

Volunteer Role Profile

Role: Volunteer Fundraising Research Executive

Role Location: Office or home depending on your preference

Hours: Flexible based on what you can offer (can include evenings and weekends)

Volunteer Manager: Amy Chambers, Director of Fundraising and Communications

Purpose of role

Be part of a small but mighty fundraising team that raises vital funds needed to help grant magical wishes for seriously ill children.

As we are a small team, we need the help of volunteers who can enable us to achieve our ambitious goals. This role supports the Fundraising Team with identifying and researching potential corporate, trusts and foundations, communities and challenge events to support our pipeline work.

You will be given a full brief to research target audiences within a defined scope and collate the data you find using Excel or Word to present your findings.

If you enjoy using the internet to carry out research, this role will suit you.

Depending on your experience, you may also like to support us with making contact with target audiences to establish the appropriate contact and secure their support of the charity.

Main tasks could include:

- Researching companies in specific regions or sectors who have been identified by the team, who may have the ability to support Rays of Sunshine, for example, you may be tasked to find companies who have a charity of the year scheme, who support children's charities.
- Researching information about the profile of a community and its audiences within that community, for example, you may be tasked to identify golf clubs within specific regions for approach.
- Researching information about challenge events being run by third-party companies in support of charities.
- Researching information about trusts and foundations in which we would be able to apply for funding based on their funding criteria available on their websites.
- Collaborating with the team to identify opportunities to secure support or funding, providing your insights found.
- Using social media, including LinkedIn, the internet and other media to gather intelligence.
- Where appropriate, and only if you wish, make phone calls or send emails to companies, community groups, trusts and foundations or other audiences to establish a point of contact and find the best point of contact.

- Where appropriate, use our CRM database to capture data such as contact details of the prospect supporter and your last communication with them, or use Word or Excel to do this should you not feel confident in using our database.

Why volunteer with us?

- **Make a real difference:** Witness the impact of your support firsthand as you spread joy and raise awareness.
- **Join a supportive community:** Be part of a friendly and passionate team, connecting with people who are driven to make more wishes happen.
- **Gain experience and a great way to get involved in the charity sector.**
- **Enjoy flexible opportunities:** volunteer at times that fit your schedule and interests, volunteering as much or as little as you like.

Knowledge, skills, and abilities required:

- Enthusiastic, committed, and able to use initiative.
- Experience in researching through online sources or the willingness to learn.
- IT Literate and ability to use the internet to source information.
- Ability or willingness to learn how to use Linked In or other social media platforms to aid research.
- Able to summarise information found and communicate this back in an articulate way.

What training and support will I receive?

We will work with you to establish how you would like to support us and what would interest you to research, using your skills to support our pipeline work.

We will provide you with full support to carry out the research within a defined scope to work from, as well as provide the tools and training to capture this detail on our database, or within Word or Excel.

Training

- CRM Database Donorfy
- Health and Safety training (mandatory).
- Information Governance training (mandatory).
- GDPR/Data Protection training (mandatory).
- Learn about the work of Rays of Sunshine.

Rays of Sunshine Values

Our values are at the heart of everything we do and help guide us in our mission to grant more magical wishes for seriously ill children.

- **Kindness** - We are kind to ourselves and others in everything we do.



- Joy - We work with fun, passion, and a sprinkle of magic.
- Empowerment - We work to build confidence and nurture potential.
- Connection - We build strong connections with everyone in our wish community.
- Integrity - We are honest and trusted to do the right thing.

Rays of Sunshine is committed to being an equal opportunities organisation; to promoting equal opportunities and preventing discrimination. Rays of Sunshine is also committed to safeguarding and promoting the welfare of all service users, volunteers and staff and expects all volunteers and staff to share this commitment.

To discuss becoming a Rays of Sunshine Fundraising Research Executive Volunteer, please get in touch:

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