**SPNI Resource Development and International Relations Department**

**Objective: To increase fundraising income of through successful implementation**

**of fundraising development plans in Israel, USA, Canada, UK and France.**

**Strategic Planning (Israel, and in collaboration with abroad)**

* + Create and implement SPNI fundraising plan (Israel)
  + Oversee and coordinate creation of fundraising development plans for ‘Friends of’ organizations with local stakeholders in US, Canada, UK and France.
  + Manage the implementation of these through weekly calls with ASPNI, biweekly with CSPNI and monthly with UK and France
  + Work with SPNI departments to develop their fundraising capacity, capabilities, and goals
  + Develop fundraising capacity of ASPNI and CSPNI to achieve fundraising goals

**Fundraising Infrastructure (Israel and abroad)**

* + Create and maintain integrated database of donations, donor communication, grants and proposals for both Israeli and international donors
  + Work with IT department to integrate fundraising requirements within new SPNI database (Israel)
  + Ensure all relevant staff in SPNI, ASPNI, CSPNI, UKSPNI and FSPNI are trained to use database effectively for fundraising needs
  + Maintain online donation payment platform and troubleshoot issues (Israel Toremet)
  + Keep up to date notified translations of SPNI amuta certification and other necessary documents
  + Maintain ongoing contact with boards of international affiliates and participate in board meetings as much as possible
  + Identify and recruit new board members, together with local affiliates

**Individual Donors (Israel and abroad)**

* + Major Gifts - (Abroad $1,000+) (Israel top 50 donors to start with)
    - Identification of major donor prospects (including current donors)
    - Research on potential donor interests, giving capacity and compatibility with SPNI needs
    - Create individual cultivation and communication plan for each prospect
    - Cultivation and solicitation of donor prospects
    - Thank donors and ensure donor recognition is implemented in agreed upon manner
    - Maintain regular personal contact with donors
    - Monitor project implementation and reporting on project outcomes to donors
    - Coordinate, often over months and weeks, visits of donors to our sites and accompany them
    - Implement and manage proper donor stewardship protocols for donors

* + Israel-Specific Tasks
    - Manage work of Predictive Dial
    - Ensure Predictive Dial workers remain updated with SPNI activities
    - Work with Marketing department to transfer lists to Predictive, and to raise funds from current and former SPNI members and members of the public through social media and e-newsletter
  + Fundraising Campaigns (capital/appeals/crowdfunding) – Israel and abroad
    - Develop fundraising campaigns according to organizational priorities and fundraising objectives including acquisition and conversion
    - Create materials to support implementation of campaign
    - Manage implementation of campaign
    - Process donations received offline (eg checks)
    - Report to donors on impact of campaign
    - Evaluate effectiveness of campaign
  + Donor Maintenance and Reporting
    - Develop and implement integrated donor-centric communications (appeals, regular newsletters, regular e-newsletters, social media, calendar) to achieve this
    - Report on effectiveness of above communications (eg number sent, donation amounts received (online and offline), number of donations, open rate, click rate, likes, comments, shares, clicks, reach, engagement)
    - Ongoing testing to increase engagement
    - Create/adapt SPNI annual report
    - Responding to ad hoc requests for information from donors
  + Legacy giving and Bequests
    - Create and market legacy program to existing donors
    - Identify prospects for legacy giving
    - Solicit prospects to include SPNI/‘Friends of’ org in will
    - Create and implement stewardship plan for planned legacy givers
  + Other
    - In coordination with stakeholders, develop bar/bat mitzvah fundraising program – develop marketing materials and a campaign

**Institutional/Foundation Grants (Israel and Abroad)**

* + Foundations
    - Research and identify appropriate foundations to contact
    - Create and implement solicitation plan for each foundation
    - Meet with foundation representatives as appropriate (target 10-20 reps in Israel)
    - Maintain calendar of foundations for LOI’s, proposals and reports
    - Work with field units to create proposals and LOI’s, including writing, editing, translating, designing; gather or create required financial documents
    - Report on funded projects to foundations as required (every half year or year)
    - Coordinate and host foundation representatives on site visit
  + International Bodies (EU, USAID, MEPI, UN, embassies etc)
    - Identify potential funding opportunities with foreign governments and embassies
    - Work within SPNI to examine whether demand to participate in project
    - Coordinate/insure project development within SPNI and with other organizations as relevant
    - Maintain connection with Agora and insure they have all relevant information to create proposal
  + Ensure all reporting requirements – financial and narrative -- are met

**Corporate Support and Sponsorships (Israel)**

* + Develop strategy and tools to raise money from corporate sources
  + Survey possible initiatives coming from the field units; assist and empower them
  + Develop sponsorship opportunities with Marketing and Field Departments
  + Research and identify appropriate corporations to contact
  + Create and implement contact plan for each business
  + Work with field units to create necessary materials for meetings
  + Cultivate relations and solicit gifts from businesses
  + Report back to businesses on impact of their donation (half a year or year)
  + Coordinate and host foundation representatives on site visit

**Marketing and Communications (Abroad)**

* + - Communications with contacts/potential donors/small donors
      * Printed newsletters, enewletters, cover letter appeals -- including segmentation; automatic email generation for various segments; testing different approaches; analyzing analytics
      * Social media – Facebook, Instagram

* + - Website
    - Work with SPNI Marketing department for creation of foreign language websites
    - keep English language site current
    - Monitor of Hebrew language website and SPNI campaigns to ensure English language website content is up to date
    - Translate content for website and update as necessary
    - Create content and administer English Facebook and other social media platforms as required
    - Create and update fundraising materials as necessary
    - Professional management of donor contact details
  + Public Relations
    - Promote SPNI’s thought leadership, campaigns and projects among foreign language media
    - Responding to and fulfilling media requests
  + Public Inquiries
    - Responding to ad hoc requests for information about SPNI activities in Israel, environmental issues, recommendations, etc
    - Responding to requests about Field School Accommodation
    - Responding to requests about hiking and Israel National Trail
    - Responding to requests from volunteers/interns
    - Managing any volunteers or interns who work in our unit at SPNI
* **Incoming Tourism**
  + Plan and implement yearly board trips to Israel
  + Coordinate, often over months and weeks, visits of individuals to our sites
  + Work with Tourism unit to develop best strategies and programs to attract incoming tourist in SPNI