



JOB DESCRIPTION

POSITION/DESIGNATION	Fundraising Associate - MSME
REPORTS TO	Asst. City Coordinator - Fundraising
LOCATION	Delhi
TRAVEL	Yes
ABOUT US	<p>CASA is a humanitarian and development organisation established in 1947 to serve the needs of the victims of violence and displacement during Indo-Pak partition. Since then, the organisation has been continuously serving people of all faiths or no faith, geographies and ethnicities in India by responding to their humanitarian and development needs.</p> <p>Unconditional love, care and compassion is the basic premise to serve the vulnerable people so that they may have life in all its fullness and in peace and harmony with nature</p> <p>We have successfully completed 75 years of journey, and we will continue to walk extra-mile for the poorest of the poor in our country.</p> <p>CASA has been constantly re-defining its approach in the ever-changing context to serve people better.</p> <p>Our projects on skill training, livelihood, education, health and long-term humanitarian work cater to the needs of the socially and economically marginalised sections in the development process.</p> <p>https://casa-india.org Regd. as CASA</p>
JOB SUMMARY	<p>As an MSME (Micro, Small, and Medium Enterprises) Fundraising Officer, you will be responsible for developing and implementing fundraising strategies to secure financial support for MSME projects and initiatives. You will work closely with internal and external stakeholders, including MSME owners, government agencies, donors, and partners, to identify fundraising opportunities, cultivate relationships, and drive fundraising efforts. You will also be responsible for monitoring and evaluating the effectiveness of fundraising campaigns and reporting on progress to management.</p>
ROLES AND RESPONSIBILITIES	<ol style="list-style-type: none"> 1. Fundraising Strategy: Develop and implement fundraising strategies aligned with the organization's goals and objectives, including identifying potential donors, cultivating relationships, and soliciting funds from various sources such as individuals, corporations, foundations, and government agencies. 2. Relationship Management: Cultivate and maintain relationships with potential and existing donors, partners, and other stakeholders to build trust



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	<p>and rapport, and promote ongoing support for MSME projects and initiatives. Collaborate with other teams within the organization to ensure a coordinated approach to fundraising efforts.</p> <p>3. Proposal Development: Prepare compelling fundraising proposals, grant applications, and other fundraising materials that clearly communicate the organization's mission, programs, and impact. Customize proposals to meet the specific requirements of different donors and funding opportunities.</p> <p>4. Donor Stewardship: Implement effective donor stewardship practices, including timely acknowledgment of donations, regular communication updates, and recognition of donor contributions. Build long-term relationships with donors to foster repeat giving and donor loyalty.</p> <p>5. Fundraising Events: Plan, coordinate, and execute fundraising events, such as donor receptions, fundraising galas, and other fundraising initiatives. Coordinate logistics, manage invitations, track RSVPs, and ensure smooth event execution.</p> <p>6. Monitoring and Reporting: Track and report on the progress of fundraising campaigns, including donor engagement, revenue targets, and expenses. Evaluate the effectiveness of fundraising strategies and recommend adjustments as needed to achieve fundraising goals.</p> <p>7. Compliance and Record Keeping: Ensure compliance with relevant laws, regulations, and organizational policies related to fundraising and donor management. Maintain accurate and up-to-date records of donor interactions, gifts, and acknowledgments in the organization's donor management system.</p>
KEY RELATIONSHIPS	Direct line reporting to fundraising Asst. City Coordinator
QUALIFICATION & EXPERIENCE	<ul style="list-style-type: none"> • Any Bachelor's degree , marketing, communications, or a related field. • Proven experience in fundraising, donor relations, or sales, preferably non-profit or MSME sector. • Excellent communication skills, both written and verbal, with the ability to craft compelling fundraising proposals and communicate with diverse stakeholders. • Strong relationship management skills with the ability to cultivate and maintain relationships with donors, partners, and other stakeholders. • Results-oriented mindset with the ability to set and achieve fundraising targets and meet deadlines.



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	<ul style="list-style-type: none"> • Excellent organizational skills with attention to detail and the ability to manage multiple tasks and priorities. • Familiarity with fundraising tools and technologies, including donor management systems, fundraising platforms, and social media platforms. • Knowledge of MSME sector and related fundraising opportunities is a plus. • Ability to work independently and as part of a team, with a collaborative and cooperative approach.
SKILLS & COMPETENCIES	<p>Communication skills: Able to articulate and communicate well to all stakeholders (both verbally and in writing) in a manner that meets the requirement</p> <p>Language skills: Good command over English, Hindi & one regional language (Verbally).</p> <p>Research skills: Identify potential prospects from untapped locations, corporate & individuals.</p> <p>Team Management & Collaboration / People skills: Result focused and driven to meet ambitious monthly, quarterly and yearly targets</p> <p>Strategic Thinking and Analysis: identify potential location for fundraising, filter prospect base and filter potential leads, set up meetings</p> <p>Change Management: Good time-management and ability to work to tight deadlines. Willingness to work odd hours (if necessary).</p> <p>Operational excellence (Project / Program / Process management):Team player</p>
To apply	<p>Mail us your updated CV along with the Cover Letter @ hrdesk@casa-india.org Or Contact Us @ Mobile - 9625755308</p>

