

Fundraising Manager
£42,813 per annum
35 hours per week
Hybrid with primary office located in London

OUR VISION

As the largest women's organisation in the UK, we aim to offer women the best opportunity to make an impact in their communities and to make change on the issues that matter to them. We have a long track record of successfully campaigning for change at local, national and international level on everything from violence against women to climate change and microplastic pollution. We also offer women the chance to come together, to learn new skills and build social connections wherever they live.



The NFWI (National Federation of Women's Institutes) strategic vision sets out an ambitious plan to drive our organisation forward for the future by growing our membership, reaching more women and making a positive impact in communities across the UK.

The vision statements are as follows:

We aim to be an organisation of choice for all women, building on our past successes and the strength of our current membership and influence to ensure a sustainable and strong future for the WI.

Vision statement 1: Bold and Inspiring

We will be a bold voice representing all women and the communities in which they live.

Vision statement 2: Growing and Relevant

We will work together to continually promote the achievements of our organisation, reach more women and grow our membership.

Vision statement 3: Inclusive

Our membership will reflect our local communities and we will represent women from all backgrounds through the work we do.



Vision statement 4: Flexible

We will remove any practical barriers to women supporting us by offering flexible ways they can engage with what we do.

OUR VALUES

The WI is based on the ideals of fellowship, truth, tolerance and justice. With our original roots in rural and agricultural communities, we now embrace the interests of women in both rural and urban communities. All women who are interested in the values and purposes of the WI may join.

OUR PURPOSE

The main purposes of the WI are:

- to advance the education of women and girls for the public benefit in all areas including (without limitation):
 - local, national and international issues of political and social importance;
 - music, drama and other cultural subjects; and
 - all branches of agriculture, crafts, home economics, science, health and social welfare;
- to promote sustainable development for the public benefit by:
 - educating people in the preservation, conservation and protection of the environment and the prudent use of natural resources; and
 - promoting sustainable means of achieving economic growth and regeneration;
- to advance health for the public benefit; and
- to advance citizenship for the public benefit by the promotion of civic responsibility and volunteering.

The WI seeks to give women the opportunity of working together through the WI in their communities, of developing their capacity and skills, and of putting into practice those ideals for which the WI stands.

INFORMATION ABOUT THE NFWI



The WI was originally formed in 1915 with two clear aims: to revitalise rural communities and to encourage women to become more involved in producing food during the First World War. Since then our aims have broadened a little and we are now the largest women's organisation in the UK. We currently have over 180,000 members in 5,500 WIs.

Membership is open to all women who have reached the Age of Majority and meetings are held in workplaces, village halls and pubs in towns, cities and villages.

We also offer the option to join our movement without becoming a member, by giving a donation to become a WI Supporter or WI Supporter Plus. Our Supporter options are an opportunity to support our causes and campaigns, and be kept in the loop about all things WI.

