

# The Fundraising Co-ordinator

Fundraising could not be more important to the NCT - and yet it is not the daunting task that some think. The fundraising co-ordinator is someone who organises the fundraising activities her branch undertakes - she must not feel that she is doing it alone. We rely heavily on branch fundraising to fund many of our very valuable services, and as such fundraising should be undertaken by the branch as a whole, under the guidance of the fundraising co-ordinator, or a fundraising team.

## What Makes A Good Fundraising Co-ordinator?

A branch fundraising co-ordinator must be pro-active and entrepreneurial, be able to organise her time effectively, and have good attention to detail.

You must also be able to enthuse, encourage and motivate other members. One of the most difficult problems branches find in fundraising is a lack of volunteers. While some events need few volunteers, larger events rely on a willing band to make lighter work for all. The branch fundraising co-ordinator must be able to manage a team well, motivate others, and organise effectively so as to avoid unnecessary work for other volunteers. A willingness to find out, and use, branch contacts - with local companies, trusts and the community - is essential. You should also be outgoing enough to put plenty of FUN into fundraising.

Good communication and negotiation skills are a must for developing relationships with individuals and organisations inside and outside the NCT. You must also have at your fingertips a copy of the NCT Fundraising Effectively pack - which is full of tips and ideas, dos and don'ts, rights and wrongs, and some really good ideas for projects and events. If your branch does not have a copy, please telephone the Fundraising team at UK Office.

## What Are The Responsibilities?

To raise lots of cash for the NCT !

- Maximise the fundraising income of the branch by effectively using resources. All too often branches put a lot of effort and money in staging events that end up raising very little. The fundraising co-ordinator needs to make sure that this does not happen, as it is bad for morale and defeats the object.
- Contribute to the drawing up of the annual plan of the branch, to ensure that there are enough funds to cover training and other activities.
- Ensure that all fundraising events positively raise the profile of the NCT.
- Understand and follow the NCT policies on Sponsorship and Commercial Relations, and Advertising.
- Get to know charity law relating to fundraising.
- Become familiar with the NCT insurance policy and how it applies to branch fundraising.
- Make yourself known to, and get to know, your regional team, in particular your regional fundraising co-ordinator.
- Be prepared to share successes and information with other branches.
- Publicise and ensure that your branch is involved with NCT UK wide fundraising events.

As with all other volunteers, we try very hard to support your work. The Fundraising Effectively pack is one very important way we do this. Another is the support from our regional fundraising co-ordinators, who will be able to answer queries, offer ideas, and visit your branch to help set up a fundraising strategy. They are all experienced fundraisers and can keep you in touch with what other branches in your area are doing, as well as advise on legal issues. UK Office Fundraising team are also here to help discuss ideas and offer advice.

Please remember that fundraising also has a very sociable side to it - organising a summer ball, craft fair or picnic offers an opportunity to meet lots of people and foster good relationships between branch members.

If you feel that you would like to get involved in fundraising, but do not feel you could do it alone, why not form a fundraising team ? It is very rewarding to ensure the financial security of your branch - and good fun too !