

## **THE LEPROSY MISSION TRUST INDIA (TLMTI)**

**Job Title: HEAD – FUND RAISING**

**Number of Positions: 1**

**Place of Posting: Delhi**

**Reporting to: Director - Operations**

### **Background of the Organisation:**

The Leprosy Mission Trust India (TLMTI) established in 1874, is the largest Non-Governmental Organization (NGO) in India, working with and for persons affected by leprosy, disability and other marginalised communities for over 143 years, in the areas of health, education, sustainable livelihoods, community development, advocacy and research. TLMTI has 14 hospitals, 6 Vocational Training Institutes, a state of the art Research Laboratory, 5 small residential facilities (Snehalayas) for the care of elderly leprosy disabled people, and community based development projects across 9 states in the country. TLMTI also supports the National Leprosy Eradication Program.

### **Role Summary**

The Head – Fund Raising will be responsible for fundraising from Donor programs (Existing & New) & Churches. The role includes development and implementation of the Donor & Church Strategy as well as management of these to create a portfolio of committed individuals/Churches who are willing to provide ongoing support to The Leprosy Mission Trust India initiatives.

The Head Fundraising will be required to perform under fixed targets agreed with the management.

### **Generic Role**

- Lead and further grow TLMTI's resource mobilisation efforts, taking the existing methods (Individual Donors, Churches, Crowd funding and donation platforms) to scale up and/or diversify to increase funding.
- Represent TLMTI externally and build relationship and visibility of TLMTI with Donor community consisting of Individual Donors and Churches.
- Be part of the Operations Team consisting of various Domain Heads and the Senior Management Team for collective leadership and team work to achieve the objectives of the organisation.

### **Role Specification**

- Knowledge of the fundraising environment and of a range of techniques and disciplines which will support the cost-effective generation of income for the organisation.

- Develop fundraising strategies and yearly/quarterly plan of action that will achieve or exceed the agreed organisational targets.
- Lead and supervise the Fundraising team for optimum productivity and performance including fixing targets and monitoring achievement of the same.
- Evaluate the success of previous fundraising strategies/events, and bring in the innovation for the future.
- Facilitate a system at various TLMTI units and support their efforts through necessary Fundraising materials and ideas, including capacity building of personnel at TLMTI units.
- Maintain regular contact with Donors and act as a professional contact for them.

**Primary Responsibilities** will be inclusive of

### **Direct Mail**

- Oversee Direct Mail (DM) for donor acquisition and retention with 3000 new donors added to the donor database every year.
- Oversee generation of new creatives, communication materials, donation appeals and mailings.

### **Tele-facing & Face to Face (F2F)**

- Explore face to face channel both for donor acquisition and retention and generate revenue to fund the expenditure fully on this channel.
- Explore the possibility of service providers who can work on profit sharing basis.
- Source, manage and provide strategic direction and operational support to agencies, contractors and suppliers engaged to support the donor acquisition program and ensure that they perform to high standards. Evaluate their performance in order to ensure deliverables are met prior to payment.

### **E-Direct Mail (EDM)**

- Oversee E-Direct Mails and emergency related EDMs in addition to paper Direct Mails.

### **Website and payment gateway**

- Engage with the communication team and external agencies to give multiple options to the Donors to engage with the organization for fund raising.

### **Fundraising through fundraising portals**

- Register and engage with different fund-raising portals for featuring TLMTI prominently on their websites.

### **Fund raising through Crowdfunding, Social Media and Volunteers**

- Explore fund raising platforms and techniques such as social media, crowd funding and volunteer engagement.

### **Church Engagement**

- Oversee engagement with Churches in India and Delhi/NCR in particular to sensitize and seek support for the needs of leprosy affected people.

### **Database management**

- Lead data analysis and reporting on all areas of donor acquisition and ensure the acquisition program is data informed and data driven to nurture donors.
- Oversee documentation of pertinent information for enhancing and developing donor profiles, and ensure the database is current with all donor activity recorded.

### **Others**

- Establish/renew accreditation with different agencies for organisational visibility and credibility to access resources.
- Mobilize funds through fundraising events, public and social programs.
- A member of the Operations Team.
- Any other responsibility assigned by the management.

### **Professional Qualifications & Experience:**

**Qualifications:** Post Graduate Degree or Diploma in Business Management/Social Work/Development Studies/Finance/Banking.

**Experience:** 15 to 20 years with at least 10 years of experience in Fund Raising in Development Sector at senior level.

### **Person Specification:**

- A strategic thinker able to shape how we relate to stakeholders to create mutual value as we engage with them, building support for the cause and delivering financial growth of the organisation.
- Demonstrable track record of Strategic Fundraising, Marketing and Communications Management

- Strong leadership skills and able to inspire and lead team/s to be high performing and achieve set objectives.
- Demonstrable ability to evaluate the type of initiatives and programmes within the scope of the post and initiate, develop and deliver new initiatives that build on their successes.
- Willingness to travel and execute various professional engagements across the country.