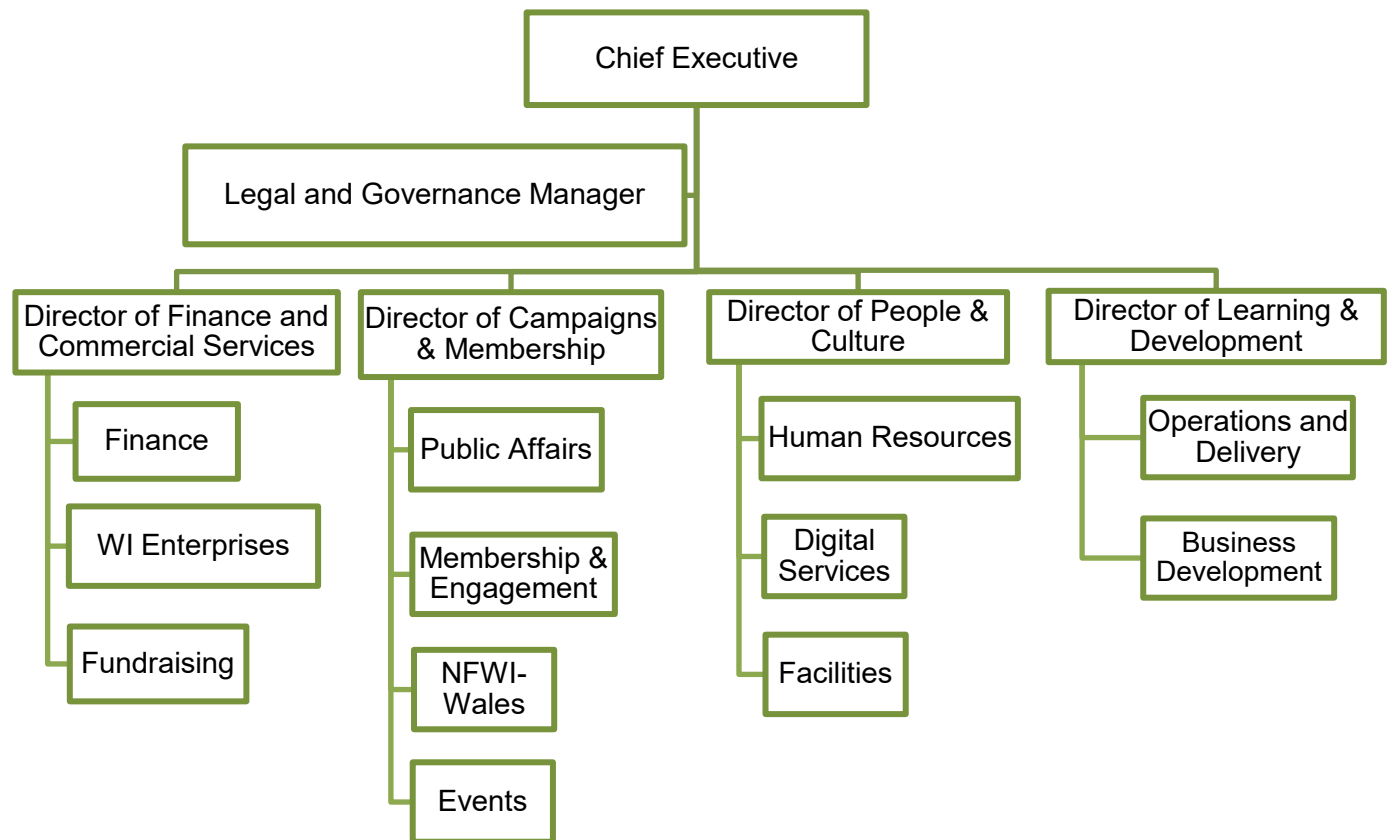
THE STRUCTURE AND FRAMEWORK OF THE NFWI

Structure

Each WI is self-governing within the framework of the WI constitution and rules, and belongs to one of 69 federations – each with a regional office. The WIs and federations make up the National Federation. Each level of the organisation is run by a committee of elected members. The NFWI Board of Trustees is democratically elected every two years by WI members. The national head office is in London, but there are also offices in Cardiff and Oxfordshire.

NFWI staffing structure

The NFWI has approximately 40 staff across the three sites in London, Wales and Oxfordshire.



Campaigns and Membership

The Campaigns and Membership directorate includes Public Affairs, Membership, Events, and NFWI-Wales. It is responsible for a seamless membership experience across England, Wales and the islands and ensures all member initiatives and services are planned and co-designed by the four member-facing teams.

Campaigns are a leading part of the membership experience and the NFWI has been campaigning since 1918 on issues that include domestic violence (1975), equal pay (1943), AIDS (1986), breast cancer screening (1975), oil pollution (1927), renewable energy (1977) and family planning (1972). Members democratically decide all campaigning issues through a process that is unique for a modern campaigning organisation. Every year members submit resolutions to a selection process where the most popular suggestions are put to the vote at the Annual Meeting. If members support these resolutions, they become mandates and form the basis of campaigning activities in the years ahead.

Most recently we have passed resolutions on autism and ADHD in women and girls, and awareness of the symptoms of ovarian cancer. This directorate also has a strong external focus and ensures NFWI is engaged with, responding to and initiating key external discussions and projects which will impact our organisation's long-term future.

The NFWI is a founding member of Keep Britain Tidy, the Fairtrade Foundation and The Climate Coalition.

