



Fundraising + Finance

skills and qualities

These are similar to marketing and sales. It is a job that is often termed as 'sales with a conscience'. Funding or donor prospecting for a cause you believe in requires the same qualities as a Business to Business prospecting, only this one leaves the donor and the prospector both with a good feeling of having helped someone with their time and money. Skills and qualities required for

Fundraising, campaigning and lobbying are:

Generalist skills/qualities

- Basic I.T. skills
- Basic language and numeracy skills
- Communication and presentation skills
- Research and planning
- Organisational and management skills

Specialist skills/qualities/requirements

- People engagement skills
- Basic budgeting skills (monitoring cash inflows and outflows)
- Knowledge or willingness to learn about the cause
- Opportunism (ability to see a potential relationship)
- Enthusiasm and commitment

Transferable skills/qualities

- Event management
- Communication skills
- Research skills
- Database and I.T. skills
- Negotiation skills