

Macmillan Cancer Support: Volunteer Events Assistant for World's Biggest Coffee Morning

Do you want to be a major part of one of the UK's most successful fundraising events, gain charity fundraising, marketing, media and PR experience **AND** make a lasting difference to people living with cancer?

Last year 800,000 people participated in our World's Biggest Coffee Morning fundraising events across the UK. These brought together friends, families, students, colleagues and complete strangers from all walks of life. Together they raised an incredible £7.5 million for Macmillan's vital services. This year, you can play a key part in managing this event and help Macmillan to provide vital care and support to the 2 million people now living with cancer.

What activities could I be involved in?

- World's Biggest Coffee Morning planning
- Identifying marketing opportunities in target areas
- Publicising the event in the local community through posters, flyers, leaflets and banners
- Researching new marketing opportunities
- Providing top quality donor care to Macmillan's supporters by contacting them and ensuring they have the information and materials they need
- Identifying potential key relationships with local businesses, groups and individuals and liaising with fundraising team to help develop these
- Gathering supporters' stories to use for PR and media purposes
- Securing local media coverage pre-event, on the day and post-event
- Writing press releases and arranging photo calls
- Organising pre-Coffee Morning launch events or events on the day
- Doing talks to supporters in the run up to the event and/or on the day e.g. to schools
- Liaising with local dignitaries' offices and local media to arrange attendance on the day
- Attending coffee morning events on the day to enjoy the results of your work!
- Working with fundraisers to develop ongoing relationships with Coffee Morning hosts

What skills and abilities will I need to have?

- Strong organisational skills with a proven ability to meet deadlines and attention to detail
- Excellent written and verbal communication skills
- Confidence in building rapport with supporters by phone, in writing and face to face
- Ability to use own initiative within specified guidelines
- A demonstrable ability to work as part of a team
- Well versed in Microsoft Office applications, especially Microsoft Word and Excel.
- Enthusiasm for the cause and ability to represent Macmillan Cancer Support
- Willingness to follow Macmillan policy e.g. health and safety, equal opportunities, confidentiality and financial guidelines

What are the goals?

- Help Macmillan Cancer Support raise over £8.8m and beat our existing world record!
- Give our supporters an experience of the event that is so positive and enjoyable that it encourages them to raise more money and stay involved
- Raise Macmillan's profile so we can reach all those living with cancer who need our help

What are the benefits to me?

You will:

- Gain hands-on experience of our flagship fundraising event
- Develop skills such as: presenting, PR, events management, marketing, donor care, planning and strategy, working with volunteers, project management and research;
- Gain experience of how a big, successful national charity works and access our database of employment opportunities;
- Enhance your CV and gain written references;

- Be part of a supportive, lively and fun team who will facilitate your development;
- Get to meet hugely inspiring Macmillan supporters and volunteers;
- Help make a real difference to peoples' lives; and
- Last but not least, you'll get lots and lots of cakes and coffee!

How much time should I offer?

Flexible but ideally half a day to a day per week

Where will I be based?

Shropshire office, with some work from home if required

Will I need my own transport?

Yes, to access the Shropshire fundraising office and potentially to visit supporters/do talks etc

Is there an induction and training?

- You will receive information about Macmillan and our World's Biggest Coffee Morning event
- We will provide training on our databases as needed and any further on the job coaching needed for the role e.g. public speaking

What ongoing support/guidance will there be?

You will be fully supported by your Fundraising Manager and the team throughout your time with us.

Will my expenses be paid?

The placement is unpaid but we pay volunteers' "out-of-pocket" expenses within agreed guidelines

What's the next step?

- Please fill out an application form at the attached link and return your form to:
- Macmillan Cancer Support, Shropshire Fundraising Office, Longbow Close, Battlefield Enterprise Park, Shrewsbury Shropshire, SY1 3GZ.
- For more information please contact Clare Nester, Fundraising Manager for Shropshire on 01743 452080, or email cnester@macmillan.org.uk

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