People and Culture

The People and Culture directorate includes Human Resources (HR), Digital Services and Facilities Management. It is responsible for ensuring that our working culture, workplace, and systems, support and drive the organisation's strategy, while also ensuring that these aspects best reflect how we want to work and who we want to be as an organisation, to ultimately enable our staff and volunteers can flourish and be their best selves.

Learning and Development

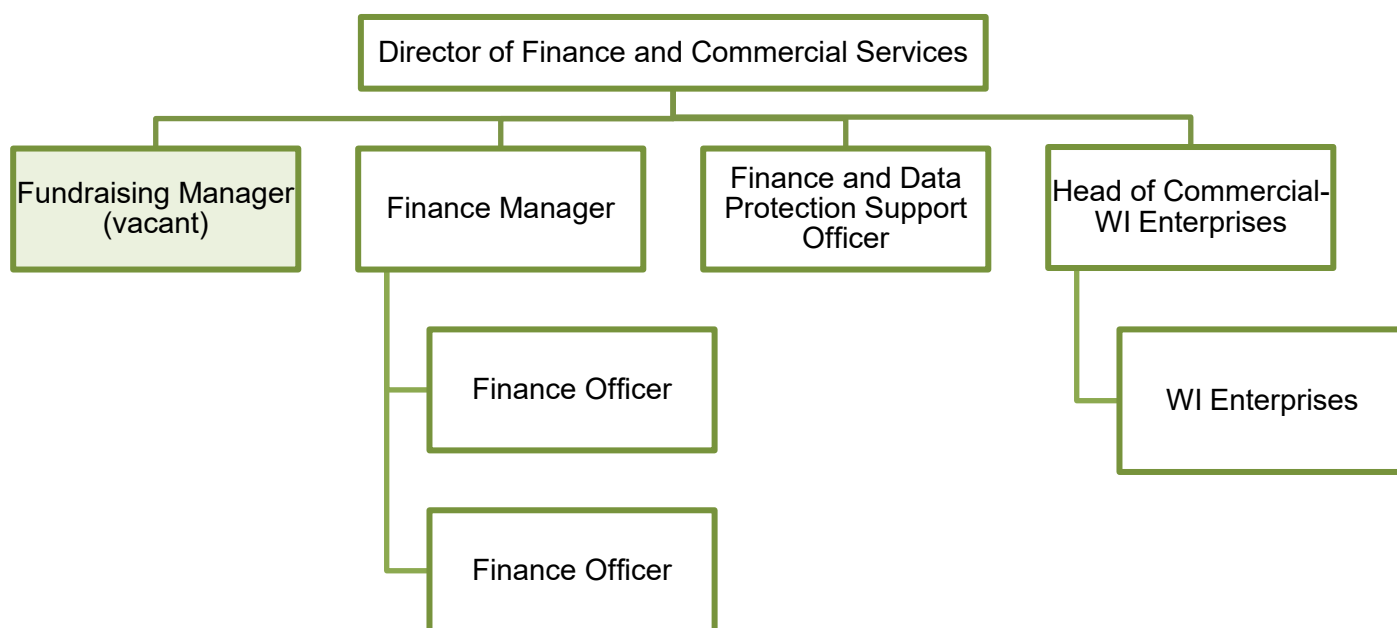
The Learning and Development directorate is responsible for ensuring a high-quality education and learning experience to members across England, Wales and the islands that enhances the NFWI's membership offer. Learning and development for members and non-members is mainly delivered through the [WI Learning Hub](#), an online platform that offers free, high-quality educational courses tailored to diverse needs and aspirations. As an educational charity, learning is at the heart of the WI. The provision of education through the Denman Trust enabled the launch of the WI Learning Hub in January 2024.

Finance and Commercial Services

The Finance and Commercial Services directorate includes Finance and WI Enterprises (Ltd). The Finance team generate income through fundraising, gift aid and legacies. This ensures a joined up approach to our long-term financial planning, income generation and sustainability with a focus on moving away from reliance on membership income and developing a diverse income portfolio. The Finance team are also responsible for financial process, planning and management.

