

INSID& OUT

Hello, and welcome to our Summer Newsletter.

Cue the theme tune from the Hovis adverts of yore but when I started recruiting in this sector some 20-odd years ago, the majority of trust fundraisers could be described as follows: excellent writers but shy, bookish, and very much office-based. I used to imagine a trust fundraiser at the back of the office behind a pile of books, writing away whilst the corporate and events fundraisers were the outgoing, 'front of house' types. Trust fundraisers were known as the accountants of a fundraising department all those years ago.

How things have changed... Nowadays, fundraising teams are much more integrated in terms of their approach to donors with 'relationship' the key watchword across all disciplines, the trust area included. The need to share information with colleagues in other fundraising teams, as well as externally in person with funders who used to be on the end of a written trust application only, is much more common, hence the need for more rounded communication skills.

The need to develop one to one relationships before a word has been written is now key, and closely follows the major donor approach. As a result, the personality traits of trust fundraisers have also changed. Yes, trust fundraisers still need superlative written skills, but they also need to be confident verbal communicators in order to engage the donor.



Liz Grimes,
Kage Partnership

There's definitely more to Trust Fundraising



"The approach to trust fundraising has shifted with the growing recognition of the value of major donor techniques in engaging successfully with trusts"

In this issue we talk to Victoria Ives, Senior Philanthropy Manager (Trusts), at the Stroke Association about the changing face of trust fundraising and the people employed within it.

engaging successfully with trusts. Using networks to engage key individuals and building strong donor relationships enables closer working between the charities and grant making trusts, ultimately enabling both to better meet their charitable aims.

Why is fundraising from trusts and foundations important to charities?

Trusts and foundations have always been an important source of income for charities. As independent grant givers, they can take risks with their funding, invest in projects that are typically hard to fund, and respond quickly in times of need. More recently, with cuts in public sector funding, trusts and foundations have an increasingly important role.

Has this been driven by the way trusts like to be approached or by the fundraisers making the approaches?

Grant making trusts are often personal giving vehicles for wealthy individuals – indeed almost half of all trusts are family foundations. It therefore follows that we should be engaging people in similar

How has the approach to trust fundraising changed over the years and why?

The approach to trust fundraising has shifted with the growing recognition of the value of major donor techniques in

Stroke
association

ways. Of course, there are some trusts which prefer a more traditional approach, and

we must always be mindful of tailoring our methods to suit the individuals involved.

What kind of skills do you particularly look for nowadays in your trust fundraisers and how do you think this has changed?

Trust fundraisers have always needed strong research skills,

the ability to write creatively and persuasively, and good relationship building skills as well as a keen eye for detail.

Nowadays, as we employ a more donor-focused approach, greater emphasis is put on the ability to creatively engage with funders and their networks.

STAR Performers

Part of our job is to gather feedback after interviews from recruiters and impart it to job-seekers. The most common feedback we receive is around the length of answers people give, the tendency to stray off point or being too anecdotal, as this is a likely reflection of how they communicate in the workplace.

Many recruiters follow a competency-based approach to interviews and so want to see evidence that a potential employee can give a balanced and concise answer to each question within reasonable time limits. Many a time a recruiter has fed back to us to say the interviewee rambled so much that

What type of personality traits are key?

Trust fundraisers need to be proactive, tenacious, professional, knowledgeable and resilient.

Is there greater crossover between trust fundraising and other fundraising streams nowadays?

Trustees of grant making trusts are often wealthy individuals meaning that trust fundraisers and their major donor colleagues are trying to engage similar people and networks. Recognition of this means that these disciplines are becoming increasingly aligned. Philanthropy teams are becoming more common,

and in some cases no distinction between funder type is made with fundraisers looking after both major donors and trusts.

For further information, help with recruiting trust fundraisers or a list of our current vacancies please contact Liz, Vladka or Jessica on 0207 928 3434.

there was no time to ask them the full set of questions, therefore reducing the opportunity to showcase their experience. The STAR approach provides a common sense framework that should encourage you to give enough information when answering set interview questions:

Situation	set the scene
Task	what your responsibility was
Activity	what you did
Result	how it played out

If you do have a problem with rambling at interview, adopt this approach and you are likely to increase your chances of securing the job! We are always on hand to offer help and advice with interview technique, so please get in touch.

We've Moved!

After 18 years of being based at Union Street in Waterloo, we have decided to relocate a little further south to Vauxhall. Our lovely new office is in the old Marmite factory; thankfully we are all in the 'love it' rather than 'hate it' camp when it comes to the salty brown stuff.

Our new address is:

The Vox Studios
1-45 Durham Street
London
SE11 5JH

Telephone number is exactly the same: 020 7928 3434

We have a great café downstairs, so if you're passing please pop in to say hello.



GET IN TOUCH

We have been recruiting Fundraising, PR and Marketing professionals at all levels within the not-for-profit sector for the last 18 years.

For knowledgeable and friendly advice on any aspect of recruitment, please contact Liz Grimes, Vladka Wiswall or Jessica Stoddart.

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