



Job Description

Fundraising Freelancer – Individual Giving (Project-Based)

Location: Hemel Hempstead (with flexible hybrid working options)

Contract: Fixed term (maternity cover), April 2026 – April 2027 – up to 12 months

Hours: Part-time, 7 days per month

Salary: Freelance rate to be negotiated

Overall Job Purpose

This is a fixed-term freelance role (maternity cover) ensuring delivery of key project work to continue the development and growth momentum of the Individual Giving income stream.

Key projects include:

1. Campaign Management – Capital Project (April – July) and Winter Appeal (Aug – Feb)
2. New product launch – Giving Tree (April 2026 – April 2027)
3. Legacy and Make a Will Programme – Quarterly comms and MAWM campaign (Dec – Mar)
4. Regular Giving Engagement Programme – Quarterly updates and Milestone Acknowledgments programme

Key Projects - Responsibilities:

1. Campaign Management

• Capital Project

- Manage phase 2 of the Capital Appeal programme, working with the wider team to target key supporter groups to reach income targets (total campaign target is £100k).
- Monitor income performance, analyse campaign outcomes and provide progress reports to the Fundraising Management team.

• Winter Appeal

- Working with internal colleagues and external agency, lead the planning and delivery of Winter Appeal programme to engage supporters, drive donations and support organisational priorities.
- Monitor income performance, analyse campaign outcomes and provide progress reports to the Fundraising Management team.

2. New Product Launch – Giving Tree

- Working with wider FR team, lead the planning and delivery of a new IG product – DENS Giving Tree. To be launched as part of the Capital Appeal, phase 1 will offer “lifetime” leaves based on capital appeal donation (similar to Buy a Brick campaign).
- Develop a business plan to continue the evolution of the Giving Tree, targeting new and existing supporters, after initial launch as part of the overall IG programme.

3. Legacy & Make a Will Programme

- Develop and manage the ongoing comms and messaging programme (working with the Comms Team) to promote the importance of Gifts in Wills.
- Plan and deliver the winter 2026/27 Make a Will Month Campaign, including securing solicitor participation, developing and managing comms campaign, supporting solicitors and participants during live campaign period, completing post campaign admin and reporting.

4. Regular Giving Engagement Programme

- Plan and deliver messaging programme to Regular Giving supporter base, including quarterly updates and tailored promotional comms as appropriate, to acknowledge support, keep engagement and ensure excellent supporter stewardship.
- Milestone giving programme - Review and deliver Milestone Giving Programme (value/time) - ensuring acknowledgments are sent in an engaging and timely manner.

Additional Areas of Responsibility

- Working with the wider team, ensure database is kept up to date in timely fashion (directly or indirectly).
- Use supporter and CRM data to inform segmentation, targeting, campaign planning and stewardship.
- Analyse performance across campaigns/income streams, identifying trends, risks and opportunities to improve campaign effectiveness, supporter experience and return on investment.
- Deliver post campaign reporting with insight/outcomes/recommendations.

This opportunity is ideal for a confident, organised Freelance Fundraiser who enjoys working flexibly while collaborating with an in-house team.

At DENS, we support local people facing homelessness, poverty and social exclusion. Your work will help generate the income that makes this impact possible.

How to Apply

Please send your **CV**, a brief **covering email**, your **availability** and **indicative rate** to fran.martin@dens.org.uk.

For an informal chat, contact Fran on 07415 628730.

This role remains open until a suitable candidate has been appointed.

No agencies please.