

JOB DESCRIPTION

Senior Associate – Retail Fundraising

About the role:

This position is responsible for stewarding and building a funding portfolio through individual donors and crowdfunding platforms. You will be an innovative, creative, and passionate relationship manager and fundraiser by offering different donor segments a view into their impact and a brand built on hope. This role is critical to developing a portfolio contributing to our long-term growth strategy.

Responsibilities

Individuals & HNIs:

- You will be responsible for growing and managing “The Giving Table”- The Giving Table is a passionate and committed community of monthly donors of Cuddles Foundation. You’ll manage this community and onboard new members through digital and offline campaigns.
- You’ll identify a comprehensive list of HNI individuals to target in Mumbai.
- You’ll provide creative and innovative ideas and plans for engagement with donors across categories (Individuals, HNIs, Corporates etc.)
- You will be responsible for building a network of volunteers/donors who start fundraisers for Cuddles on crowdfunding platforms.
- You’ll handle donor calls for onboarding and subsequent relationship building.
- You will be responsible for maintaining MIS for all donor categories.
- You’ll maintain the CRM system- Zoho- to update the database with donor and communication details.
- You will share all necessary information with our finance team so they may generate accurate donation receipts.
- You will be responsible for checking the final receipts sent to donors on a timely basis.

- You will liaise with the online payment gateway for any incomplete donations or monthly donation-related queries.
- You will support various fundraising activities (invitation management, RSVP collation etc.)

Crowdfunding Platforms:

- You will work with crowdfunding/retail organisations like Give India and other donation aggregators to maximise the visibility on their platforms and the funding received from there.
- You will plan and execute engagement activities with support/collaboration from the events and marketing teams with donors who donate via crowdfunding platforms to ensure they are converted to repeat donors/ start fundraisers for Cuddles in the future.

Must-Haves:

- Graduate
- 3-7 years of relevant fund-raising experience
- Strong verbal and written presentation skills with experience in developing and delivering sales pitches and written proposals
- Proficiency with Microsoft Office / Google Sheets
- Attention to detail
- Excellent written and verbal communication skills

Skills:

You are great with people.

You will work with donors (individual and corporate) and liaison with internal teams. You will build and develop these productive relationships with maturity and professionalism.

You're a deal-maker

You're comfortable asking for money and are not afraid to hear no. You possess a keen ability to sell ideas and close deals. You operate with poise, dignity, and reliability.

You understand the value of our supporters.

You make sure our supporters know how much they matter to our mission. You can get anyone excited about what we do and make their experience with us unique. You're inviting, discerning, and thoughtful.

Location: Mumbai

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