

Role

Fundraising Officer

Description

To lead a Fundraising team, to discuss and help agree ideas for fundraising, and to organise or oversee arrangements and fundraising events.

To gain enough money to run effectively, the local party needs to raise funds additional to the membership capitations received from the National party. As well as an ongoing need, there is also pop-up fundraising activity for specific need, e.g. to fund candidates and their campaign costs. It is useful to have one person who ensures this takes place. Often, this person will also be responsible for organising/co-organising social events, where your members and the public can meet in a more relaxed manner and enjoy themselves, as these events can often be useful ways of raising funds. Both new and existing ideas for raise funds should be considered, and use should be made of platforms such as crowdfunding. As parties grow, many local parties have set up standing orders arrangements with local members asking for a rolling monthly contribution. This has helped divert resources from fundraising and enabled more time for campaigning. (for further information see [Section 15: Fundraising](#)).

To take a lead in exploring and linking into local businesses, follow GPEW ethical guidance, and also to liaise with Regional and National regarding overall fundraising strategy, policy and timed activity.

To contribute to the formation of the local party strategic plan, and to carry out the role in accordance with the objectives and timeframe captured and agreed by the local party within the strategic plan.

Skills and capabilities

The Fundraising Officer needs to be well-organised, able to motivate people, be able to work closely with the Treasurer, Events Officer, and Campaigns Officer. They need to be persuasive in order to present a convincing argument to potential donors for why money should be given to the local party, and many candidates build their funding case around the issue based campaigns they are delivering. The Fundraising Officer needs to good with planning, implementing, and overseeing activity, and have good budgetary and money-handling skills, and liaise with the Treasurer. In addition, fundraisers need to be creative and innovative especially when organising fundraising events which might include concerts, jumble sales, auctions, raffles, etc.