



MF Fundraising on behalf of The Wildlife Trusts. Fundraiser/Membership Recruiter

The Company

CMFundraising employs approximately 150 people working as fundraisers on behalf of The Wildlife Trusts throughout the UK and is an ethical and non-discriminatory employer. Further information can be found by visiting our website at www.cmfundraising.org and also by visiting www.wildlifetrusts.org.

The Job

Using a simple and non-intrusive approach, we talk to the public, explaining and promoting the work of their local Trust.

The job is to encourage people to support the work of their local Wildlife Trust by donating what they feel comfortable with on a monthly Direct Debit basis. We do not collect money, nor do we give out leaflets, flyers or brochures.

Membership is the method of donating and is the most important source of funding available to The Trusts.

Signing-up as many new individual, joint and family members as possible each day is the core of our role.

This is an enjoyable, worthwhile job with a difference. It is for those who enjoy talking to people, like varied work in varied locations, are ethical, honest, reliable, and flexible and are self-motivated.

It is important to remain aware that the public do not venture out in the morning expecting to meet a charity, nor is everyone interested in wildlife. You therefore need to approach and speak to many people each day and not rely solely on people approaching you.

However - a lot more of those people than you might expect are interested in wildlife, conservation, ecology and the countryside. The Wildlife Trusts also work in many urban environments and actively encourage each of us to do our bit locally to help the natural world – for example – promoting wildlife friendly gardening.

Most people you will meet are largely unaware of The Wildlife Trusts reserves, facilities and projects, even though The Wildlife Trusts are the UK's fastest growing conservation charities. Each Trust is responsible for all aspects of nature and wildlife within its area and runs hundreds of activities each year for supporters and their families. You will surprise many people! And there is a special membership club for members' children or grandchildren. The Wildlife Trusts are leading the national campaign to draft new UK legislation to protect our coastline and marine environment.

Effectively the job is simple, very worthwhile and enjoyable for the right person. Enthusiasm, dedication and hard work are needed as you are paid to sign-up as many new members as possible in an ethical and responsible manner.

You

You will be independent, self-motivated, outgoing, enthusiastic, reliable and disciplined, well organised, very positive and not a fair-weather person. You will be the type of person who enjoys talking to people from all walks of life.

Similar fundraising or conservation experience is not required: but you might well have a general interest in wildlife, the environment, conservation or ecology. Our training programme provides you with everything needed to be highly successful – building on your own enthusiasm and motivation.

Pay

Most of our team members elect to work for CMF on a Self Employed/Freelance basis, receiving an attractive percentage of all new memberships secured. Even averagely successful recruiters on this scheme can earn well in excess of the UK National Average income – there are no income restrictions, so – your earnings directly reflect your ability and determination to succeed. Alternatively, we do offer an “Employee” scheme with two generous packages available - either on an hourly paid basis with achievable daily bonuses; or on a percentage based package. Both employee schemes include a mileage rate to cover travel expenses and 23 days paid holiday on a pro-rata basis (i.e. pro rata of a 37.5 hour week). Pay is Monthly – one month in arrears on the last day of each month.

Where

We work at pre-booked venues including supermarkets, shopping centres, outdoor and indoor events or shows and town centres -- in fact anywhere that you may find people, in numbers that you can talk to! All venues are booked for you by our central team; although our best recruiters also keep a look-out for new potential venues, sites, shows and events.

Unlike some fundraising organisations we do not work “mob-handed” on high streets with clipboards. The public do not have to “run the gauntlet” to talk about the Wildlife Trust. You may work alone, or with a colleague or as part of a small team. Each recruiter is responsible for transporting, using and maintaining the kit and equipment supplied by CMF – such as lightweight graphics displays and gazebos.

Generally you will work at locations within one hour’s travelling time from your home. Many venues are situated outside town centres and this means that access to your own transport is essential.

Hours

The majority of our recruiters work an average of between 2 and 5 days per week, normally Thursdays to Sundays as these are our busiest working days at most venues. Time of day varies by location or venue type and averages 6-7 hours generally between 8am and 8pm to ensure we are able to meet the after-school and after-work shoppers. A flexible approach is essential.

Wherever practical, CMF arranges hours to suit your personal circumstances. However some flexibility by you is also required to meet the opportunities and trading hours of our best locations and events.

Availability for weekend work is essential (normally a minimum of three weekend-days per month): this is when most people are out-and-about and have most time to talk to us.

Job Disadvantages

Sometimes the British weather! (Work however can often take place under cover – but not always!)

Flexibility

We try to ensure you know the venues a week in advance but good locations are in high-demand by all Charities (and limited numbers of days are allocated to charities by venue management) so some late changes and additions are inevitable. Be prepared to allow some flexibility on this.

Interested?

Send your resume or CV and a short letter in the first instance. If you meet our criteria an interview will be arranged. Successful applicants will then receive elementary and on-the-job training with an experienced recruiter before attending a formal (unpaid) induction, education and training session after which they will be on a short probation period. A standard Employee or Self-Employed contract must then be signed by each recruiter and CMFundraising. Further training follows with CMFundraising and with your local Trust itself. Please note that all applicants must hold a valid UK work permit and be over 18 years of age.

CMFundraising / on behalf of The Wildlife Trusts
Howard Fairless – County Co-ordinator for BCNP & Warwickshire
Mobile Tel: 07860 682494 – e-mail: howard@fairless98.freeseerve