WI Enterprises Ltd is the trading company of the NFWI. It exists to raise revenue for the NFWI, and provide benefits for members. The majority of NFWI income is from annual subscriptions. Other sources of revenue include grant-making bodies, educational trusts, commercial sponsors and investments. WI Enterprises is expected to generate a considerable profit each year through its various commercial activities. These include the ad revenue from the *WI Life* magazine, sale of WI branded products; joint WI-Fred Olsen cruises; and other commercial partnerships.

Department Structure



JOB DESCRIPTION

Job Title:	Fundraising Manager
Department:	Finance
Location:	Hybrid working with primary location in London - 104 New Kings Road, London, SW6 4LY
Organisation:	National Federation of Women's Institutes (NFWI) and the Denman Trust
Reports to:	Director of Finance and Commercial Services
Responsible for:	N/A

Main Functions

- Manage the charity's day-to-day fundraising activity to deliver our ambitious plan for income growth. This includes increasing income from a range of sources including:
 - Community and events
 - Individual giving
 - Corporate partnerships
 - Major donors
 - Trusts and grants
 - Legacy and in memory
- Strengthen existing fundraising income streams and develop new ones, creating impactful fundraising based on a strong case for support.
- Support the Denman Trust's charitable object to deliver free education for WI Members by securing funding and sponsorship.

The post-holder will have responsibility for designing, developing and the leading on the delivery of ambitious fundraising initiatives and campaigns. They will be instrumental in building strong, lasting relationships with new and existing supporters. They will grow our income and our pool of donors.

There is significant scope and opportunity for the Fundraising Manager to develop the charity's work around individual giving, challenge/community events, support innovative digital fundraising campaigns and assist in the delivery of targeted fundraising activities and events and corporate partnerships.

Principal Responsibilities

Income Generation

- Generate and diversify funding and develop prospects to achieve ambitious fundraising targets.
- Grow our individual giving programme by introducing multi-channel donor acquisition campaigns for both one-off and regular donors.
- Work with colleagues across the organisation to develop project proposals and a compelling case for support for applications to charitable trusts and foundations.
- Research prospective philanthropic donors, including trusts and individuals, and plan and orchestrate approaches.
- Develop a legacy cultivation programme.
- Develop and maintain a portfolio of potential corporate and high net worth supporters through regular research and networking, and attend events and meetings with potential donors.

- Support, inspire and encourage our members and supporters to fundraise for us, encouraging repeat involvement and higher targets.
- Develop and manage our donor and fundraiser database.
- Cultivate and manage relationships with key partners and supporters.
- Represent the charity at sector meetings and events.
- Work with the Director of Learning and Development and partner organisations to prepare and submit funding applications and bids.
- Write compelling proposals, solicitation letters, and other fundraising materials to secure funding from businesses, sponsorship, and community fundraising.
- Implement and maintain a rolling programme of fundraising events throughout the year from identification, research, nurturing of relationships to delivery
- Work with the Digital Services, Membership and Engagement, and Learning and Development teams to ensure fundraising is placed and communicated appropriately on the website and in other internal and external-facing materials.
- Lead, coordinate and contribute to cross-organisational projects that drive forward and improve the NFWI and Denman Trust legacies programme.

Supporter Stewardship

- Explore the supporter journey and member experience to identify potential ways of developing individual giving and member support.
- Deliver exceptional care and stewardship to all supporters to ensure that they have an outstanding experience as part of the WI.
- Continue to develop supporter stewardship systems and processes to help grow income from all fundraising income streams
- Create, launch and manage supporter stewardship and recognition programmes to ensure donors feel valued and engaged with the organisation, you will be key in maintaining long-term relationships.
- Conduct surveys to obtain feedback, analysing data to track donations, donor and Supporter behaviour, and campaign effectiveness.
- Review the member experience in relation to the WI Learning Hub to identify opportunities for individual giving and donor stewardship.

