



FUTURE DREAMS

SUPPORT . AWARENESS . RESEARCH

FOR THOSE TOUCHED BY BREAST CANCER

Donor Engagement Manager

Reporting to

Director of Fundraising and Marketing

Location

London / Hybrid (with flexibility)

Salary Band

£45k - £58k

Full Time – x5 days a week

About Future Dreams

Future Dreams is a breast cancer charity dedicated to supporting those affected by breast cancer and funding vital research to improve diagnosis, treatment and outcomes.

Role Purpose

The Donor Engagement Manager plays a key role in delivering Future Dreams' Fundraising Strategy by developing and implementing effective donor engagement, acquisition and stewardship plans. The role focuses on support for high-value philanthropy, individual giving and mid-level donors ensuring supporters feel motivated, valued, inspired and connected to the impact of their generosity.

The postholder will drive donor retention, growth and long-term value through insight-led, relationship-focused engagement and events.

Key Responsibilities

Strategy & Planning

- Play a key role in the development of the organisational Fundraising Strategy and lead on the delivery of relevant plans.
- Develop and implement donor engagement strategies covering acquisition, retention and growth across individual giving, mid-level donors and support for major and legacy giving.



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- Define donor segmentation and create tailored plans and events for different supporter audiences.

Donor Relationship Management

- Manage and grow a portfolio of mid-level donors, cultivating, stewarding and soliciting support through personalised communications and meaningful engagement.
- Build and own a robust prospect pipeline, including donor research and opportunity identification.

Individual Giving & Campaigns

- Lead on the development and delivery of individual giving activity, including appeals, regular giving programmes and special campaigns (e.g. in-memory and legacy-linked appeals).
- Identify opportunities for appeals that grow awareness, supporter numbers and income.
- Oversee the stewardship and acquisition of regular and one-off donors.

High-Value & Philanthropy Support

- Work closely with the Director of Fundraising and Marketing and the CEO to identify and engage prospective high-value donors.
- Support the development of tailored proposals and cases for support, with a focus on securing multi-year commitments.
- Contribute to the development and delivery of a Philanthropy Business Plan that grows long-term philanthropic income.
- Support the development of a Fundraising Development Board of influential supporters who can assist with prospecting, networking and advocacy.

Events & Engagement

- Support donor engagement through fundraising events, from planning and logistics (with additional external support where needed) through to post-event follow-up.
- Use events as a platform to deepen relationships and convert participants into long-term supporters.

Communications & Storytelling



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- Lead on donor communications, working with the Marketing Manager, ensuring supporters receive regular, tailored and impactful updates that demonstrate the difference their support makes.
- Work with the Marketing and Communications team to create compelling content, appeals and impact stories across print and digital channels.
- Contribute to the development of clear and engaging supporter journeys.

Data, Insight & Reporting

- Manage and maintain accurate donor records within the CRM system, (Donorfy) ensuring data quality and compliance at all times.
 - Ensure accurate recording, recognition and processing of donations, including Gift Aid, working closely with the finance team.
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Person Specification

Essential Skills & Experience

- Proven experience and track record in fundraising, donor stewardship, donor engagement or individual giving, ideally within the charity or non-profit sector.
- Strong relationship-building, communication and interpersonal skills.
- Experience planning and delivering fundraising campaigns, events and appeals.
- Experience using CRM systems and working with donor data and insight.
- Strong organisational, planning and project management skills.
- Strategic thinker with a supporter-centred approach.
- Experience managing and developing mid-level or major donor relationships.

Desirable

- Experience supporting philanthropy, legacy or high-value fundraising.
- Knowledge of UK fundraising regulation and best practice