



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

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.

General overview of the role

As the Fundraising Coordinator, you are responsible for supporting CISV's operations and sustainable growth by raising our organisation's profile and seeking funding from a range of sources. You will be a fundraising expert and the single point of contact person of your Chapter for this area in CISV. Therefore, you must have a good understanding of fundraising in your local and national context and be able to bring this experience to your Chapter/NA. You will build relationships with local funders and donors and create a fundraising strategy for your Chapter/NA. You will produce annual fundraising plans in line with the needs of the Chapter/NA. You may need to coordinate/organise with the PR Marketing Coordinator events or activities throughout the year.

Key Responsibilities and Tasks

Basic responsibilities of a NA/Chapter Fundraising Coordinator – as a broad summary:

- To support CISV's operations and sustainable growth by raising our profile and seeking funding from a range of sources
- To familiarise yourself with CISV fundraising policies, procedures and resources
- To familiarise yourself with CISV public relations policies, procedures and resources
- To ensure the development of an annual fundraising plan, in line with your NA/Chapter plans, and to coordinate its implementation
- Map potential donors, grant/fund opportunities in your Chapter/NA and volunteers that can help you implement your annual fundraising plan
- Form a fundraising team to support activities (if applicable)
- Creating awareness of NA/Chapter activities among funders and potential donors and supporters
- Tracking, recording and reporting on fundraising activity with both the local Board and any funders or donors
- Advising the NA/Chapter on how to make events and activities more attractive to funders and/or meet funding agreements
- Prepare funding applications
- Coordinate and prepare information for reports to funders
- Organise fundraising events
- To be aware of CISV mission and values, ensuring sponsors are also aligned with these

Throughout the CISV Year (key responsibilities)

- Develop annual fundraising plan and coordinate its implementation
- Be informed about all local CISV activities and utilise any potential fundraising opportunities
- Act as the SPOC (Single point of contact person) for fundraising in your chapter/NA
- Coordinate your fundraising team (if applicable)
- Build and maintain relationships with local funders and donors
- Create a fundraising strategy for your Chapter/NA and aligned with the annual strategic planning of your Chapter's/NA board
- Ensure Board and Programme Staff are aware of any funder requirements to ensure timely and appropriate reporting

Main Policies and Resources

- CISV Fundraising Guide
- R-16 - CISV International Fundraising Policy
- Looking Good: CISV's Brand Guidelines
- Just Saying: A Guide to Communicating CISV
- A Little Bit About CISV
- CISV Public Relations Guide

Monitoring, Evaluation & Risk Management

You know you have succeeded as a Fundraising Coordinator, when

- When you achieve fundraising targets which support CISV activities and the running of the Chapter/NA
- You build relationships with funders, donors or supporters who support CISV on an ongoing basis
- You have created a fundraising pipeline over multiple years to ensure all future hosting and Chapter/NA activities can be supported financially
- You have achieved a diverse income stream and you are not reliant on a single donor or source of income

Working Relationships

As a Fundraising Coordinator, you will need a broad understanding of the CISV activities taking place, or planned to take place, in your local Chapter/NA. You will also need to be able to understand and communicate the educational, and other benefits, of these activities and present CISV as a child-safe organisation.

Work Relationships

- The local Board/President should be involved in the development of any high-level fundraising plans or strategies
- The Chapter/NA Treasurer should be kept informed about all fundraising activities and you should liaise with them regularly
- The Chapter/NA Secretary should be able to support you with funding applications and other administration around your work
- The PR Marketing Coordinator will be there to provide you with advice and guidance on branding and key messages. Close working relations with the PR Marketing Coordinator will ensure consistent messaging locally
- Programme Coordinators will have a good knowledge and understanding of the activities and events planned and what funding support they will require. With them you can plan

fundraising activities and applications well ahead of programmes, giving you and your team enough time to fundraise

