

# MWAM Fundraising Strategy: Preparing for Implementation

An overview of required voluntary positions from 2025



## Introduction

At MWAM we are excited to launch our new fundraising strategy this year! To ensure the success of our implementation plan, we rely on the invaluable support of volunteers who are eager to contribute their skills, passion, and dedication.

There are several key roles that we view as essential for ensuring that we can reach our target goals. Whether you have a few hours to spare or a long-term commitment to offer, your expression of interest in these roles would be incredibly valuable, and can play a vital part in helping us reach new heights in our areas of impact.

## Fundraising Lead

### Description

The Fundraising Lead is responsible for developing and executing fundraising strategies to secure financial resources for the organisation. This includes identifying diverse funding opportunities, managing relationships and programmes with donors, and organising fundraising events.

### Responsibilities

- Leading the fundraising taskforce and consolidating updates for donors
- Managing outreach volunteers & fundraising tasks
- Tracking donation amounts & fundraising goals
- Leading meetings with prospects
- Managing the donor steward programme & relationships with donors
- In collaboration with the Communication & Events Lead, plan and coordinate fundraising events, and awareness campaigns
- Developing content for communication updates to donors

Time commitment per month: 15hrs

## Communication & Events Lead

### Description

The Communications & Event Lead is responsible for building a strategic pipeline of awareness and engagement events to maximize public understanding of the NGO's mission and impact. This role involves planning and coordinating events, and creating compelling communication materials to engage stakeholders and the wider community

### Responsibilities

- Develop and execute communication strategies to enhance the NGO's visibility
- Manage social media, website content, newsletters, and public relations
- Create compelling stories and materials to showcase the NGO's impact
- In collaboration with the Fundraising Lead, plan and coordinate fundraising events, and awareness campaigns
- Engage with media and secure coverage for the NGO's activities
- Ensure consistent branding and messaging across all communication platforms
- Collaborate with internal teams to align on required communications for donors & volunteers

Time commitment per month: 15hrs

## Volunteer Lead

### Description

The Volunteer Lead is responsible for recruiting, onboarding, and managing volunteers to support the NGO's initiatives and maximise impact. They ensure that volunteers feel engaged and included, and encouraged to provide feedback, so that they can effectively contribute to the organization's mission.

### Responsibilities

- Develop a recruitment strategy & onboarding plan for new volunteers
- Maintain a database of volunteers and track their engagement
- Managing the event pipeline & updating volunteer calendar
- Coordinating volunteers for MWAM events
- Managing volunteer communication updates and email schedules
- Developing volunteer recognition programmes and events

Time commitment per month: 15hrs

## **Supporting roles**

Volunteers with limited time but flexible working hours can make a meaningful impact by taking on supporting roles within an NGO. These roles assist Lead positions in driving the organization's goals across various areas of impact, providing crucial support without the need for a full-time commitment.

Whether it's offering administrative help, contributing to project coordination, or assisting with communications and outreach, supporting roles ensure that key initiatives run smoothly while allowing volunteers to contribute in a way that fits their availability.

## **Support for Fundraising Lead**

### **Outreach Officers**

#### Description

Outreach Officers play a fundamental role in building and maintaining a reliable database of donors. They research potential donors, manage donor records and update the status of engagement. Their participation ensures data accuracy for effective engagement, ultimately enabling the NGO to develop a sustainable and impactful donor network.

#### Responsibilities

- Develop and manage the NGO's donor database
- Call target donors and issue follow up emails with outreach material
- Update donor profiles and status of engagement
- Schedule in meetings with relevant team members

Time commitment per month: 6 to 8hrs

## **Supporting roles for Communication & Events Lead**

### **Outreach Officers**

#### Description

Outreach Officers play a fundamental role in building and maintaining a reliable database of media and communication stakeholders. They research potential promoters and ambassadors, update and manage records to ensure that all potential communication channels are considered and managed well, ultimately enabling the NGO to develop a strong and effective network of promoters.

#### Responsibilities

- Develop a target media & promoter database
- Call target promoters and /issue follow up emails with outreach material
- Manage and update promoter profiles and status of engagement

- Schedule in meetings with relevant team members

Time commitment per month: 6 to 8hrs

## Content Creators

### Description

Content Creators play a crucial role in crafting compelling digital content that raises awareness, engages our audience, and amplifies our mission. They can create content for social media posts, blog articles, videos, and other multimedia content to share impactful stories and drive engagement.

Volunteers should have strong storytelling skills, creativity, and experience in content creation, social media management, or graphic design. This is an excellent opportunity to use your skills for a meaningful cause while gaining hands-on experience in the nonprofit sector.

Time commitment per month: 6 to 8hrs

## Do you have other ideas?

If you're passionate about our mission but don't see a specific role that fits your skills or interests, we'd still love to hear from you!

We welcome new ideas and unique ways to contribute, so please don't hesitate to reach out on [migrantwomenmalta@gmail.com](mailto:migrantwomenmalta@gmail.com)

Your support, in any form, can make a meaningful impact, and we look forward to exploring how we can work together to create positive change.

Thank you for your consideration

