

JOB DESCRIPTION	
Position Title	Sr. Manager Individual Fundraising
Department/ Function	Resource Mobilization
Band	Sr. Manager
Location	Delhi
Travel	Up to 40%
Direct Reporting to	Sr. Director Resource Mobilization
Reportee	Assistant Manager – Individual Fundraising

### **About: Miracle Foundation India**

Miracle Foundation India works with a vision of a family for every child in our lifetime. We are part of a movement to reunite orphaned children with their families. Collectively, with partners all over the world, we believe we can end the need for orphanages in our lifetime. Miracle Foundation is working tirelessly to help stabilize children in families and also working to prevent at-risk children from ever entering the system in the first place. The organisation has emerged as an industry leader in family strengthening (FS) and family-based alternative care (F-BAC).

**In order to achieve this, Miracle Foundation India focuses on the following program objectives:**

- 1. Prevention** –children stay in families through effective gatekeeping by the social workforce
- 2. Transition to families** – transition children from institutions to families /F-BAC options though support to Government

Miracle Foundation India is a Section 25 NGO which is responsible for executing all programs in India and is associated with Miracle Foundation global organization which is registered in the US as a 501(c)(3) non-profit.

### **Key Purpose of the Role:**

- Ideate, conceptualize, develop and **execute ROI** driven fundraising strategy with short term and long-term plans in consultation with the line manager.
- Be responsible to drive a reasonable revenue growth of 25-50% year on year for MIF from the individual fundraising vertical. (Note, we currently have a small, established and committed donor base. That needs to aggressively expanded)
- The position is responsible for the acquisition and retention of individual donors for Miracle Foundation India's programs through various touchpoints.
- Ideally 70% of your time will go towards the donor acquisition programs throughout the year.
- Be responsible for reporting, analysis, budgeting and in strengthening operations for individual fundraising with focus on Tier 1 and 2 markets in India.
- Be responsible for reporting, analysis, budgeting and in strengthening operations for individual fundraising with focus on Develop engagement plans for donor servicing and retention so as to keep the supporter base intact with minimum attrition.

### **Key Roles & Responsibilities:**

#### **Donor Prospecting & Acquisition (Individual and Major Donors)**

- Lead the process for scanning new fundraising opportunities/ avenues from Individual donors to fund Miracle Foundation India programs.
- Identify the opportunities to acquire new individual supporters by developing in-house fundraising model.
- Be responsible execute at least one fundraising event in every two months for acquiring new supporters
- Be responsible to drive time-bound fundraising campaigns through retail fundraising to drive income and new supporters for the organisation.

- Secure weekly meetings with prospective high value donors with a strong pipeline to meet quarterly goals.
- Ensure timely and detailed update of prospect donor data on the CRM Software. Maintain segmentation of donors as decided by the team.

#### **Servicing & Retention**

- Develop and execute the donor retention strategy; achieve the monthly/ quarterly/ annual retention targets by securing second gifts, donor upgrades and strategies to convert once off supporters to monthly donors with visible results.
- Develop and execute a sustainable donor upgrade program for both individual supporters as well as major donors. Ensure timely dissemination of reports, utilisation certificates and receipts.
- Support marketing team to develop and adhere to the communication/ engagement plan for major and large donors.
- Developing touchpoints for individual supporters for regular communication in order to educate them about Miracle Foundation India's programs and to build their trust and confidence in order to ensure continued support.
- Ideate/ Prepare brochures, handouts, presentations and audios/ videos for showcasing existing interventions to Individual donors – The preparation part should be with the marketing team.
- Seek guidance from the Sr. Manager – Development to develop events / products for individual fundraising.

#### **Cause Related Marketing & Payroll Giving:**

- Forge Employee Engagement/ Giving, Payroll Giving associations – making presentations/ holding small events with the corporate houses/ their employees to motivate them to participate in noble work and donate.
- Forging Cause-Related Marketing associations and raise unrestricted funds for Miracle Foundation
- Forging Strategic Tie-ups with e-commerce platforms for raising funds.
- Strategic collaboration with digital platforms like gaming channels, Wallets, payment gateways for raising transaction-based funds.
- Carry out intensive prospect research, analyse and evaluate the competitive market environment and networking to develop a comprehensive database of qualified sources while ensuring laid out ethical standards.
- Maintain and nurture relationships with stakeholders in schools, colleges, clubs, restaurants, retail businesses, associations, institutions etc. for engagement framework and fundraising tie-ups throughout the calendar year.
- Strategies and develop a school fundraising program along with the Director of Fundraising to gain unrestricted fund support for MIF.
- Ensuring timely training and sharing updates for the calling team, project visit etc.
- Organising reviews at regular intervals to undertake performance reviews.

