

## JOB DESCRIPTION

### Retail Fundraiser

Department: Fundraising

Reports to: Head of Fundraising

Location: KIRAN Society, Varanasi

Employment Type: Full-time

Experience: **Fresh Graduates with aptitude for working social cause** or 2–5 years in fundraising, sales, **marketing**, business development, customer engagement, CSR outreach, or **a corporate company**

#### 1. About KIRAN Society

KIRAN Society is a non-governmental organisation established in 1990, working for the health, education, rehabilitation, social and economic development of persons with disabilities and other disadvantaged sections of society. The organisation works towards creating inclusive and sustainable opportunities for children, young persons and communities.

#### 2. Purpose of the Position

The Retail Fundraiser will be responsible for developing and implementing individual and retail fundraising initiatives to generate sustainable unrestricted and programme-specific donations for KIRAN Society.

The position will focus on identifying potential individual donors, building relationships, conducting fundraising campaigns, increasing donor participation and ensuring effective donor stewardship.

#### 3. Key Responsibilities

##### A. Retail Fundraising & Revenue Generation

- Develop and implement annual and monthly retail fundraising plans.
- Identify opportunities to generate donations from individuals, families, local communities, small businesses and retail customers.
- Develop fundraising campaigns around festivals, special occasions, birthdays, anniversaries and organisational events.
- Promote regular giving, one-time donations and monthly donor programmes.
- Explore fundraising opportunities through KIRAN's campus, events, community outreach and public engagement activities.
- Set monthly, quarterly and annual fundraising targets and work towards achieving them.

## B. Donor Acquisition

- Identify and approach prospective individual donors.
- Build a database of potential donors and maintain regular follow-up.
- Convert one-time donors into recurring and long-term supporters.
- Develop donor acquisition strategies through personal contact, events, campaigns and digital platforms.
- Establish a strong local donor network in Varanasi and surrounding areas.

## C. Campaign Management

- Plan and execute small and large-scale fundraising campaigns.
- Coordinate fundraising activities during festivals, awareness days and organisational events.
- Develop simple and compelling fundraising messages in coordination with the Communication & IT team.
- Support online fundraising campaigns through the website, social media, WhatsApp and other approved digital platforms.
- Monitor campaign performance and recommend improvements.

## D. Donor Relationship Management

- Maintain regular communication with existing and prospective donors.
- Ensure timely acknowledgement and appreciation of donations.
- Coordinate with Finance for accurate donation records and receipts.
- Maintain appropriate donor records and follow up on pending commitments.
- Develop donor engagement activities to improve retention and loyalty.
- Ensure confidentiality and responsible handling of donor information.

## E. Community & Local Outreach

- Build relationships with local communities, professionals, shopkeepers, institutions, clubs, associations and other potential supporters.
- Identify opportunities for community-based fundraising.
- Represent KIRAN Society at approved fundraising and community events.

- Organise donor engagement meetings, small fundraising events and awareness activities.

#### F. Digital & Social Fundraising

- Coordinate with Communication & IT for fundraising content and campaigns.
- Encourage digital giving through UPI, payment gateways and other approved channels.
- Track digital campaign responses and donor conversions.
- Explore innovative and cost-effective methods for individual giving.

#### G. Coordination & Compliance

- Ensure all fundraising activities comply with KIRAN's approved policies and applicable legal requirements.
- Ensure that no donation is solicited or accepted outside approved organisational procedures.
- Maintain proper documentation of fundraising activities and donor commitments.
- Immediately report any suspected fraudulent, unauthorised or irregular fundraising activity.

### 4. Required Qualifications

#### Essential:

- Graduate degree in any discipline.
- **Fresh Graduates can apply, or Graduates** with 2–5 years of relevant experience in fundraising, sales, **marketing**, business development, customer relations, NGO fundraising/ **corporate companies** or a similar field
- Good communication and interpersonal skills.
- Ability to approach, engage and build relationships with people.
- Basic computer skills, including MS Office/Google Workspace and digital communication platforms.
- Ability to work independently and achieve targets.

#### Desirable:

- Experience in NGO/non-profit fundraising/**corporate companies in sales/marketing**
- Experience with individual donor acquisition or retention.
- Knowledge of digital fundraising, crowdfunding or online payment platforms.

- Experience in event-based fundraising.
- Knowledge of the local community and network in Varanasi would be an advantage.

## 6. Competencies

- Target-oriented approach.
- Good presentation skills.
- Initiative and creativity.
- Professional and ethical conduct.
- Donor-centric approach.
- Ability to handle rejection positively.
- Strong follow-up and documentation skills.
- Teamwork and coordination.
- Commitment to the values and mission of KIRAN Society.

## 7. Working Conditions

The position will involve both office-based and field-based work. The employee may be required to travel locally for donor meetings, community outreach, fundraising events and campaign activities.

Occasional work outside normal working hours may be required during fundraising campaigns and events.

## 8. Authority & Accountability

The Retail Fundraiser will be accountable for achieving approved fundraising targets and maintaining professional relationships with donors.

The position will not have authority to make commitments regarding programmes, financial concessions, utilisation of funds or organisational policies without prior approval from the authorised management.

## 9. Reporting

The Retail Fundraiser will submit:

- Monthly fundraising achievement report.
- Donor acquisition and retention report.
- Campaign-wise fundraising report.

- Prospective donor follow-up report.
- Monthly activity and field-visit report.
- Quarterly fundraising performance review.

### **How to Apply**

Interested candidates may send their **CV, qualification certificates, and a brief cover letter** to:  
✉ [\*\*hr@kiranvillage.org\*\*](mailto:hr@kiranvillage.org)

### **Work Location**

**KIRAN Society**  
Madhopur, Kuruhuan  
Varanasi, Uttar Pradesh