



## Position Description Fundraising Manager

Macular Degeneration New Zealand's (MDNZ) mission is to save sight by reducing the incidence and impact of macular degeneration (MD) in NZ. Macular Degeneration is a disease that affects 1 in 7 New Zealanders over 50 years of age. MDNZ achieves our mission through Awareness, Education, Support, Research and Representation. MDNZ aims to build healthy communities and ensure New Zealanders have a good quality of life in old age.

**Purpose:** To generate and grow income from fundraising to enable MDNZ to deliver on its mission. The Fundraising Manager leads the development and implementation of MDNZ's fundraising strategy and programmes, including managing and developing existing programmes and implementing new fundraising streams.

**Reports to:** General Manager, MDNZ

**Direct reports:** nil

**Functional Relationships:** Staff and Trustees  
Funders and Donors  
Sponsors and Partners

**Objectives** (or key result areas):

### Fundraising Strategy

- 1) Build and oversee the implementation of a fundraising strategy and plan.
- 2) Implement annual fundraising plans to meet targets.
- 3) Use key indicators to assess and review the strategy and plan.
- 4) Promote and engage in ethical and best practice fundraising.
- 5) Champion a culture of fundraising within the organisation
- 6) Provide regular and accurate reports on progress to the General Manager.

### Grant Funding

Lead and manage all aspects of the Grants Programme including:

- 1) Establishing annual grants targets.
- 2) Establish an annual calendar of funding applications.
- 3) Follow best practice when applying and accounting for funding.
- 4) Develop and maintain excellent relationships with funders.
- 5) Keep accurate records on all aspects of the grants programme
- 6) Report regularly on grants actions, outcomes and plans.

## **Individual Giving**

Lead and manage all aspects of the Individual Giving Programme including:

- 1) Establish an annual calendar of Individual Giving Campaigns and targets.
- 2) Implement regular Direct Mail Appeals
- 3) Develop and implement a Regular Giving Programme
- 4) Develop and implement a Bequest Programme
- 5) Develop and implement donor journeys and stewardship.
- 6) Develop and maintain excellent relationships with donors.
- 7) Keep accurate records of appeals, campaigns, individual giving programmes.
- 8) Report regularly on actions and outcomes.

## **Major Giving, Sponsorship and Partnerships**

Work together with the General Manager to develop major giving, sponsorships, and partnerships.

- 1) Identify opportunities to develop major giving, sponsorships, and partnerships.
- 2) Develop and oversees moves management processes.
- 3) Work with the General Manager to steward and cultivate major donors, sponsors and partners.
- 4) Keep accurate records of all activities.
- 5) Report regularly on actions and outcomes.

## **Donor Management Systems/Database**

Ensure donor data and information is fit for purpose.

- 1) Ensure best practice processes and procedures for managing donor data
- 2) Ensure the donor data is kept up to date and accurate
- 3) Contribute to database development and maintenance to ensure it works effectively for the fundraising programme and the organisation.

## **Communications**

- 1) Together with Client Services Manager and General Manager develop an annual calendar of communications.
- 2) Develop and implement a fundraising communications calendar.
- 3) Work with the General Manager to ensure fundraising communications fit logically and seamlessly into the organisation wide communications plan
- 4) Collect and manage stories (patient, practitioner, others) for use in future communications.

## **General**

- 1) Support the smooth running of MDNZ by contributing to ideas, systems, staff harmony and client service delivery.
- 2) Create professional development goals and strategies to achieve in your role.
- 3) Undertake other activities as may be required from time to time by the General Manager