#### **Desired Qualification, Skills and Experience:**

- Education- post-graduate degree in business management, MSW or related field, from a reputed university/institute.
- Experience- 8+ years of relevant work experience and must have lead the fundraising teams of minimum 3 people within the nonprofit sector (Trust, Foundation or Section 8 Company)
- Deep understanding of Individual Giving and high value fundraising, Campaigns that can drive income and ROI over a period of time.
- Be quite familiar with budgeting, ROI, LTV of individual supporters as well as the annual fundraising planning and monitoring.
- Strong networking skills in order to maintain robust relationships with key external stakeholders.
- Excellent interpersonal, spoken and written communication skills.
- Respect for the core values of Miracle Foundation India and high level of empathy towards the project participants and the children we serve.
- Capable of thinking innovatively and creatively to accomplish organisation objectives.



Visit us to know more - <https://miraclefoundationindia.in/>

**Our values:**

- Believing in our Mission and Values
- Commitment to provide every child a stable, loving, and nurturing environment, to grow and thrive.
- Protecting the fundamental rights of every child regardless of race, religion, sect or caste have the same
- Seeing every human being as equal, regardless of geography, religious orientation, skin color, gender, or sexual orientation

**To you we offer:**

- An opportunity to match your career to a compelling cause.
- A supportive and nurturing workplace with ample opportunities for career progression and development.
- A chance to meet and work with people who are some of the best in their fields. Fair pay and great benefits.

**Note:** Please note that background and reference checks are standard procedures in our hiring process. Additionally, ethics is a fundamental aspect of our organizational culture, reflected in both daily operations and annual performance evaluations.

**Child Safeguarding Policy**

Any employee, consultant, contractor or the supplier undertaking an activity on behalf of Miracle Foundation India must sign and comply with the Miracle Foundation's India Child Safeguarding Policy which is a statement of Miracle Foundation's India commitment to preventing abuse and protecting children with whom it comes into contact.

This extends not only to children with whom Miracle Foundation India and its partners work directly with, but also includes children whom staff are responsible for. Miracle Foundation India believes that the situation of children must be improved through the promotion of their rights supported and demonstrated by all members of staff. Miracle Foundation's India Code of Conduct sets out the standards to which all staff members must adhere.

**PSEAH (Policy on Prevention of Sexual Exploitation, Abuse and Harassment)**

Any individual associated with Miracle Foundation India, including employees, consultants, interns, volunteers, contractors, and suppliers engaged in activities on behalf of the organization, is required to sign and adhere to the Prevention of Sexual Exploitation, Abuse, and Harassment Policy (PSEAH). This policy mirrors Miracle Foundation India's unwavering commitment to preventing any form of exploitation, abuse, or harassment and ensuring the safety and well-being of all individuals with whom the organization interacts.

This commitment extends beyond direct beneficiaries to encompass anyone for whom Miracle Foundation India and its partners assume responsibility. Upholding the belief that the circumstances of individuals, especially vulnerable populations such as children, must be enhanced through the promotion of their rights, Miracle Foundation India mandates compliance with the Prevention of Sexual Exploitation, Abuse, and Harassment Policy as an integral component of its overarching Code of Conduct. The Code of Conduct establishes the ethical standards and behavioural expectations to which every staff member must strictly adhere, thereby fostering a secure and respectful environment for all.

**Consent for Processing Personal Data**

By applying for this position, you acknowledge and provide your explicit consent for Miracle Foundation India to review, process, and retain your personal information mentioned in your resume as part of the recruitment process. Your data will be used solely for evaluating your suitability for the role and will be handled in compliance with the **Digital Personal Data Protection (DPDP) Act**. We ensure that your information will not be shared with any external or unauthorized parties and will be retained only for the necessary duration, as per legal and organizational requirements.

If you wish to withdraw your consent you may do so by contacting us at [hr@miraclefoundation.org](mailto:hr@miraclefoundation.org)