



The benefits of employing school Fundraising Support Staff

It is becoming more common for schools to appoint a fundraiser either full time at the larger secondary level or part time for smaller and primary schools. In either case they can be very effective, and the support they offer business or finance managers is much needed.

Or you can ask for a volunteer to come in and help one day a week with the potential that this might develop into a part time paid role.

What does the role of fundraiser entail?

Essentially, the fundraiser's job is to work with the finance manager and explore all options that could bring in extra income – whether that be grants, business partnerships, events, crowdfunding, online donation platforms or PTA-led initiatives.

A full-time fundraiser will take more of a lead whereas a part-time worker or volunteer will be there to support and carry out activities under the supervision of the business manager, or other members of a leadership team.

Even a few hours a week can make a big difference – whether researching grants, setting up an affiliate programme, writing to potential sponsors, or liaising with a PTA group.

How to find a fundraiser

Some larger schools may wish to advertise the role locally but for most schools this isn't necessary. Schools potentially have many individuals to draw on – from school governors to parents or existing members of staff. A parent on the PTA could be ideal, particularly as a key part of the role is usually to manage links between the school and PTA. Parents with transferable skills (such as planning, networking, and public speaking) could find part-time hours that allow them to organise work around their children very appealing.

If you can find someone on a voluntary basis, all the better, however perhaps with the view to paying them a part time wage at some point in the future. A volunteer can help you get started, but you need to make sure the person is reliable and consistent and sometimes the promise of a future paid role might help focus their attention.

Anyone taking on this role can of course liaise with FundEd for advice and support.

Below are some example specifications for both volunteer and paid fundraising support roles.

Volunteers

Can you help?

The schools have identified some targets for fundraising that will help enrich the children's education and we are looking for a volunteer who can work with us to help us achieve our goals.

We would like to find someone who can commit to a few hours a week during term time and although initially on a voluntary basis we would consider extending this into a part time paid role in due course.

Reports to: xxxxx

Main purpose of role:

- To help the school achieve its fundraising goals

Possible Activities:

- Liaise with our PTA type to help maximise event fundraising and other non-event fundraising activities.
- To research availability of grants – via FundEd.org.uk grants database.
- To build relationships with local business who might be able to support us either through donation/ sponsorship or perhaps other offers of support.
- Help us contact former pupils as we look to develop an alumni programme. Where we can promote fundraising activities and encourage regular donations towards our buying wish list.
- Help look for curriculum fundraising related opportunities and liaise between suppliers and relevant teaching staff

Skills and attributes:

- Good written and verbal communication skills
- Confident and resilient and happy to approach local businesses or other bodies
- Happy to support and help at events

Nice to Have:

- Experience of successfully raising funds from trusts/foundations or corporate sources
- Experience of engaging with local groups, such as businesses and community networks

Please contact: etc

Paid Roles

Fundraising Support Administrator

Hours: Typically, two mornings a week – eight hours in total with occasional support activity needed outside these hours with answering emails or meeting potential sponsors.

Reports to: School business manager or Headteacher

Main purpose of role:

- To support the business manager and SLT to help the school achieve fundraising goals

Key responsibilities:

- To work with the finance team to help deliver fundraising targets

Possible Activities:

- Liaise with PTA type organisations where in place, to help maximise event fundraising and other non-event fundraising activities.
- To research availability of grants – via FundEd.org.uk grants database.
- To build relationships with local business to acquire sponsorship donations and other offers of support.
- Set up FundingWall to help provide visibility for business supporters
- Set up and manage crowdfunding projects
- Provide point of contact for 'Regular giving' platform
- Develop 'past pupil' or alumni database or work with social media channels and through this help promote school wish lists and fundraising campaigns in order to encourage regular donations
- Undertake audit of parents to locate skills and experience that might be a use to the school
- Highlight curriculum fundraising related opportunities and liaise between supplier and relevant teaching staff

Skills and experience:

Essential:

- Good written and verbal communication skills
- Proactive self-starter
- Confident about approaching and dealing with local businesses

Desirable:

- Experience of successfully raising funds from trusts/foundations or corporate sources
- Experience of engaging with local groups, such as businesses and community networks

Fundraising Manager

Hours: Full or part-time basis. Some flexibility with working hours is required, such as maintaining email contact with key funders outside of term time

Reports to: headteacher, school business manager

Main purpose of role:

- To develop significant new income streams through fundraising
- To open up new channels of communication, creating opportunities to promote the school to a wider audience

Key responsibilities:

- To achieve income generation targets by researching and pursuing opportunities to raise funds from a range of sources, such as trusts and foundations, companies, alumni and the broader school community
- To have a clear understanding of the school's development priorities and funding needs, in order to identify opportunities to maximise income
- To develop and implement a strategic plan – covering a range of initiatives – to maximise income from fundraising
- To initiate and nurture ongoing relationships with all potential donors, acknowledging the importance of donations through regular reporting and communication
- To create a database of supporters, from current and past parents and students, and to use this database to develop an active and supportive network
- To work collaboratively with key members of staff seeking funding, and to support the PTA in fundraising initiatives
- To submit accurate half-termly reports of fundraising activities, as required
- To be aware of current trends in UK fundraising

Skills and experience required:

Essential:

- Strong and clear written and verbal communication skills
- Team player
- Flexible and diplomatic
- Proactive self-starter
- Ability to juggle priorities and to demonstrate effective and efficient time management
- Ability to understand and work within a school culture

Desirable:

- Experience of successfully raising funds from trusts/foundations or corporate sources
- Experience of managing budgets and producing costings for funding applications
- Experience of engaging with local groups, such as businesses and community networks
- Experience of successfully recruiting volunteers and building volunteer networks
- Experience of using a CRM database and Microsoft Office, including Excel