

Fundraising Advisor

Team:	Marketing Communications, and Fundraising Team (Marcomms and Fundraising Team)
Group:	Stakeholder Engagement
Grade:	15
Reports to:	Marketing, Communications and Fundraising Manager
Location:	Wellington Office
Updated:	December 2024

Role Purpose:	<p>Responsible for the implementation of the Fundraising roadmap/work plan, and supporting and advising the Marketing, Communications and Fundraising Manager on VSA fundraising initiatives and strategies.</p> <p>Responsible for providing exceptional donor stewardship management ensuring the stewardship of donors is completed in a timely way, with a high level of care and recognition to retain and build donor engagement with VSA.</p> <p>Responsible for managing the processing of donations accurately and within agreed timeframes, including receipting and updating of individual donor records. Also, responsible for maintaining and reporting funds raised and the associated matrix of donor data analysis and interpretation of our fundraising activities.</p>
Direct Reports:	Nil
Budget Delegation:	NA

About VSA

Volunteer Service Abroad Te Tūao Tāwāhi (VSA) is Aotearoa New Zealand's largest and most experienced volunteering agency working within international development. VSA sends New Zealanders and people with strong connections to Aotearoa on overseas assignments to share their skills, experience, and knowledge directly with local people and communities to make real, sustainable change.

VSA focuses on people-centred development. We give great importance to manaakitanga which means we value respectful partnerships, working and learning together, cross-cultural understanding, and the spirit of volunteering. VSA's values and our strategic focus reflect our commitment to bringing the spirit of Te Tiriti o Waitangi to the philosophy and values of our international development programme.

The purpose of VSA's programmes is to support countries across the Pacific to build their own capacity and sustainability. This is done by engaging skilled, committed New Zealand volunteers to work with in-country partners on short or longer-term assignments. VSA manages a range of development programmes in partnership with other organisations. These include in-country, regional, multi-lateral and New Zealand-based partners, such as Government ministries, public and academic organisations, private business and not-for-profit community groups.

We have team members working from our National Office in Te Whanganui-a-Tara/Wellington, as well as team members and volunteers located across the wider Pacific in the Cook Islands, Samoa, Tonga, Fiji, Kiribati, Vanuatu, the Solomon Islands, Bougainville, Papua New Guinea, and Timor-Leste. VSA works in partnership with a range of partners across the Pacific and Aotearoa New Zealand, including non-government organisations as well as private, public, and academic organisations and institutions.

VSA's work is funded primarily through its strategic relationship with the Ministry of Foreign Affairs and Trade and independently generated income. VSA is an independent, secular, and not-for-profit organisation and is governed by a Council. VSA is registered in Aotearoa New Zealand as an incorporated society and is a charity registered with the Charities Commission.

You can find more information at www.vsa.org.nz

About the Team

VSA's Stakeholder Engagement group focuses on several areas of work: Communications and Marketing; Fundraising; Business/Partnership Development; Membership and wider stakeholder engagement. Through these areas of work, the Stakeholder Engagement group seeks to increase connections and partnerships with VSA; and engage our stakeholders in our mahi and the future of VSA.

This role is an integral part of the Marketing, Communications and Fundraising team. The Marketing, Communications, and Fundraising team is responsible for developing and leading the implementation of VSA's plans to increase fundraising, and our marketing and communications plans to increase the reach and impact of VSA's profile across Aotearoa New Zealand and the Pacific. The Fundraising Advisor is responsible for implementing and putting into action our fundraising strategy and initiatives, growing our donor base, engaging effectively with donors, and ensuring accurate record-keeping and reporting of fundraising activities.

Critical Success Factors

Area of Responsibility	Evidenced through
Fundraising Activities	<ul style="list-style-type: none"> Working closely with the Marketing, Communications and Fundraising Manager, to lead in and update as necessary, the implementation of the Fundraising roadmap/work plan. Provide input and advice to the manager on the Fundraising roadmap/work plan and strategy. Achieving engagement targets set by the Marketing, Communications and Fundraising Manager, and Director Stakeholder Engagement. Targets will be reviewed annually. Initiating and developing the concepts and timeframes for appeals, in consultation with the Team, and in particular providing advice to the Manager and working collaboratively with the Communications Advisor. Managing the preparation and delivery of direct mail, and electronic appeals, and potentially an emergency appeal if the need arises. Ensuring appeals are targeted to relevant audiences through

	<p>effective data segmentation. Engage and coordinate with external providers when necessary.</p> <ul style="list-style-type: none"> • Working with the team to prepare and deliver the monthly Ngā Reo e-newsletter as a front-line digital stewardship to existing segments. Managing the classifications of those receiving this with a focus on adding acquisitions of new receivers, and aligning them to the appropriate segment. • Managing or supporting the organisation and implementation of special fundraising partnerships, projects and activities, and other fundraising initiatives or events as required. Developing and designing along with the team any required collateral. • Ensuring that all fundraising activity complies with VSA policies, charity legislation and the CID Code of Conduct.
Donor Stewardship	<ul style="list-style-type: none"> • Advising on the appropriate levels of stewardship across all types of donors and donor products, and ensuring the delivery of high-quality donor experience and engagement with VSA. This includes personalised communications, birthday messages, preparing contact cards for the CEO and senior managers as required, and making telephone calls with donors. • Identifying opportunities in donor acquisition, growing existing donor contributions and building loyalty, particularly in supporting and advising the Manager on the stewardship of major givers, trusts, and corporate donors. • Managing the regular giving programme, and promptly communicating with and resolving issues of donors, in making their donations. • Managing the bequest programme, including coordinating with bequest providers (such as Safewill), and the updating of bequest information and communications.
Donation Processing	<ul style="list-style-type: none"> • Ensuring accurate and timely processing of all donations including receipting and reconciling payments with the Finance Team. • Ensuring accurate input of all fundraising income in the Fundraising CRM (Vega), and that it is synced with other systems as required. • Working with the Marketing, Communications and Fundraising Manager to periodically review the performance of our chosen CRM and fundraising platform functionality, and associated direct and indirect costs when compared to alternatives. • Advising the Manager of any technical obstacles or issues and ensuring that solutions are implemented promptly. • Following up on failed payments as necessary. • Maintaining documented donation processes.

