

## CROWDFUNDING/ FUNDRAISING RESOURCE PERSON

<b>Remuneration:</b>	£1600 GBP
<b>Role type:</b>	Part time (3 days/week)
<b>Tenure:</b>	20 days during the period of 28 March to 11 May 2018
<b>Location:</b>	London
<b>Responsible to:</b>	Communications Managers
<b>Deadline for Applications:</b>	22 March 2018
<b>Interview Dates:</b>	26 March 2018
<b>Expected Start Date:</b>	28 March 2018

- Are you passionate about Africa?
- Would you like to see Africa prosper?
- Would you like to support African Diaspora Organisations to raise money through crowdfunding for their projects in Africa?
- Do you want to gain increased expertise in International Development?
- Do you want to be part of an organisation that helps support investment and job creation in Africa through its diaspora?
- How about being part of the AFFORD team over the next 2 months, helping manage multiple promising projects for African development?

### **THE AFRICAN FOUNDATION FOR DEVELOPMENT (AFFORD)**

[AFFORD](#) is a leading diaspora organisation with a mission “to expand and enhance the contribution of the Diaspora to Africa’s development”. AFFORD has pioneered and concept-tested programmes on job creation in Africa through diaspora investment, remittances, and volunteering/skill-sharing. It seeks out, supports and enhances the capacity of change-makers amongst diaspora organisations and individuals.

In June 2016 AFFORD added an exciting and innovative new programme, Diaspora Finance and Investment (DFI) to its growing list of projects. Co-funded by [Comic Relief](#) and [UK Aid](#) through the [Common Ground Initiative](#), DFI aims to increase diaspora philanthropic and community contributions. Your contribution will provide tangible support for AFFORD’s strong belief in the power of Africa’s diaspora to transform the continent.

## **ROLE SUMMARY**

AFFORD is looking for a dynamic a Resource Person to support our work with African Diaspora Development Organisations (ADDOs) based in the UK.

This role lends itself to a resourceful professional with some marketing, communication and promotional skills. You will engage with potential donors, diaspora organisations, and businesses around the diaspora sector to raise awareness on the DFI program and maximize the fundraising income from individual donors and ad hoc events. Your main aim will be to increase AFFORD's diaspora engagement via philanthropy and support ADDO's to raise funds via our Diaspora Crowdfunding Campaign.

You will work on our Diaspora Crowdfunding campaign where AFFORD has partnered with [GlobalGiving](http://GlobalGiving.com) to enable African diaspora organisations based in the UK to fundraise for their activities in Africa. GlobalGiving is the largest crowdfunding community making it possible for non-profits globally to access the tools, training and support they need to be more effective in driving development and improving lives. Since 2002 GlobalGiving has helped raise \$253 million, from over half a million people, for over 16,000 projects in 165 countries.

## **BENEFITS FOR YOU**

The successful candidate will benefit from:

- Awareness of crowdfunding through a global platform such as GlobalGiving
- Learning about incredible ADDOs and how community development works on a national and international scale.
- Access to workshops and webinars to improve skills, knowledge, confidence and ability to launch an online fundraising campaign and raise funds online.
- The opportunity to be added to our pool of Fundraising RPs (Resource Person)\* with AFFORD beyond this project.
- Opportunity to work within an incredible and multicultural environment to make positive change happening for Africa.

\*Our Resource Persons receive training to provide support to AFFORD and partners on a range of skills including fundraising, monitoring & evaluation, and business coaching.

## **EXPECTED OUTPUTS:**

**Supporting diaspora organisations online outreach** – Assist organisations producing simple and straight forward communication plan and content calendar

**Producing simple and appealing stories to support the crowdfunding of diaspora organisations** – work with ADDOs to tell the story of their projects, the aimed impact for beneficiaries', the dreams, aspirations and the vision they have in order to gather attention for the cause and attract donations.

**Developing visuals and social media content** – Design engaging content to support the online crowdfunding campaign

### **PERSON SPECIFICATION:**

We are looking for someone who has the following experience and skills:

- Some experience of fundraising or crowdfunding and marketing
- Excellent writing skills and understanding of digital writing techniques
- Researching, developing and generating storytelling content for a wide range of audiences
- Confident IT skills to enable the production of visually appealing content
- Storyboarding experience; understanding the effectiveness and appropriateness of story assets (text, images) and how to combine them and what makes a story interesting from the audience's perspective;
- Creativity, energy and enthusiasm and ability to work in a team as well as independently
- Good interpersonal skills and able to engage with diaspora partners within the context of the role
- Good organisational and time management skills.

### **HOW TO APPLY**

Interested candidates MUST submit:

1. CV (max 2 pages)
2. Cover letter explaining why you are suitable and how you meet the competencies needed for the position (max 2 pages)

These should be emailed to: [applications@afford-uk.org](mailto:applications@afford-uk.org) by 22 March 2018.