

Job Title: Fundraising Coordinator

Organisation: Animal Welfare Society Stellenbosch

Location: Stellenbosch, South Africa

Reports to: General Manager

Contract Type: 1-Year Fixed-Term Contract

About the Role

The Animal Welfare Society Stellenbosch is seeking a motivated and results-driven Fundraising Coordinator to help grow and diversify our income streams. This role is essential in driving increased support for our vital work in animal rescue, rehabilitation, and rehoming. Working closely with the General Manager, the Fundraising Coordinator will lead individual giving initiatives, donor engagement, grants, legacy giving, digital campaigns, and fundraising events.

Key Responsibilities

- **Individual Giving & Campaigns**
 - Manage and expand the current individual giving campaign to grow the total number of individual donors by 50%.
 - Drive a measurable increase in total donations per annum.
 - Identify, cultivate, and steward major donors (individuals donating over R10 000 per gift).
- **Trusts & Foundations**
 - Research, develop, and submit funding proposals to relevant trusts and foundations.
 - Track and report on the number of proposals submitted, grants awarded, and total funding secured from these sources.
- **Legacy Giving**
 - Update and improve the existing legacy giving strategy/programme, ensuring it is current, compelling, and aligned with Society goals.
 - Actively work to grow the number of legacy supporters by encouraging long-term donors, volunteers, and community members to consider leaving a gift in their will.

- **Digital Fundraising & Communications**
 - Create and implement new online fundraising campaigns across social media, email, and other digital platforms.
 - Develop and distribute e-newsletters to engage current supporters and attract new donors, sharing impact stories, campaign updates, and calls to action.
- **Donor Engagement**
 - Conduct outreach phone calls to secure funding from potential supporters while also stewarding relationships with existing donors to encourage continued support.
 - Track and report on the number of donor phone calls made each month to measure engagement efforts and identify areas for improvement.
 - Ensure all donor communications and stewardship activities are timely, professional, and impactful.
- **Fundraising Events**
 - Coordinate and promote the annual fundraising auction, with a goal to increase total funds raised compared to previous years.
 - Conceptualise and execute new fundraising events/activations
 - Manage existing AWSS fundraising events such as the Brak Trap Dog Walks and Adoption Days at markets.
- **Monitoring & Reporting**
 - Maintain accurate records of all fundraising activities and income.
 - Monthly report on progress towards fundraising targets and key performance indicators.
- **Administrative Support**
 - Assist with administrative duties related to fundraising.
 - Maintain donor database
 - Prepare and send thank you letters and tax certificates to donors.
 - Support the General Manager with any additional administrative tasks as needed.

Required Skills and Experience

- Prior experience in fundraising, donor engagement, or non-profit development (2 years preferred).
- Strong digital marketing or online fundraising skills.
- Excellent written and verbal communication skills.
- Proficiency in both English and Afrikaans advantageous.
- Relationship building skills and donor centered approach.
- Strong organisational and time management abilities.
- Passion for animal welfare and commitment to the mission of the Animal Welfare Society Stellenbosch.