

National Association (NA)/ Chapter Model Role Profile: NA/Chapter PR and Fundraising Coordinator

CISV educates and inspires action for a more just and peaceful world.

Summary of CISV Statement of Educational Purpose

This document is one of a series of model role profiles intended to assist NAs and Chapters in structuring the work of their Boards and key official positions. Each NA/Chapter operates somewhat differently and may assign responsibilities in different ways. These model role profiles give you suggestions and a checklist to help you make sure that certain basic areas are covered. They can also help you with recruitment and training of new officials. They can be found in section U of the Info File and can be seen in relation to the corresponding International Committees whose Terms of Reference are in section O.

Role	NA/Chapter PR and Fundraiser		
Purpose (how it helps CISV)	To support CISV's operations and sustainable growth by raising our profile and seeking funding from a range of sources		
Responsibilities	Knowledge/ Skills required	Main resource docs	Comments
Familiarising themselves with CISV fundraising policies and procedures and resources	Knowledge of CISV goals, education principles and content	Fundraising Policy and Guide	Also needed is familiarity with Passport (Info File T-03 and to some extent "Big Ed" Info File T-02) and programme descriptions to ensure correct message is delivered
Familiarising themselves with CISV public relations policies and procedures and resources		Public Relations Policy and Guide	
Being aware of and ensuring compliance with CISV International Brand Guidelines	Organizational skills	Brand Guidelines	
Ensuring the development of an annual fundraising and PR plan and to co ordinate its implementation	Professional experience of fundraising and public relations is an asset	Fundraising Guide: Developing a fundraising plan	It is recommended that the NA/Chapter Fundraising and PR Contact be on the Board
Forming a small fundraising/PR committee	Public speaking skills are helpful	Fundraising Guide	
Creating awareness of NA/Chapter activities among members, media and the general public		Experience of managing	Public Relations Policy and Guide

Advising the NA/Chapter on how to make events and activities more attractive to the media	volunteers would be helpful	Public Relations Policy and Guide	
Helping to create a positive public image that will encourage membership development and assist with fundraising		Public Relations Policy and Guide	
Tracking, recording and reporting on fundraising activity		Fundraising Guide	
Liaise with the Profile Raising Department (External Relations Committee and Development Officer at the IO)		Profile.raising.department@cisv.org	

RELATED DOCUMENTS

It will be helpful to view this document together with:

- The Terms of Reference of International Profile Raising Department (Info File O-11).
- CISV's Working Principles for Good Governance (Info File O-07)
- National Association (NA)/ Chapter Model Role Profiles: NA/Chapter President (Info File U-03); NA Secretary (Info File U-09); NA/Chapter Training Coordinator (Info File U-10); NA/Chapter PR and Fundraising Coordinator (Info File U-11); NA/Chapter IT Coordinator (Info File U-12); NA/Chapter Treasurer (Info File U-13); NA/Chapter Risk Manager (Info File U-14); NA/Chapter Junior Branch Coordinator (Info File U-15); NA/Chapter Programme Coordinator (Info File U-20).