**Major Donor Consultant**

**Background**

The South London Botanical Institute (SLBI) was established in 1910 to introduce people to the science, pleasure and importance of plants. Still based in the original building in Tulse Hill, this aim continues today, with plant education for all ages at the heart of our vision: ‘Discovering plants, enriching lives, sustaining the future.’ The SLBI is a centre for plant education, incorporating library, herbarium, teaching programme and botanic garden.

We are delighted to have secured funding from the National Lottery Heritage Fund for an 18 month programme of fundraising & sustainability – ‘BEST: Botanical Education – Sustainable & Thriving’. We are now recruiting a freelance **Major Donor Consultant** to work alongside our Individual Giving Coordinator as a key part of this programme.

**About the role: Major Donor Consultant**

We are seeking an experienced fundraising consultant to help us develop a strategy for major donor cultivation at The SLBI. This is a relatively new area of work for the charity, so we are looking for someone that can provide substantial guidance to our small team and trustees.

The main objectives of this role are:

* To identify the best means of attracting a regular flow of major donors for the charity.
* To examine the role/involvement of current or new trustees and/or other figureheads in donor cultivation.
* To set an action plan in place.
* To work closely with the supervising Individual Giving Coordinator to ensure full handover and integration of findings into BEST project at the end of the consultancy.

Deliverables:

* Build familiarity with the organisation and assess capacity and/or capacity-building needed to deliver increased donations of £15,000-£25,000 p.a. within 5 years.
* Identify potential offers and campaigns for traditional and new major donors.
* Establish role of trustees, President or other patrons/figureheads in major donor fundraising & recommend ways they can participate effectively.
* Identify outline costs to set up and market appeals.
* Identify other administrative or governance changes required (e.g. GDPR-related).
* Produce draft pipeline plans.
* Present draft plans to Individual Giving Coordinator. Highlight key areas for further discussion and agreement of next steps.
* Finalise Major Donor Campaign Plan for 2019/2020.
* Set up campaign with Individual Giving Coordinator.
* Ensure long-term monitoring and reporting mechanisms are in place to enable SLBI to judge value and success of campaign.
* Ensure succession/handover plan takes place.

The consultant will be:

* An expert in major donor fundraising for smaller charities.
* Able to work with small team.
* Able to work on own initiative.
* Understand the needs of a small charity like The SLBI.

We anticipate that this project will require approximately 14 days of consultancy time.

Please apply with a covering letter, CV and a quotation for the above work to include:

* Relevant experience/knowledge/skills
* Cost of delivery
* How many days you would expect the work to take
* When you would expect to complete the work

Applications should be emailed to Julia Minnear (Individual Giving Coordinator)  julia@slbi.org.uk.

Deadline for applications: Tuesday 20th August 2019 at 5.00pm.

We expect interviews to take place during the week commencing Monday 26th August 2019.