Strategic Development

- Work with the Director of Learning and Development and the Director of Finance and Commercial Services to assess funding needs, with a view to diversifying income streams through funding and sponsorship.
- Identify fundraising opportunities across the organisation to sustain income growth.
- Conduct analysis on our fundraising activity and performance and use insights to inform our strategy.
- Embed a culture of fundraising across the organisation, ensuring inclusivity.
- Prepare reports and give presentations on fundraising progress and income performance to the Senior Staff Team and Board of Trustees as required.
- Stay informed about trends and best practices in fundraising, philanthropy, and non-profit management, and make recommendations for continuous improvement.
- Work collaboratively with teams across the organisation to embed fundraising principles and ideas within the wider work of the organisation.
- Assess the tangible impact of fundraising on the organisation's goals, such as increased member and supporter numbers, and brand visibility.

Regulatory

- Ensure legacy fundraising activities remain compliant with key legal and statutory requirements including Data Protection and charity regulatory bodies.
- Ensure NFWI is compliant with all relevant aspects of the Fundraising Regulator's Code of Fundraising Practice, law and the Charity Commission.

This is a summary of the main activities of the role and this post requires flexibility to undertake other duties not specified in this job description but compatible with the role or the department.

We pride ourselves on being one big team and expect all NFWI roles to provide occasional support in other areas of the business where skills are compatible.

PERSON SPECIFICATION

Qualities	<i>Essential</i>	<i>Desirable</i>
Experience/ Interest	<ul style="list-style-type: none"> • Experience of working in the charity sector in a fundraising capacity. • Experience of identifying and developing new and effective streams of income and income-generating initiatives to increase supporter engagement. • Experience of achieving significant and sustained growth. • Experience of developing engaging marketing campaigns to attract new supporters and donors. • Experience of project management including planning, monitoring and delivery. • Experience of successfully engaging and influencing a wide range of internal and external stakeholders. • Experience of writing persuasive and engaging communications. • Experience of analysing data gathered from market research. • An interest in working for the WI. 	<ul style="list-style-type: none"> • Experience of working collaboratively with both a senior staff team and a Board of Trustees. • Experience of planning and managing fundraising events. • Experience of administering and managing budgets.
Education and Training	<ul style="list-style-type: none"> • Educated to degree level or equivalent experience. 	<ul style="list-style-type: none"> • Diploma in Fundraising or equivalent experience.
Knowledge	<ul style="list-style-type: none"> • An understanding of fundraising in the charity sector, with an interest in keeping up to date with developments and trends. • Strong knowledge and understanding of the Code of Fundraising Practice which includes Data Protection and Gift Aid regulations. • Good knowledge of Microsoft Office including Word, Excel, PowerPoint and Outlook. Proficiency in emailing marketing platforms such as Mailchimp. 	<ul style="list-style-type: none"> • An understanding of the WI.
Skills/Abilities	<ul style="list-style-type: none"> • Excellent communication skills- both written and verbal- with the ability to draft engaging fundraising copy with clarity and creativity. • Good numeracy skills. • Excellent presentation skills, including delivery and presentation aids • Strong interpersonal skills, with the ability to forge strong relationships both internally and externally. 	

	<ul style="list-style-type: none"> • Confident working and communicating with people at all levels, with professionalism, tact and integrity. • Strong initiative with the ability to find effective solutions to resolve problems. • Strong analytical skills, with the ability to interpret data and create reports. • Ability to keep up to date with relevant legal and social developments. • Excellent organisations skills and the ability to plan and manage numerous competing priorities. • Excellent attention to detail and the ability to work to a high standard and deliver accurate information. • Ability to work both independently and as part of a team. 	
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Circumstances of the job

- The salary is £42,813 per annum, which is NJC point 29 in the range 29-32.
- We operate a hybrid working arrangement which includes:
 - Staff are required to work a minimum of 1 day in their primary office each week (agreed with the line manager) but with ability to work up to 3 days a week in the office.
 - Attendance at meetings, events, and conferences to enhance performance that falls within this role are in addition to this.
 - Managers can request you attend the office more often where there is a business need.
 - Core hours are in effect, from 10am to 4pm, which means your hours must include this time but with flexibility to work between 8am and 6pm, both at home and in the office.
 - There is a hybrid policy to support the new model, which is non-contractual and subject to change.
 - We are also open to other forms of formal flexible working which staff can request with the outset.
- Evidence of right to work in the UK will be required before appointment .
- The selection process starts with a written application to explain your suitability for the role based on the job description and person specification, and any ideas you have to enhance your application. The interview process will be in person, but please contact us if this is difficult for you.

