

Role Profile: Membership Recruiter/Fundraiser

The Company

Working for Wildlife (W4W) is a specialist fundraising and awareness organisation, working throughout the UK at private site venues as well as a huge range of events and shows. Every year we raise millions of pounds for our amazing Clients.

The **self-employed** fundraisers engaged by W4W are informed and equipped to promote charities positively and passionately to the public. Our methods and ethics allow us to boast the lowest attrition rates and highest return on investment in the industry.

Our Clients



The Woodland Trust

As the UK's largest woodland conservation charity, we are the leading voice for woods and trees. We campaign to protect precious ancient woods, restore the ones that are damaged and fight for those under threat. We create new native woodland around the UK with the help of communities, schools, organisations and individuals.

<http://www.woodlandtrust.org.uk/>



WWF

Our ultimate goal has always been "people living in harmony with nature" - so we're about respecting and valuing the natural world and finding ways to share the Earth's resources fairly. To achieve that, we spend a lot of time working with communities, with politicians and with businesses too. <http://www.wwf.org.uk/>



Greenpeace

Greenpeace campaigns in the UK and globally for a greener and more peaceful world. We defend the natural world and promote peace by investigating, exposing and confronting environmental abuse, and by championing environmentally responsible solutions.

Greenpeace *is* people like you. People who are passionate about protecting the Earth through positive action. <https://www.greenpeace.org.uk/>



Plantlife

Wild flowers, plants and fungi are the life support for all our wildlife and their colour and character light up our landscapes. But without our help, this priceless natural heritage is in danger of being lost.

From the open spaces of our nature reserves to the corridors of government, we work nationally and internationally to raise their profile, celebrate their beauty, and to protect their future. <https://www.plantlife.org.uk/uk>



The Ramblers

The Ramblers is a charity whose goal is to protect the ability of people to enjoy the sense of freedom and benefits that come from being outdoors on foot. We're an association of people and groups who come together to both enjoy walking and other outdoor pursuits and also to ensure that we protect and expand the infrastructure and places people go walking. <https://www.ramblers.org.uk/>

The Purpose of a Fundraiser

Using a positive and personable approach, Fundraisers talk to the public and explain/promote the crucial work of the charity, leading to encouraging them to support the work by donating an amount that they feel comfortable with on a regular monthly or annual basis. We do not collect cash, nor do we give out leaflets, flyers or brochures. Signing up as many new long-term committed supporters as possible each day is central to our success.

The people we meet don't venture out in the morning expecting to meet a charity, nor is everyone interested in wildlife or the work of the specific charity you represent. A Fundraiser's role is therefore to approach and speak to many people each day and not rely solely on people approaching them.

However... many more people than you might expect are interested in wildlife and the countryside or are prepared to support a good cause once they understand some of the work and projects. The charities we represent are driven by a passionate belief that we all have a responsibility to protect nature and the environment. *The need for an effective conservation organisation has never been greater.*



Earnings and Fees

W4W have always believed in charging the charity the smallest amount possible while rewarding the Fundraiser as much as possible. The Fundraisers representing W4W are contracted on a self-employed and commission-only basis, enabling W4W to offer a market-leading payment structure with no cap on potential. The Fundraiser receives 70% of the annual donations achieved*.

As a guide for potential earnings: let's suppose you sign up 5 people at an average of £6.00 per month (£72 per annum) on a single day – the fee you receive would be £252.00. If you signed up 2 new members at the same rate, then you would earn £100.80. And for 8 new members (i.e. roughly 1 person per hour) then you'd earn £403.20.

Fundraisers' fees are paid via bank transfer on a fortnightly basis. Please note that no expenses are provided, unless agreed in advance with one of the W4W Management Team. W4W operates a short-term fee "claw back" for all fundraisers to cover cancellations. Full details are contained within your W4W contract.

During your Trial Period

*During your Trial Period (usually lasting between 1 and 4 weeks of your start date) your remuneration will be calculated at the standard W4W Trial Period rate of 60% of the annual value of all donations secured during that period. However, as part of the initial Trial Period, you will initially spend one or two days with an experienced fundraiser, ensuring that you are up to date on key facts about the charity as well as helpful selling points. During these days you will receive £10.50 for each hour spent on-site.

After your Trial Period

As quickly as feasibly possible from your start date, W4W will offer you a formal self-employed contract which – once signed – entitles you to receive our higher commission percentage of 70%.

Successful Fundraisers may be identified for additional roles and services provided within W4W, including attendance at National Shows and/or the opportunity to help introduce and set up new Fundraisers.

Hours

Typically, fundraisers choose to represent the charity at venues between 3 and 5 days each week - most commonly between Thursday and Sunday, as these are generally our most successful days. The time of day varies by location or venue type. 5-7 hours is standard, sometime between 8am and 8pm to ensure we are able to meet the after-school and after-work shoppers. We believe that a flexible approach is essential to help maximise potential earnings.

Wherever practical, W4W will arrange hours to suit your personal circumstances - however some flexibility by you is also helpful to meet the opportunities and trading hours of our best venues and events. Availability for weekend work is preferable as this is when more people are out-and-about and have the most time to talk to us.

Interested?

Please e-mail some information about yourself to fundraising@working4wildlife.org with a short cover note/letter explaining how you meet the personal specification and why you believe you would thrive as a fundraiser.



Personal Specification

Self-employed Membership Recruiter/Fundraiser	
Important Attributes:	Desirable Attributes:
Outgoing, confident personality. Enjoy meeting and talking to people.	Sales or Marketing experience.
Above average interpersonal and communication skills.	Commitment to work of conservation charities in the UK.
Self-motivated, reliable and honest.	Knowledge of the fundraising sector and regulations regarding ethical fundraising.
Full driving licence and own vehicle.	Experience of recruiting or representing charities at events and shows.
Ability to stand comfortably for long periods of time.	
Ability to lift, carry and set up lightweight equipment including graphics boards, tables and gazebos.	
Legally you must be aged 18 years or older to enter into a contractual agreement with Working for Wildlife.	

Working for Wildlife is a member of the Institute of Fundraising and is subject to the Codes of Fundraising Practice issued and maintained by the UK Government-backed Fundraising Regulator.