

## FUNDRAISING

### ROLE DESCRIPTION

VP Fundraising is responsible for identifying and building PWN Global's funding capability to enhance and ensure sustainability of PWN Global operations, while providing support to various funding needs of global board activity. The role will build strong working relationships with board members, city network presidents, external partners, stakeholders and colleagues across PWN and work collaboratively to cultivate a holistic culture of fundraising. The VP fundraising will be responsible for building a team to create working groups to implement the fundraising initiatives.

It is envisaged that the fundraising activity will cover (but not limited to) the following strategic pillars.

4 areas:

1. Create a strategic fundraising plan
2. Global Corporate Partnerships
3. EU/Global institutions grant aid/funding for Gender Balanced Leadership
4. Strategic Stakeholder Management with philanthropic individuals/organisations

### Principal Duties and Responsibilities

#### *Identify and Develop New Income Streams*

- Identify and develop portfolio of services and products for corporate sponsors and donors in cooperation with local city networks on revenue sharing basis that would provide new revenue stream for PWN Global and such city networks.
- Create a strategic fundraising plan to capitalise on the Global aspect of PWN Global members.
- Build and develop a team in order to implement the strategic plan and collaborate with working groups to identify potential funding, or philanthropic initiatives.
- Nurture strategic executive relationships with external stakeholders. Previous experience of strategic business development and access to relevant contacts/networks.
- Identify grant aid/funding opportunities through the EU/UN programmes that support the SDG. Identify and build capability from the PWN network to support in creating the submissions for funding.
- Build a pipeline of relationships and opportunities for Global Corporate partners.
- Develop annual calendar of opportunities for PWN Global Board, for city network members. **Lead** the search for public opportunities for speaker slots, participation at global special events around our topic arena, in a bid to generate opportunities to engagement with the various funding choices offered by PWN Global and the work we do.

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- Develop and co-ordinate fundraising events online and offline, in collaboration with the PWN City networks.
- Generate promotional campaigns that provide a simple experience and appeal to prospective supports and members.
- Identify and approach foundations and trusts for project funding: researching, drafting and submitting applications, this will be implemented through the development of fundraising teams within the PWN Board community.
- Conduct annual reviews to identify high priority areas for fundraising and events development so that appropriate funders for each priority area can be identified and targeted.

#### *PWN Global Community Engagement*

- Duty of Care: Pay attention to the organization's activities and finances, participate in decision making as well as development.
- Duty of Loyalty: Ensure the activities advance the mission of PWN Global at all times, developing campaigns that remain ethical and morally sound at all times.
- Duty of Obedience: Engage with the General Secretary and understand applicable laws and PWN Global by-laws, recognizing what a violation looks like.
- Grow PWN Global's Friends, Patrons, Ambassadors, Donors, and Contributors' base.
- Enhance member benefits to retain current membership by developing partnerships and reward programmes.
- Develop digital and other strategies within the organisation to increase member engagement, fundraising activity, supports to city networks, and visibility of gifting campaigns to members.
- Promote and sustain the mission through a fundraising strategy that can be executed and implemented by PWN Global through single campaigns, as well as in collaboration with city networks on a revenue share basis.
- Agree and deliver training income targets with local city networks.

#### *Stakeholder Management*

- Focus on external relations through existing network of contacts.
- Identify, target and develop relationships with potential partners in the private/public sector that could provide sponsorship, corporate gifting, advertising and other types of financial support to PWN Global, including sponsorship for the organisation's potential events such as the annual conference, Global Awards, and IWD gala.
- Promote and seek partnership of PWN Global with companies and to other dedicated Employment equality, Inclusion, D&I Community and Voluntary organisations.

IDEAL BACKGROUND / EXPERIENCE:

- PWN Global is seeking a board member with international experience in the strategic management of external stakeholders, and a proven ability to build and lead a diverse international team to deliver on the financial sustainability of the network.
- The VP Fundraising will have experience in both strategic sales, business development, fundraising, will be solution-focused, and have excellent verbal and written communication skills.
- The VP Fundraising will have established relationship with top level executives and proven track record of delivering fundraising projects and is self-motivated and passionate about PWN Global's purpose and will continually act in the best interests of the organization and support and enhance sustainability of PWN Global.

BENEFITS:

- Access to an international network of great professional women
- Bring your own ideas and innovate
- Develop professionally and learn from your peers