**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