



VOLUNTEER ROLE DESCRIPTION

Department: Fundraising Team

Role title: **Fundraising Strategy Consultant**

Time Commitment : Project-based

Location: E12 6PG or remote

About the Renewal Programme

The Renewal Programme is a well-established and respected local charity based in the London Borough of Newham. We support those who are facing multiple challenges – they might be a carer, migrant or refugee without access to public funds, suffering with homelessness, experiencing poverty, or unable to communicate in English. We empower people to reach their full potential through offering advocacy, education, temporary accommodation and a wide range of positive activities. We support over 3000 people a year and have been working with Newham communities for over 50 years.

Our vision

Our vision is of vibrant and integrated Newham communities where everyone has access to suitable jobs, homes, health and education.

Our mission

Our mission is to stand alongside those who struggle by inspiring hope and offering opportunities for connection, growth and progress.

Our values

DIGNITY - Treating everyone with kindness and respect.
INCLUSION - A community where everyone belongs.
COLLABORATION - Working together to achieve more.
EMPOWERMENT - Co-creating opportunities for positive change.

Main purpose of this role

We want to revitalise our individual donor fundraising and develop a coherent and effective strategy, with a particular focus on increasing and sustaining a steady stream of monthly donors. You will play a key role in shaping this strategy and supporting the

first stages of implementation.

Key Deliverables

- Conduct a review of the current individual donor fundraising approach.
- Develop a strategic framework to grow individual giving, with a focus on recurring/monthly donations.
- Identify priority audiences, messaging and channels for donor acquisition and retention.
- Provide practical recommendations for early implementation, including quick wins and priority actions.
- Support the organisation during the initial implementation phase of the strategy.

General requirements

- Uphold and promote the Renewal Programme's values of dignity, inclusion, collaboration and empowerment.
- Contribute positively to the wider team.
- Undertake other duties reasonably consistent with the level and purpose of the role.

Who we are looking for

Essential

- Professional experience in fundraising strategy, or related fields.
- Experience designing or advising on fundraising or donor engagement strategies.
- Knowledge of individual giving and donor retention strategies, particularly recurring donation models.
- Strong strategic thinking and analytical skills.
- Ability to translate strategy into practical, actionable recommendations.
- Excellent communication and stakeholder engagement skills.
- Ability to work collaboratively with a small team and support consultation processes.
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Desirable

- Experience working with charities, non-profit organisations, or social impact initiatives.
- Understanding of stakeholder engagement in mission-driven organisations.