

FRIENDS OF WESTONBIRT ARBORETUM

Individual Giving Manager



The Friends of Westonbirt Arboretum

Westonbirt, the National Arboretum is one of Britain's finest tree collections, with the vision to be a world leader in trees, inspiring people through conservation, education and participation. With over 600 acres homing 15,000 specimens and 2,500 species of tree from all over the world, the arboretum plays a vital part in research and conservation, and is a significant visitor attraction, drawing over 500,000 visitors each year.

Westonbirt Arboretum's story began in the 1850s with the wealthy Victorian landowner, Robert Holford's passion for a natural world. Owner of the large estate centred around Westonbirt House, on a quest to discover rare and extraordinary plants, he used his family fortune to finance and plant collecting expeditions all over the world. These species were brought back to the arboretum and have resulted in the site not only being a breath-taking, diverse landscape but also a world-renowned botanical collection.

From the early 1880s Robert's son, Sir George Holford expanded the arboretum into Silk Wood creating vast drives with wide verges and bays of ornamental trees. With no heir, his nephew sold the estate; and the land was divided with the mansion becoming a girls' school. In 1956, the entire 600 acres was handed over to the Forestry Commission (now Forestry England) who has continued to improve and expand on the work of the family. The arboretum and Downs landscape is designated a Grade I Registered Park and Garden by English Heritage.

In 1985, a small group of enthusiasts who saw the need to work with the Forestry Commission to preserve, enhance and enlarge this unique landscape, met for the first time. This group became the Friends of Westonbirt Arboretum (FoWA), a registered charity. Today the charity employs ten staff who manage a supporter base of 32,000 members, some of whom volunteer at the arboretum. In addition, in 2020 the charity formed an enterprise strand, which is now responsible for managing and running the Westonbirt Gift Shop.

Working in close partnership with Forestry England, we all strive to achieve Westonbirt Arboretum's 10-year vision, supporting conservation, education and participation to connect people with trees. You can find more information about our charity work at fowa.org.uk and further information about Forestry England at forestry.gov.uk/Westonbirt.

About the role

Individual Giving Manager (Mid-High Value Giving)

Salary	£27,500 - £30,000 depending on experience
Location	Westonbirt, the National Arboretum, Tetbury, Glos GL8 8QS
Permanent / Full-time	35 hours per week
Benefits	Complimentary joint membership, generous pension, 25 days holiday plus Bank Holidays
Reporting to	Head of Supporter Engagement
Direct Reports	0

Job Description

Develop and implement FoWA's Individual Giving Programme by identifying new potential donors and stewarding previous donors to drive further donations from £250 - £5000+ per annum to support Westonbirt Arboretum's 10 Year Vision.

Responsibilities

Strategy

- Develop and implement a five-year individual giving programme by preparing the foundations and undertaking necessary ground work to identify potential donors from existing research as well as utilising research techniques such as database segmentation, focus groups etc.
- Develop a thematic giving programme of unrestrictive funds, building on the core themes of Westonbirt's 10-Year Vision by creating philanthropic and causal driven messaging by working closely with Forestry England's Tree, Learning and Volunteering Teams
- Ensure all fundraising activities comply with Fundraising Regulator Codes of Practice.

Stewardship

- Reactivate former donors from previous Westonbirt Arboretum projects
- Identify, engage with and steward new potential individual donors from the existing supporter database, increasing further giving opportunities
- Develop a network of high-mid value supporters including some local trusts and foundations

- Work closely with FoWA's CEO to foster relationships with key patrons and ambassadors, leveraging further support
- Steward previous donors, fulfilling activities such as the annual Tree Adopters Tour
- Liaise with local organisations as and when required.

Giving Initiatives

- Initiate regular giving opportunities, encouraging financial commitment and pledges from new and existing supporters
- Devise and initiate cash appeals
- Manage the charity's legacy & memorial programmes such as Leaves of Life and Adopt a Bench
- Work with the Head of Supporter Engagement to ensure all donation income is recorded accurately and acknowledged in line with charity's Campaigns, Funds and Appeals structure
- Alongside the Marketing and Communications Officer, create philanthropic content to drive further giving; co-ordinate events; utilising in-house CRM tools wherever possible
- Liaise with the Supporter Services Co-ordinator responsible for donation processing and general fundraising administration.

Working in Partnership

- Work in partnership with Forestry England teams, initiating and instigating further giving concepts
- Engage with stakeholders, key supporters, trustees and site partners to raise the profile of further giving
- Provide updates and presentations to FoWA and Forestry England staff at management and team meetings to capitalise on opportunities.

Measuring & Reporting

- Provide regular updates to the FoWA's Board of Trustees regarding the feasibility of raising funding to support the site's programmes and projects
- Implement a Funding Opportunity meeting and Investment Tracking meeting with relevant stakeholders
- Reactivate 25% of existing donors; and aspire to achieve an ROI of 4:1 within five years.



Skills and Experience

- Proven track record of donor stewardship, resulting in significant income generation
- Excellent copy writing skills and strong project management experience
- Proactive, self-starter with ability to work with stakeholders at all levels
- Intermediate CRM experience (preferably Blackbaud's Raisers Edge NXT) including audience segmentation, income recording, tracking, reporting and communications.

How to apply

If you wish to apply for this exciting new role, please email the following information to recruitment@fowa.org.uk

1. CV – no more than 3 pages
2. Covering email / letter advising why you are the more suitable candidate for the role
3. Completed Equality & Diversity Monitoring Form

Application closing date –Thursday 30th September 2021

All applications and communication will be treated as confidential

If you do not hear from us by Friday 15th October 2021, we regret that your application has not been successful.

Jane Shute – Head of Supporter Engagement

Friends of Westonbirt Arboretum, Westonbirt the National Arboretum, Tetbury GL8 8QS

Registered Charity number 293190.