

Report title: Fundraising Manager staff report	Author: Katherine Bavage
Date: 13 th / 14 th July	Status: For decision
Report description: Staff report to the board	



Decisions and actions required, risks identified:

Item	Explanation	Action required	Risk
Decision – Full board Membership Approval processes	Accept recommended changes to membership approval processes as per , Article 28.1(a)	Approve recommendation for changed process and follow up actions.	Trialling a new method when membership declining – not clear what impact will be. Should mitigate minor risk of false applications.
Note – Full board Membership benefits positioning	Note the proposed 'positioning' of membership to underline a recruitment drive.	Additional comments if any concerns/questions.	A lack of dedicated budget to support membership recruitment or defined benefits (beyond those of participating in the community and accessing learning resources)

Projects in the last three months

Civi CRM – Has been bug tested and will be migrated by mid-July. Coordinating an in-house staff training day for five members of staff.

Gift Aid – This has been slow and I have sought community volunteer time to assist in preparing the claim files. This is due to be submitted in July using the new Charities' online form (we will not have database integration by then) Following this in Q3 I will be focusing on documenting and pursuing monthly claims process.

Fundraiser Agreement – Following the decision that the UK chapter would not to participate in the 2013 fund-raiser as a payment processor this became less of a priority. However, there will still be a security policy review and audit in September and a renewal of our data protection insurance in August.

Donor Communications – Next newsletter to go out in July, including a contact to UK-donors who donated to WMF in 2012 via the WMF team. Currently seeking confirmation of whether they can distribute a newsletter as we do, or whether a covering email and opt-in link is the alternative.

Membership planning – Numbers have had big drops in April and May as predicted due to expiring members from sign ups during 2011 fundraiser. This is because we did not offer a good user experience to this broad audience. Addressing this with the volunteering portal, a new checking/welcome process and hopefully supportive VLE content down the line should prevent reoccurrence. All expired members from Jan to June will receive a link to an expired members feedback survey in July.

Development – Tech committee meeting at the AGM was postponed and met on 20th June and was well attended.

Projects in the next three months

Donor data – Data cleanse. This was paused while awaiting confirmation from WMF about cross screening overlapping donor data. They confirmed in late June this will have to wait so now proceeding as before.

Fundraising strategy – This will be drawn together in consultation with the community throughout July and August – I've run an initial plan past Stevie and will be drawing to the attention of the other chapters and WMF for comment too. Nominal aim to bring final draft to September board meeting.

Financial processes – Formal monthly reconciliation processes still parked pending successful resolution of the accounts; completing transfer to own Service User Number still also to be pursued. These elements have taken a backseat while focusing on community/volunteer outreach work around membership communications as a part of volunteer recruitment.

Development – While day-to-day support is working well we are discussing the capacity to support a more in-depth development function including reporting, budget monitoring and project management. We will discuss this at the next Tech Comm following an analysis of budget spend at the end of Q2 with an appeal for volunteer solutions.

Fundraising policy

I will be working on unifying the Chapter's somewhat disparate privacy policies and drafting a complaints process based on the Fundraising Standards Board model in order that we can apply for membership.