Peer-to-Peer Fundraising	<ul style="list-style-type: none"> • Oversee volunteers' peer-to-peer fundraising efforts, providing support and guidance in the setup and management of their individual pages on the platform. • Ensuring that the peer-to-peer fundraising platform remains fit for purpose with a focus on volunteer fundraising engagement and acquisition of their supporters (to becoming ongoing VSA advocates and donors, and receivers of Ngā Reo e-newsletter). • Ensuring all peer-to-peer programme collateral and communications are up-to-date and reflect the VSA brand. Designing and developing with the team any new or updated material and collateral. • Tracking peer-to-peer programme results per volunteer, ensuring access, and providing additional assistance to volunteers where required. • Developing and presenting the fundraising session at Volunteer Briefings, including introducing the peer-to-peer platform and creating instructional resources.
Relationships	<ul style="list-style-type: none"> • Developing and maintaining relationships with potential donors and returned volunteers to keep them engaged with VSA. • Working collaboratively with the Stakeholder Engagement Team and the Finance Team. • Maintain positive relationships with our external providers. • Connecting with peers in the Fundraising sector to keep up to date with the latest developments in processing donations to ensure VSA maintains an efficient and effective fundraising system; and to cultivate new ideas and opportunities to support fundraising efforts; and creating opportunities for professional development.
Reporting and Evaluation	<ul style="list-style-type: none"> • Generating the monthly, quarterly, and annual fundraising reports as part of the financial reporting with the Finance Team. • Evaluating, analysing and reporting on key aspects of fundraising performance quarterly and specific fundraising projects, and identify areas for continuous improvement across the donor and stakeholder experience. • Ensuring all account records including communications history are up to date and accurate in the fundraising CRM (Vega), identifying any errors or inconsistencies in donation information, and resolving issues promptly in conjunction with the Finance Team as required.
Health and Safety	<ul style="list-style-type: none"> • Taking reasonable care for personal safety and wellbeing in all VSA workplaces, project sites, and if and when driving vehicles. • Acting in accordance with all reasonable Health and Safety instructions, policies, and signage making sure that acts or omissions do not adversely affect the safety and wellbeing of yourself or others. • Reporting all occupational injury, illness, near miss incidents, accidents, environmental spills, or fire (regardless of its severity) to your manager.

	<ul style="list-style-type: none"> • Reporting all hazards which may result in an injury, illness, spill, or fire, to your manager, and to the HR Coordinator.
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At VSA there will be times when we all pitch in to do additional tasks that are outside our regular roles. This forms part of our culture and celebrates our values of Collaboration, Courage and Professionalism.

At VSA all staff are encouraged to contribute to continuous improvement: to support innovative thinking, smart work practices, how we engage across teams, and the overall culture and work environment.

There will be opportunities to participate in forums, committees, and working parties across the organisation and with third parties.

Key Relationships

Internal	<ul style="list-style-type: none"> • Director Stakeholder Engagement • Marketing, Communications and Fundraising Manager • Communications Advisor • Visual & Digital Marketer • Membership and Events Coordinator • Business Development team • Senior MERL Insights Advisor • Operations Manager • Volunteer Recruitment Manager • Finance Team • Programme Managers • Volunteers
External	<ul style="list-style-type: none"> • Suppliers and service providers • Contractors • Partner Organisations • Media • VSA Stakeholders • Interest Groups

All staff are expected to develop professional relationships with other staff throughout the organisation during their tenure at VSA.

Skills / Competencies / Attributes

- At least three years of experience in fundraising, ideally in the not-for-profit or charity sector, and with an interest in further developing a career in fundraising.
- Demonstrated experience in fundraising campaigns and activities, accurate processing of funds, reconciling payments and running reports using a fundraising database. Experience in Vega would be an advantage.

- Experience in data management and analysis, with a high level of accuracy, efficiency and attention to detail; interrogating data to identify errors, inconsistencies, and opportunities for growth of donors.
- Commitment to the principles of international development, understanding of the principles of Te Tiriti o Waitangi, and an understanding of multi-culturalism.
- Experience with direct mail and electronic appeals is desirable.
- Excellent interpersonal skills with an ability to quickly build a rapport with a diverse range of people in person and on the phone.
- Well-developed written communications skills.
- Demonstrate ability at planning, organising and co-ordinating tasks to meet multiple deadlines.
- The successful candidate will be asked to provide evidence of their right to live and work in Aotearoa New Zealand.