

Wakefield Hospice Job Description

Post: Legacy and In Memory Fundraiser
Salary: £26,000 - £27,000 (dependent on experience)
Responsible to: Fundraising Manager

Procedure No. JD0065C
Issue Date: 1 September 2015
Amendment Date: 28 June 2021

Minimum Qualifications/Experience

- Member of Institute of Fundraising desirable
 - Education GCSE grade C or above or equivalent in Maths and English
 - Three years minimum experience in a charity income generation role
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Summary of Role

The Legacy and In Memory Fundraiser is a key member of the Hospice Fundraising Team with special responsibility for generating income from Legacies and the management of in memory donations and events e.g. Light Up A Life (LUAL) and in memory appeals by delivering a legacy and in memory strategy that aligns with the main fundraising strategy.

This post may involve some weekend and evening work, for which time off in lieu will be given.

Introductory Notes

- This document is a guideline to the general scope of duties involved and may be subject to review at yearly intervals on completion of the Wakefield Hospice fundraising strategy/business plan.
 - In addition to amendments requested by the charity, suggested changes to the content of this document which could improve the working situation would be welcome from the post holder.
 - The post holder will have a duty to be aware of and implement all Health and Safety Regulations and to relevant rules and regulations and any particular Acts of Parliament or other statutory requirements which may change from time to time.
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Duties and Responsibilities

Legacies

1. Deliver the existing legacy marketing strategy and work with the Fundraising Manager/Director of Income Generation to develop this strategy further, and be responsible for devising and implementing initiatives which continue to maximise legacy awareness, whilst remaining within the agreed promotional expenditure budget.
2. Manage the Make A Will Week campaign, enlisting the support of local solicitors and promote the campaign appropriately.
3. Write press releases, editorial and advertisements to promote the importance of legacies to the hospice and of making a Will.
4. Stewardship of legacy pledgers through regular hospice updates, supporter events etc.
5. Ensure full and accurate records and appropriate controls are maintained in accordance with hospice policy.

In Memory/In Lieu of Flowers Donations

1. Liaise with the Fundraising/Database Administrator to update the current system for recording and acknowledging in memory and in lieu of flowers donations, to ensure relevant donor details are recorded on the fundraising database.
2. Maintain accurate and up to date records of active in lieu of flowers donations or in memory donations from patients' families and friends.
3. Following receipt of all in lieu of flowers donations provide appropriate acknowledgement and thanks to donors and the patient's next of kin.
4. Initiate discussions with funeral directors and church leaders in order to maximise in memory donations.

Tribute Funds

1. Promote tribute funds (MuchLoved) to supporters.
 2. Receipt all donations and provide appropriate acknowledgement and thanks to donors.
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3. Support tribute fund holders and develop stewardship programme for supporters.

In Memory Appeals/Events

1. Develop and manage Light up a Life appeal/events.
2. Develop and manage other in memory appeals/events.
3. Arrange suitable publicity and promotion for all in memory appeals, including liaising with the local media, social media etc.

Tree of Life

1. Promote the Tree of Life to supporters.
2. Maintain accurate and up to date leaf schedule.
3. Receipt all donations and provide appropriate acknowledgement and thanks to donors.
4. Ensure Tree of Life is maintained and kept in good condition i.e. leaves, discs.

In memory products

1. Research and develop in memory products as an income generation stream.
2. Promote in memory products to supporters.
3. Receipt all donations and provide appropriate acknowledgement and thanks to donors.

Training

1. Undertake any necessary training for professional and personal development
2. Assist with the training of volunteers associated with fundraising as required.
3. Participate in all mandatory training.

General Duties

1. Work in support of the Fundraising Manager to ensure the objectives of the fundraising strategy are achieved: regularly communicating and evaluating special areas of responsibility.
2. Prepare activity reports on a weekly basis.
3. Liaise with the Fundraising Manager with regard to day to day issues so ensuring that any necessary action is taken.
4. Maintain an awareness of the overall activities of the hospice and provide informed talks and presentations in the local community as required. This may include evenings and weekends on occasion.
5. The hospice expects staff to demonstrate a commitment to their own development, taking advantage of education training opportunities.
6. Ensure the health and safety of all fundraising employees and volunteers and safe handling of all equipment and resources.
7. Ensure that all duties are carried out in accordance with the hospice's Equal Opportunities policy.
8. Any other duties which may, from time to time, be required in the interest of the hospice.