



Fundraising, Campaigns and Events Co-ordinator - Sydney

WHO WE ARE

World Bicycle Relief (founded in 2005) is a global non-profit. We mobilise people in rural developing regions through The Power of Bicycles. In developing countries, millions of people living in rural areas walk for many kilometres each day just to survive. Distance is a barrier to attending school, receiving healthcare and delivering goods to market. We deliver specially designed, locally assembled, rugged Buffalo Bicycles to empower students, healthcare workers and farmers with life-changing mobility.

World Bicycle Relief Australia

An exciting opportunity for an experienced fundraiser to join our small Australian team of this global non-profit. This new, dynamic role will enable us to develop and implement an aggressive fundraising strategy, and also provide important operational support to our Sydney office. The position is a contract role, 21 hours/week with flexible days/hours and ability to work from home.

DESCRIPTION

In this role you will be responsible for the strategy, development and coordination of donor and fundraiser acquisition and donor and fundraiser renewal programs. These will be within agreed objectives, deadlines and budgets and across a range of channels using a variety of resources.

Overall Objectives

1. Achieve and exceed fundraising goals for individual giving, recurring giving and P2P segments.
2. New donor acquisition and re-engage lapsed donors.
3. Nurture existing donors and increase their support for World Bicycle Relief and our mission.

Responsibilities include

- Implementing and managing the fundraising calendar.
- Collaborating and facilitating appeals and campaigns with HQ US.
- Managing the CRM database pertaining to: fundraising appeal set up, analysis of appeal performance and reporting of post appeal results for evaluation purposes.
- Contributing to the planning of the annual calendar of donor and fundraiser communications including e-newsletter, special offers and birthday and special acknowledgements.
- Manage and promote a recurring giving program, including implementation of strategy and proactive management of the calendar.
- Managing third party affinity partners / fundraising providers and reporting.
- Providing excellent supporter communications via email, telephone, direct mail and face-to-face.

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- Providing the Social Media manager with content as required.
- Supporting the Executive Director in reviewing and developing processes to improve efficiency.
- Supporting the Executive Director in all aspects of fundraising and supporter engagement.

PROFILE

To be successful for this role, demonstrated experience in growing a donor pipeline and P2P fundraisers, is a non-negotiable.

Other key criteria include

- Demonstrated ability to manage projects to deliver specified outcomes within agreed deadlines and budgets, including monitoring and analysing programs to improve performance. Strong numerical and analytical skills (including a high level of expertise in manipulating and presenting data using Salesforce and MS Excel).
- Proven experience in delivering donor and fundraiser relationship building strategies along with customer service and relationship building skills, are both essential.
- Proven ability to utilise fundraising or CRM databases to support donor portfolio management, including reporting. Experience in Salesforce, Raisely and/or Hubspot a plus.

SELECTION CRITERIA

Essential Criteria

- At least 3 years fundraising experience in a non-profit organisation with a proven track record in growing the individual and recurring giving donor pipeline and P2P fundraising segments.
- High level of computer literacy (Word and Excel) and managing and maintaining a CRM database.
- Excellent planning and organisational skills and able to meet deadlines.
- Excellent verbal and written communication skills.
- Strong analytical and problem-solving skills and attention to detail.
- Ability to work autonomously and within a team.

Desirable Criteria

- Experience with Salesforce (CRM), Raisely (donation platform), Hubspot (email marketing platform)
- Enthusiastic and passionate about helping people, whose main mode of transport is walking, achieve life-changing mobility.

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Job Offer

The role is a contract role for 21 hours/week. You'll be able to work from home and days and hours can be flexible.

The role has a high level of project management responsibility and might require you to be flexible with your time and able to attend functions and events outside of normal business hours and potentially on weekends. This is negotiable.

HOW TO APPLY

Please email your resume and cover letter to dgeiger@worldbicyclerelief.org, using the subject line: **Fundraising, Campaigns and Events Co-ordinator application via EthicalJobs**. No calls, please.

ABOUT WORLD BICYCLE RELIEF

Since 2005, World Bicycle Relief has distributed over 500,000 Buffalo Bicycles. We are distributing bicycles to students, volunteer health workers and small business operators. For people whose primary mode of transportation is walking, Buffalo Bicycles have a massive impact on education levels, financial independence and medical care.

With a charter to provide 70% of student allocated bikes to female students, we are about removing roadblocks to the education of girls. With many girls in the developing regions living 10km or more from school, attendance can be low. Due to cultural difference, many of them must complete chores at home before and after school, and the walk to school after that can be, at the least, daunting and tiring, and at the worst, highly dangerous. Many girls walking to school are at risk of being attacked or sexually assaulted. When girls receive a Buffalo Bicycle it increases their school attendance by up to 28%, with academic performance increasing up to 59%. These bikes provide them transport to and from school (getting them there four times faster than walking), protection from violence and helps them complete their chores faster and easier. We believe education is the key to ending the cycle of poverty and disease.

Improving healthcare in developing regions is also a priority for us. Over 140,000 community health workers have been mobilised with Buffalo Bicycles. With access to a bike, research has shown that these health workers see 45% more patients than on foot, travel four times further, increasing healthcare opportunities for people living in remote areas, and giving healthcare volunteers more time with patients. This helps them identify and treat more medical issues before they become critical.

In developing countries, distance can be a huge barrier in achieving financial success. With the goal to end poverty by 2030, we are helping small business owners and employees to increase access and productivity. A Buffalo Bicycle can help farmers transport their goods, help people travel to local markets and help employees travel to work and insure that income and opportunities aren't lost due to the hurdle of distance.

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