Thank you for your interest in working for the National Federation of Women's Institutes

SELECTION PROCESS

How to apply

To apply for this role, **please submit a covering letter and your current CV**. In your letter you will need to explain why you are interested in the role and how your skills and experience make you a suitable candidate based on the job description and person specification.

Please note that incomplete applications will not be considered. If you need any adjustments or support with the application process, please contact:

Neil Price at WR Fundraising Recruitment – fundraisers@wr-rec.uk as we may be able to help.

Your completed application should be returned via email to:

Neil Price at WR Fundraising Recruitment – fundraisers@wr-rec.uk by 7 July 2025.

Applications after the closing date will not be considered.

Unfortunately we are unable to provide feedback on applications if not shortlisted for interview, therefore if you have not heard from us by **21 July 2025**, please assume that your application has been unsuccessful.

For further information on the NFWI refer to our website www.theWI.org.uk

Shortlisting of candidates

All applications will be measured against the person specification and job description as presented above.

Interview process

Applicants who demonstrate their skills, experience and knowledge to a sufficient standard in their application will be invited to interview. In order to get the best out of candidates and ensure that the process is as comfortable as possible, we aim to create an open conversation during the interview. There will be questions that relate to the job and person specification, but we also have some time to answer questions from candidates. We understand that some candidates may find the interview process a nervous experience, so we are happy for candidates to refer to notes throughout to enable them to share as possible. In order to support a free-flowing conversation we discourage scripted reading unless this is required as a reasonable adjustment.

There will be two rounds of interviews that will take place **w/c 14 July 2025**. The first will be held virtually via Teams and the second will be in-person at our London office.

FURTHER APPLICATION INFORMATION

Qualifications

Candidates should be prepared to produce evidence of educational and professional qualifications claimed on their application form if required.

Salary

The NFWI sets salaries in accordance with the National Joint Council (NJC). NJC negotiates a salary award each year payable from 1 October. All offers of employment will be made at the starting point on the scale.

The salary for this post is £42,813 per annum. This is NJC point 29 in the range 29-32. Salary is paid monthly in arrears on the 25th of each month for the whole calendar month.

References

All offers of employment are subject to satisfactory references.

Right to work in the UK

All offers of employment are conditional upon evidence of your right to work in the UK. You will be asked to present this before appointment.

Probation period

All staff will undertake a six month probationary period which can be extended up to 12 months.

WORKING FOR THE NFWI

Diversity and Equal Opportunities

We believe that the principles of equality, diversity and inclusion are central to our work as an effective employer. They are inherent in our values. We pride ourselves on building positive relationships, we strive to ensure that anyone who engages with us finds it easy to do so, and feel they are supported and treated fairly, with dignity and respect.

The NFWI recognises that groups in society experience discrimination as a result of a protected characteristic. We oppose such discrimination. When recruiting, the NFWI does not discriminate against any applicants. All vacancies will be filled by successful applicants assessed on their ability to do the job. We guarantee an interview to any candidate with a disability who meets the essential criteria for the post.

Employee Benefits

Benefits we currently offer include:

- Hybrid working with a minimum of one day a week in the office
- A fully auto-enrolled contributory Personal Pension scheme with maximum employer contributions set at 8%
- A holiday entitlement of 196 hours (28 days) per annum rising to 210 hours (30 days) after 5 years' service. Bank holidays are in addition to this
- Benenden Health scheme (non-contributory)
- Company enhanced maternity, adoption and partner/paternity pay subject to qualification
- Family leave policies including parental leave, flexible working, compassionate leave, carer's leave and dependant's leave
- Wellbeing policies including mental health and wellbeing and menopause
- Commitment to training and development

OUR LOCATION

Address: 104 New Kings Road, London, SW6 4LY

Tel: 020 7371 9300 (switchboard)

Nearest tube station: Parsons Green or Putney Bridge (District line)

Nearest train station: Putney

THANK YOU FOR CONSIDERING THE NFWI