving presentations in public or on radio or television about the organisation
- compiling lists of possible donors, both private and commercial, and producing regular newsletters for them
- organising and arranging events and activities
- developing and co-ordinating web-based fundraising
- recruiting and managing the volunteers doing telephone canvassing, street or door-to-door collections and events
- overseeing shop operations – controlling stock and managing staff
- managing the budgets, accounts, investments, donations and legacies
- applying for Government grants and Lottery funding.

Pay

The figures below are only a guide. Actual salaries may vary, depending on:

- where you work
- the size of company or organisation you work for
- the demand for the job.

Starting salaries are in the range of £16,500 to £25,000 a year, rising to £35,000 with experience. Senior fundraising managers or directors may earn up to £50,000. Some employers have performance-related pay.

Conditions

- You will work from an office but will travel to attend meetings and events.
- You will work unsocial hours, involving weekends and evenings.
- You will sometimes have short stays away from home.
- Part time work and short term contracts can be common due to the uncertainty of smaller charities' funding.

Getting In

Apply to voluntary organisations and pressure groups. Charities are in health, education, housing, animal welfare, environmental matters and overseas aid.

- There are no formal entry requirements, but many entrants have an HND (SCQF Level 8) or degree (SCQF Level 9-10). Business studies, marketing, media and public relations are all relevant subjects.
- You might start out as a call centre based fundraiser, making cold calls, or working in town and city centres, approaching the public for donations.
- Some people enter this as a second career, often after working as a volunteer with a charity.
- Volunteer positions are often available on charity websites or through Volunteer Scotland. See their website.
- Experience in business, sales, marketing or public relations would be useful.
- Employers prefer applicants to have a track record of fundraising so previous experience can be a distinct advantage.
- You may need a driving licence.

What Does It Take

You need:

- excellent networking and communication skills
- resilience
- business sense
- public speaking skills
- the ability to meet targets and work under pressure
- strong organisational and project management skills.

You should be:

- dedicated to the aims of the charity
- inspiring and persuasive
- good at motivating others
- proactive.

Training

- Training is mainly on the job. Larger charities have in-house training schemes.
- The Chartered Institute of Fundraising offers training courses; the Certificate in Fundraising, and the Diploma and International Advanced Diploma in Fundraising, which are available to study online.
- The Scottish Council for Voluntary Organisations (SCVO) runs a range of short courses covering topics such as public relations and media, developing fundraising skills and managing people.

Getting On

There is no clear promotion structure. However, if you regularly meet your targets, you could move on to a regional management post within a larger charity, or to chief executive of a small charity, or into consultancy work.

Contacts

Charity People

Tel: 020 7939 7439

Email: info@charitypeople.co.uk

Website: www.charitypeople.co.uk

Twitter: @CharityPeople

Chartered Institute of Fundraising (Scotland)

Email: scotland@institute-of-fundraising.org.uk

Website: www.institute-of-fundraising.org.uk

Twitter: @ciofscotcom

Facebook: www.facebook.com/loFScotland

Scottish Council for Voluntary Organisations (SCVO)

Tel: 0800 169 0022

Email: enquiries@scvo.org.uk

Website: www.scvo.org.uk

Twitter: @scvotweet

Facebook: www.facebook.com/SCVO1939

Volunteer Scotland

Tel: 01786 479593

Email: hello@volunteerscotland.org.uk

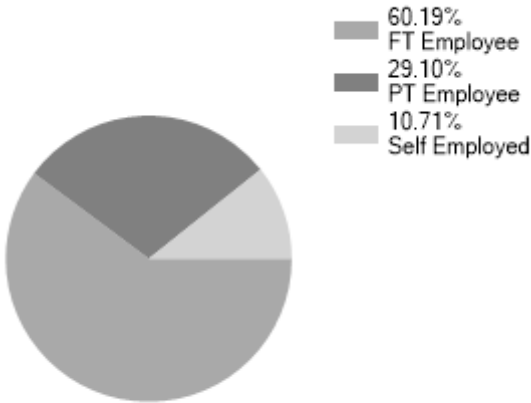
Website: www.volunteerscotland.net

Twitter: @volscotland

Facebook: www.facebook.com/volscotland

Statistics

Employment Status UK %

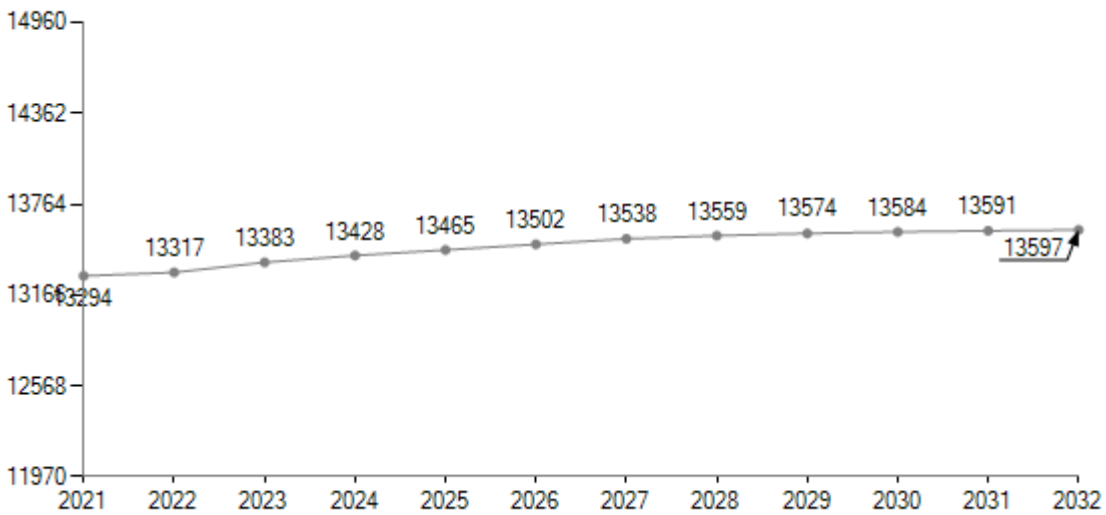


Past Unemployment - Scotland

No Claimant statistics available for Scotland.

LMI data powered by [LMI for All](#)

Predicted Employment in Scotland



LMI data powered by [Lightcast](#)