

# Fundraising Champion

Volunteer role description

Volunteers have always been and remain at the very heart of Cruse, supporting thousands of bereaved people every year and playing an incredible role enriching so many aspects of our charity.

## About the role:

At Cruse we believe that bereaved people should not be alone with their grief. We provide expert bereavement and grief support. Our charity has been supporting people for 65 years; despite this we are relatively unknown to the public. However, we have found that when local organisations, groups and individuals do hear about our incredible work, many of them choose to support our cause.

We need to raise local awareness of what we do at Cruse, and importantly the many different ways to support us through fundraising. The Fundraising Champion will have a huge impact on increasing local fundraising and enable us to support more people in our communities when they need us most.

## What you will be doing:

- ✓ You will be working alongside the national fundraising team and within your local branch/forum.
- ✓ Encouraging and facilitating your local Cruse volunteers and staff to share fundraising opportunities with their contacts and networks through social media and other avenues, to enable us to gain new support from local groups, societies, corporates and individuals.
- ✓ Building and nurturing your own contacts and networks to recruit local support for Cruse.
- ✓ You will attend your local branch/forum meetings to talk about fundraising, including upcoming opportunities and previous success stories.
- ✓ You will be a positive and engaged champion for Cruse in your local area.

## Support provided

- You will be provided with full training and induction into the role and will be supported by our national fundraising team. They will ensure you have the information and resources you need and have a full understanding of all our different fundraising activities and opportunities.
- You will be provided with templates, resources, guides and support to help promote various fundraising products to our branch/forum volunteers and staff to enable them to share these opportunities through their contacts and networks.
- You will meet regularly (online) with fellow Fundraising Champions and the fundraising team to share successes and challenges and hear about the upcoming fundraising activities and products from the fundraising team.

## Knowledge and experience needed:

- Enthusiastic about Cruse and a strong desire to increase local fundraising and awareness to enable us to better support bereaved people.
- Confident communicator through written and/or verbal communication.
- Positive and inspiring attitude.
- Experience in using basic online apps/tools (email, internet, zoom etc)
- Some knowledge and/or experience of fundraising will be useful but not essential

## Time commitment:

- You can do as little or as much as you like, ideally, we ask for a minimum of 5 hours a month.
- There will be online catch-up meetings every other month for one hour (alternating between daytime and evenings) with fellow Fundraising Champions and the national fundraising team to share successes and challenges and hear about upcoming fundraising activities and products.
- As a lot of this role is about sharing information online, this means that it can be done at a time that suits you, daytime or evening.

## What's in it for you:

- ✓ An opportunity to make a huge impact for Cruse and the number of people we can support.
- ✓ You will work within your local branch/forum and with the fundraising team giving you an opportunity to work alongside and get to know a diverse range of incredible people in the Cruse family.
- ✓ A great opportunity to meet many more people in your local area whether that's through a sports club, a society, a corporate, a school, a faith group etc.
- ✓ Gain a strong understanding of various forms of fundraising.

## Who you'll be volunteering alongside:

Other fundraising champions across the country, your local volunteer team, the fundraising team and your regional staff team.

## Practical considerations:

Although much of this role can be done online, meeting people in person will always help with building strong relationships, therefore access to a car or local transport would be an asset.

## To Apply

Complete an application form and you will hear from us as soon as possible.

### Our values

