

**Person Specification**  
**Development Co-ordinator**  
**The Prison Phoenix Trust**

**Essential Skills & Experience:**

**1. Fundraising Expertise:**

- Proven experience in fundraising, with a strong focus on individual giving (e.g., regular giving, major donor programs, donor stewardship, direct mail, online fundraising).
- Knowledge of best practices and ethical standards in fundraising, particularly in donor care and relationship management.
- Experience in donor acquisition, retention, and loyalty programs that prioritize ongoing engagement and stewardship.
- Strong understanding of the importance of thank-you processes and personalized donor recognition to ensure long-term relationships.

**2. Donor Care and Stewardship:**

- Exceptional ability to engage and retain donors, building long-term relationships based on trust, transparency, and recognition.
- Experience in donor stewardship, including sending personalized communications, organizing thank-you calls, and creating tailored reports on the impact of their giving.
- Experience managing donor recognition programs, ensuring that donors feel valued and appreciated at every stage of their journey.
- Strong skills in maintaining a donor database, tracking interactions, preferences, and engagement, and using this data to enhance donor care.

**3. Campaign Management:**

- Experience in designing, implementing, and evaluating fundraising campaigns targeted at individual donors with a focus on long-term engagement and care.
- Demonstrable success in growing donor income through targeted campaigns that emphasize the importance of continued giving and donor involvement.
- Ability to create campaigns that provide ongoing value and updates to donors, keeping them informed about the impact of their donations.

**4. Relationship Building:**

- Excellent communication and interpersonal skills, with a clear focus on building and nurturing meaningful relationships with individual donors.

- Ability to engage donors with compelling narratives about the charity's impact and the difference their giving makes, ensuring that donors feel directly connected to the mission.
- Proven ability to recognise donor milestones, such as anniversaries or significant contributions, and provide personalized gestures of appreciation.

#### **5. Event Expertise:**

- Experience in planning, organising, and managing fundraising and other events, with a focus on creating meaningful experiences for individual participants.
- Experience with event logistics, including venue selection, budget management, sponsorship acquisition, event promotion, and post-event follow-up to ensure continued engagement.
- Ability to integrate donor care into event planning, ensuring that donors feel personally valued and appreciated before, during, and after events.
- Familiarity with event fundraising tools (e.g., event registration platforms, silent auction software, donation kiosks) and techniques to optimise donations during events.

#### **6. Digital & Online Fundraising:**

- Experience with online and digital fundraising platforms (e.g., JustGiving, GoFundMe, Charitable Giving), with an emphasis on building long-term relationships through digital channels.
- Knowledge of social media as a tool for fostering ongoing engagement and donor care, including sharing success stories, progress updates, and personalized donor recognition.
- Experience in using CRM systems (e.g., DonorForce, Salesforce for Nonprofits) to track donor interactions and ensure personalized follow-ups.

#### **7. Community Fundraising:**

- Experience in community fundraising, including developing and supporting grassroots initiatives and engaging local supporters in fundraising activities.
- Ability to inspire and engage community groups (e.g., schools, local businesses, faith groups) to fundraise on behalf of the charity, creating a sense of ownership and participation in the charity's mission.
- Proven track record in working with volunteers to support community fundraising activities to grow donor bases and income.

#### **8. Strategic Thinking:**

- Ability to develop and implement fundraising strategies focused on individual giving, with a clear emphasis on donor retention and care.
- Understanding of the charity sector in the UK, including relevant fundraising regulations (e.g., GDPR, Fundraising Regulator), ensuring donor information is managed ethically and with care.
- A focus on sustainability, ensuring that donors feel valued and are likely to continue their support over the long term.

#### **9. Financial & Analytical Skills:**

- Comfortable with data analysis to understand trends, donor behaviour, and campaign performance, ensuring that donor care strategies are continuously optimised.
- Able to report on fundraising performance to senior management and stakeholders, with a focus on retention rates and donor engagement metrics.

#### **10. Teamwork & Collaboration:**

- Ability to work independently as well as part of a small team, contributing to a collaborative environment where donor care is a priority.
- Flexibility and willingness to contribute to other fundraising activities as needed, always with an eye on maintaining excellent donor relationships.
- Positive attitude towards working in a small charity environment, where every team member's contribution to donor care matters.

#### **11. Communication & Writing:**

- Strong written and verbal communication skills, particularly in crafting personalized donor messages, thank-you letters, and impact reports.
- Ability to write compelling appeals and share stories of impact in a way that makes donors feel personally invested in the cause.
- Comfort with presenting fundraising initiatives and donor updates to donors, trustees, and senior management.

### **Desirable Skills & Experience:**

#### **1. Experience in a Small Charity Setting:**

- Previous experience working in a small charity or non-profit environment, where resourcefulness, personal relationships, and donor care are key priorities.
- Ability to work under pressure while maintaining a high standard of donor care and personalised attention.

#### **2. Professional Development:**

- Evidence of continuous professional development in fundraising, especially around donor care and event management, such as membership of the Institute of Fundraising (IoF) or similar qualifications.

### 3. **Creativity & Innovation:**

- Ability to think creatively about donor engagement and care, utilizing new technologies or approaches to enhance relationships and retention.
- Willingness to embrace emerging trends in donor stewardship and fundraising events, ensuring the charity remains at the forefront of personalised fundraising.

### 4. **Experience of contemplative practices**

- Personal practice of meditation, yoga
- Interest in person / spiritual growth

### 6. **Criminal justice system**

- Experience of serving a prison sentence or working in criminal justice
- Interest in prison reform

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### **Personal Attributes:**

- **Passionate** about The PPT's cause and able to inspire others to support it through personal connections.
- **Empathetic** and able to understand and respond to the diverse motivations of individual donors.
- **Proactive** in nurturing relationships and ensuring donors feel valued at every stage.
- **Organised** and able to manage multiple donor relationships, ensuring each donor receives personalized care.
- **Resilient** and able to manage setbacks while maintaining a focus on long-term donor relationships and growth.
- **Creative and solution-focused**, particularly in the context of planning and executing engaging events and community initiatives.
- **Committed to donor care** and focused on providing an exceptional experience for all supporters.