



RSPB Membership Fundraiser FAQs:

Q: How is the role paid?

A: The Membership Fundraiser role is paid a flat salary, which is decided at the offer stage. This can be between £21,622 and £22,243 gross per annum (pro rata), and is dependent on your relevant experience, your performance across the interviews, and is ultimately up to the discretion of the senior management team. Here's a breakdown of the salary for the 3 working patterns that we offer:

Days per week	Yearly salary
5	£21,622 - £22,243
4	£17,297 – £17,794
3	£12,973 – £13,345

We like to reward hard work! As an incentive, we offer an in-post promotion to individuals in the team who have been in post for longer than 6 months and are meeting certain performance and behavioural criteria. As a way of recognition of the contribution of high performance in both their membership contribution and their skill sharing with others in the team, they have the option to be promoted into the position of Specialist Fundraiser. This role is more varied and remunerated at £23,939 per annum (pro rata).

Q: What is a typical working pattern?

A: The Membership Fundraiser role revolves around weekend working (3 in every 4), so that we can maximise our exposure to the public. With this in mind, our full-time fundraisers tend to work from Thursday through to Monday, with Tuesdays and Wednesdays off. For 3 and 4-day weeks, weekends are still a part of the working pattern, and there is some flexibility in terms of which other days in the week you would work.

Q: What are the working hours for the role?

A: A full-time week is 37.5 hours. Total time on-site each day is 7.5 working hours, as well as 45 minutes for lunch. The actual start and finish times are dependent on the venue (the start time can range from 8:30am to 12:00pm) but very typically, working hours are around 10:00am to 6:15pm.

Q: What would my targets be?

A: The main aims of the role are to recruit new members and spread awareness of the work of the RSPB, and the performance of a Membership Fundraiser is typically measured by:

- The average amount of members recruited per shift (the target for which is a average of 2 per shift, calculated across a running month);
- The attrition rate, which is essentially the length of memberships obtained; and
- The AAC (average annual contribution) of new members (the target for which is £78, or £6.50 a month).



Q: Do I need to know about birds?

A: Whilst our name and branding revolve around birds, we have a much more holistic approach to all wildlife and habitats. In terms of general knowledge, it's not a prerequisite! We have a thorough induction and a wealth of information on our intranet to help build your knowledge; what's more important is that you are engaging and passionate!

Q: Where would I be working?

A: The role is focused around a combination of private-site fundraising and on our own RSPB reserves (where geographically feasible). In terms of private sites, these are predominantly shopping and garden centres, and shops on the high street, with other locations available depending on the season (fairs, events, festivals, etc.). Visits are all pre-booked for you by our venue co-ordinators, up to 4 weeks in advance, so you'll know with plenty of notice where you are going to be on any given day. The locations themselves will be (on average) no more than an hour's drive from your home location.

Q: How would I get to the fundraising venues?

A: All of our fundraisers are issued with a diesel 'combo' van, and are given a fuel card to pay for all of their fuel. All work-related parking is paid for via expenses in the following month. Please note that the company van cannot be used for personal travel, and either an automatic or manual licence can be catered for.

Q: Would I need to buy anything in order to conduct the role?

A: All of our fundraisers are provided with a kit when they start, which includes (but is not limited to):

- A collapsible table;
- Promotional materials;
- A roller-banner;
- Uniform;
- PDA (tablet device for logging memberships); and
- Mobile phone.

The only thing you do need which we can't provide is access to a desktop computer from which you will conduct miscellaneous administrative tasks (eLearning, logging expenses, etc). This work *can* be done on the smartphone you'll be provided with, but it's easier to do on a computer!

Q: Do the fundraising stands have to appear a certain way?

A: Whilst we have general standards regarding the appearance of our displays, we do encourage you to make them your own and add personal touches to help you represent the RSPB in a way that suits you! A lot of our fundraisers are very passionate about specific causes, and they find that tailoring their displays to these causes greatly helps with their fundraising.



Q: What one piece of advice would you give to someone who is about to start in this role?

A: Embrace it! You are the face of the RSPB, Europe's largest conservation charity, at a time when public concern for climate change and the environment has never been higher. This is an excellent opportunity to work towards making the world a better place and give nature a home!

Q: What sort of training will I receive?

A: There's a fantastic induction course across 2 days run by our dedicated Training team. The course gives you all the background information you need about the RSPB, informs you of some of our current initiatives, and teaches you how to interact with the public in a fundraising capacity. It's a great initiation to the company. This induction is part of a wider 4-week induction which is led by your Line Manager, involving 'mentored' shifts, and continued support and development is provided throughout a Membership Fundraiser's employment.

Q: Will I be working on my own, or as part of a team?

A: The Membership Fundraiser role is typically a lone working one, so that we can maximise our effect and spread our resource as much as possible. However, we initially pair you up with mentors and area managers in your first few weeks to make sure that you are comfortable and have a really good platform from which to represent the RSPB. Throughout the year there will also (depending on your location) be events that teams of fundraisers will attend (e.g. festivals, Countryfile, Chelsea Flower Show, etc).

Q: How much holiday would I get?

A: There is a very generous holiday allowance for the role – 34 days (including bank holidays) for full-time members of staff. As part of a 4-day week this is 27.5, and 20.5 for a 3-day week.

Q: Are there opportunities for progression within the organisation?

A: Of course! In terms of the Fundraising and Communications directorate which you would be a part of, there is a progression from Membership Fundraiser > Area Manager > Operations Manager > General Manager, as well as regular vacancies elsewhere within the organisation (Conservation Science, Communications, HQ, etc). We also offer sabbatical opportunities for those interested in different areas of the organisation.

Q: What specific challenges are associated with this role?

A: One of the most difficult things about the role is having the resilience to continue to approach members of the public throughout the day with the same energy and enthusiasm as the first interaction. What really helps with this is knowing where donations are going, remembering all of the good work that the RSPB is doing to give nature a home, and using the cause as motivation!