

## **Major Giving Fundraiser**

**Employer:** Billy Graham Evangelistic Association UK (BGEA UK)  
**JOB TITLE:** Major Giving Fundraiser  
**Department:** Fundraising  
**Salary:** circa £40,000 pa depending on experience (plus pension)  
**Location:** Full-time, home-based, UK

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### **1 MAIN PURPOSE OF JOB**

To develop and implement a robust fundraising strategy focused on building relationships and securing high value gifts from current and potential major donors and grant-making trusts for increasing the impact of the ministry the Billy Graham Evangelistic Association across the UK.

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### **2 POSITION IN ORGANISATION**

- You will be working closely with and reporting to the Director of Ministry, CEO and other senior leaders of the BGEA UK team.
  - Because this role is being funded and supported by BGEA-USA you will be receiving coaching, mentoring and strategic oversight by the Vice President of Donor Ministries at BGEA, USA. The Vice President of Donor Ministries will also monitor your progress in reaching agreed goals and evaluate key outcomes of your work.
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### **3 SCOPE OF THE JOB AND KEY RESPONSIBILITIES**

#### **Major donor fundraising (55% - 65%)**

- To develop and implement a robust strategy for securing significant gifts from major donors and grant-making trusts including producing cases for support, conducting prospect research, preparing funding proposals, cultivating relationships with major donor and representatives of trusts etc, in order to deepen their engagement with BGEA UK and its programmes and initiatives.
- To work closely with BGEA-USA Vice President of Donor Ministries to implement a Biblical model of effective major donor fundraising ministry in the UK in line with the global strategy.
- To secure income from current and new major donors against agreed income objectives and scheduled fundraising and donor cultivation activities.
- To initiate and build relationships with current major donors and prospects, managing these relationships to maximise income, through the identification of major donor prospects and the development and delivery of creative communications and tailored fundraising asks.
- To secure high value donations typically of £5,000 or more, from prospects and major donors, working closely with the CEO, Trustees and colleagues or volunteers to build effective relationships with major donors and to maximise income for BGEA ministries.

- To set up and manage all major donor research activities and use researched profiles to implement successful cultivation and solicitation plans for existing major donors and prospects.
- To arrange and participate in face-to-face meetings with major donors and prospects for building relationships and soliciting new gifts.
- To design and implement tailored cultivation, solicitation and stewardship communications pieces and plans for major donors and prospects.
- In close cooperation with the BGEA-USA Donor Ministries team, to develop and present appropriate information about BGEA projects in an engaging style for grant-making trusts and other funding organisations in the UK.
- To develop cause concepts and produce effective major donor fundraising appeals to secure gifts from current major donors and to upgrade key donors into major donors.
- To plan and implement major donor-related events and activities of a high standard and quality that will inspire donors and draw them closer to this ministry.
- To develop and implement appropriate thank you strategies ensuring that donors' gifts are acknowledged quickly and that every major donor receives the due care and attention they need to stay connected to the ministry.

#### **Grant-making Trusts and foundations (20% - 25%)**

- To develop and implement an effective fundraising strategy to identify, develop and manage relationships with grant-making trusts.
- To build on existing good work and connections and to identify new streams of support from trusts.
- To coordinate the production of all cases for support, applications and other written materials for effective trust fundraising.
- To write and present information about BGEA projects in an engaging and appropriate style for trusts and other funders in collaboration with BGEA-USA.
- To secure trust income against an agreed income target and schedule for activity.
- To liaise regularly with other staff to develop funding proposals/approaches, ensuring accuracy of information for such approaches, and maintaining best practice in all restricted income activity.
- To ensure the use of restricted income is monitored in line with the requirements of the grant-making trusts.
- To ensure that monitoring and evaluation reports are sent to trusts, as required, and that every donation is acknowledged quickly and in the appropriate way.

### **General Fundraising Activity (5%-10%)**

- To participate in fundraising activities documenting, communicating and implementing policy and procedures, as required.

Such other duties as the management may from time to time reasonably require.

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## **4 DIMENSIONS & LIMITS OF AUTHORITY**

- Managing an income budget of £500k per annum.
  - Deputises for Director of Ministry on fundraising issues in his/her absence e.g. attendance at SMT meetings.
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## **5 ESSENTIAL SKILLS & PROVEN ABILITY**

- Ability to use your interpersonal skills to manage relationships with current and potential major donors and grant-making trusts representatives from a variety of backgrounds and with varying communication needs and requirements.
- Proven experience of successfully fundraising from major donors and grant-making trusts.
- Confidence and ability to represent BGEA-UK and its projects and initiatives to a wide range of external audiences either in face-to-face meetings or in large group settings.
- Experience of gathering, analysing and interpreting information to write compelling and effective cases for support/proposals.
- Excellent written and verbal communication skills to deliver fundraising pitches, ideas and project updates to a range of audiences in a clear, inspiring and confident way.
- Demonstrable communication skills – being able to persuade and negotiate, empathise and enthuse with appropriate conviction.
- Ability to organise and manage your workload, identifying conflicting demands and establishing clear priorities in order to meet agreed fundraising objectives.
- Proven networking skills.
- Demonstrable experience of managing projects and balancing multiple critical priorities.
- Extensive knowledge of philanthropic motivations and current UK major giving trends especially of Christian giving.