- The Junior Branch Representatives often coordinate a lot of CISV activities and they may need funding support or be able to help with engaging content for funding applications
- Liaise with Chapter Fundraising Coordinators (if you are the NA Fundraising Coordinator in a multi-Chapter NA) or Liaise with NA Fundraising Coordinator (if you are the Chapter Fundraising Coordinator in a multi-Chapter NA)
- You can liaise with CISV International’s Communication and Fundraising Manager at the International Office (IO) when you need to consult on questions regarding fundraising, brand guidelines or how to interpret policies/guidelines

Networking

It is recommended to form networks of volunteers in the fundraising area who have skills in different areas related to PR, marketing, communications and fundraising. Fundraising can be a daunting task regardless of the size of your Chapter/NA but by sharing responsibilities, it is easier to make an impact and motivate each other. If your local country has a language that is spoken in other countries as well (e.g. Spanish), it may be useful to seek for collaboration with volunteers having the same responsibilities in the other countries to share resources, templates and existing materials with each other.

Reporting Hierarchy

As the Fundraising Coordinator, you typically report to your NA/Chapter President or Treasurer. If you are part of a multi-Chapter NA, it is highly recommended to establish a strong bond between the Chapter Fundraising Coordinators and the NA Fundraising Coordinator, creating a “dotted” reporting line if possible. If there are multiple fundraising volunteers in your local CISV organization, a fundraising team for example, they typically report to you as the Chapter/NA Fundraising Coordinator.

Key Competencies

Attitudes

- Willing to promote CISV’s vision and values
- Willing to constantly learn by doing and to promote a mindset for continuous learning
- Willingness to share CISV stories to different groups
- Enthusiastic, confident, can-do approach
- Be resilient

Skills

- Effective communication skills
- Skills in public speaking
- Ability to write and edit highly engaging material for different audiences
- Organizational skills
- Ability to transfer CISV’s goals and activities in engaging stories and messages
- Ability to motivate and inspire potential supporters
- Good time management and ability to work to tight deadlines and under pressure

Knowledge

- Knowledge and/or professional experience of fundraising and public relations
- Knowledge of CISV goals, structure and programmes
- Knowledge of CISV education principles and content
- Knowledge of CISV’s approach to creating a child-safe organization

- Understanding of the not-for-profit sector in your country

Additional Comments

Recommendations (to be good in that role)

The role of the Fundraising Coordinator is quite a unique one in comparison to other roles in an NA or Chapter. You may have experience in fundraising from your professional life and are able to bring these skills to support your local Chapter/NA. You will need to understand CISV and our mission, and have an overview of the CISV calendar and key deadlines, but you may not be involved in the day to day running of programmes and activities so you will need to work well with others in the Chapter. To be good in this role, you will need good knowledge of fundraising in your country, including local laws and regulations, but also the ability to understand the fundraising needs of our Chapter or NA, whether these be financial or in-kind. You will also need to be good at reporting and keeping on track of deadlines for funding applications and reporting.

Hints on the difference for NAs or just for Chapters, or for Chapters in multi-Chapter NAs.

Depending on the size of your local CISV organization, this role may be split between multiple persons or a team of volunteers led by the Fundraising Coordinator. As an NA Fundraising Coordinator in a multi-Chapter NA, you may need to focus more on larger funders and donors who will support many, if not all, Chapters. You will also need to coordinate local Chapter Fundraising Coordinators to ensure multiple bids to not go into the same funder as this is often prohibited. An NA Fundraising Coordinator in a multi-Chapter NA will also be responsible for sharing best practice and capitalising on successful events and bids from across the NA by facilitating sharing and support.

Learning and Training options

- **Highly recommended:** Fundraising Training by CISV International (if offered)
- **Beneficial:** PR (Profile Raising) Training at RTF (if offered), Essentials of Peace Education RTF, Chapter Development RTF, networking and sharing best practices with other CISV Fundraising Coordinators
- **Not offered by CISV, but still beneficial:** Various fundraising, communications or PR related trainings (these may be offered by Like-Minded Organizations in your city/country), or e-learning courses/videos available on the internet for learning specific competencies