

Men Who Talk — Freelance Fundraiser Brief

Background and purpose

Men Who Talk needs a freelance fundraiser to help close a £23k trusts and foundations gap by April 2027 and to grow individual giving, its largest income source.

Against a £29k trusts and foundations budget, £6k is secured. Restricted and unrestricted grants both count towards this budget. The current pipeline realistically delivers about £11.6k more, leaving a gap of around £11k. More than half of the pipeline has not yet been submitted.

Scope of work

About 12–14 days in total, split across two workstreams.

Individual giving (about 5 days)

- Review where individual giving income comes from today and build on what works.
- Run the Big Give Christmas Challenge 2026 campaign to unlock the match funding already awarded, linked to International Men's Day, Movember and Giving Tuesday.
- Set up a simple monthly-giving ask for donors, volunteers and opted-in past participants. Participants must never be pressured.
- Create a thank-you journey for donors, check Gift Aid processes, and prepare a community fundraising pack for Men's Health Week in June 2027.

Trusts and foundations (about 8 days)

- Write a case for support, a bank of reusable standard answers, and a budget template.
- Draft and submit the six pipelined bids: Albert Hunt, Forrester, Fat Beehive, Grace, Fineman and Kass.
- Research a ranked list of 25–30 new prospects across a range of grant sizes.
- Write 8–10 new applications worth about £45–50k in total, including two or three asks of £10k or more.
- Tidy the pipeline tracker, adding next action, owner and deadline for each funder.

Existing funder relationships (Simon Rivett-Carnac, Schreier, St James's Place) stay with the board and MWT team.

Deliverables and timeline

The contract runs from November 2026 to the end of February 2027, with a review in mid-December.

1. **Early November:** pipeline tracker tidied, case for support and standard answers drafted, Big Give campaign plan and pledges under way.
2. **By end of November:** all six pipelined bids submitted, prospect list delivered.
3. **Early December:** Big Give Christmas campaign delivered.
4. **Mid-December review:** board checks progress and decides whether to continue.
5. **December to January:** 8–10 new applications submitted, monthly-giving ask and donor thank-you journey live.
6. **February:** community fundraising pack delivered, handover note and final report to the board.

Budget and terms

The budget is up to £4,000 in total, paid as a day rate or as fixed fees per deliverable, invoiced monthly.

- Pay is never a commission or a percentage of funds raised, in line with Chartered Institute of Fundraising guidance.
- Either side can end the contract after the mid-December review.
- Everything produced belongs to Men Who Talk, including the case for support, standard answers, prospect list, tracker and donor materials.
- The freelancer must handle donor and participant data in line with UK GDPR and Men Who Talk's consent records.

Success measures

The main goal is to reach the £29k trusts and foundations budget, or at minimum close £8k of the £11k gap within this financial year.

Measure	Target	By
Pipelined bids submitted	All 6	End of November
Big Give Christmas match	Fully unlocked	Early December

New applications submitted	8–10, worth £45–50k	End of January
New monthly donors	Target set at the December review	End of February
Total return on the £4k	At least 4:1 within 12 months	February 2028

Some awards from bids submitted in December or January may arrive after April. These count towards the return, but not towards this year's budget.

Management

The Head of Operations manages the freelancer day to day, and the Fundraising Lead Trustee is the board sponsor.

Men Who Talk will provide:

- the current pipeline and past applications
- impact data and case studies
- access to donor records and the fundraising platform
- quick sign-off on drafts, usually within 3 working days

How to apply

To apply, email your CV and a short cover letter telling us why this role is for you to fundraising@menwhotalk.org.