

Supporter Development Lead

(1.0 FTE)

JOB DESCRIPTION

This job description describes the tasks that will be required of the job holder but does not form a part of the job holder's Employment Agreement. This Job Description is likely to change from time to time, to ensure that the role continues to best serve CAP's Mission. Therefore, flexibility on the part of the job holder is required.

Location of the Role

CAP Support Office, Auckland

Hours of work

8.45am - 5pm, after-hours availability & flexibility required

Purpose of the Role

To support the growth of CAP's annual income via the acquisition, cultivation and retention of financial supporters. This involves proactively contacting supporters at various touchpoints on the donor journey and inspiring them to give financially towards CAP's mahi. Provide a first-class donor experience to ensure supporters feel valued and appreciated for their giving, and to increase essential one-off and regular funding.

Key Relationships

Department:	Fundraising and Communications
Reports to:	Fundraising Manager
Direct Reports:	None
Key Internal Relationships:	Supporter Development Team, Fundraising Events & Campaigns Team, Key Relationship Manager, Key Supporter Caseload Managers, Wider Fundraising and Communications Team, Finance Team
Key External Relationships:	Supporters (Key Supporters, Mid-Level Donors, Life Changers, One-Off givers, Churches, and potential supporters)

Summary of Role Accountabilities

1. Supporter acquisition, cultivation and retention
2. Supporter engagement and experience
3. Donation processing, reporting and administration
4. General fundraising Support
5. Champion and actively participate in organisation-wide rhythms and initiatives

Role Accountabilities on a day-to-day level

1. *Supporter acquisition, cultivation and retention*

- Achieve Life Changer (LC) acquisition targets – by proactively contacting interested supporters and one-off givers to start a regular gift, and proactively reactivating lapsed givers
- Achieve Life Changer Increase targets – lead the process of asking current Life Changers to increase their regular giving, via phone and other channels, to grow CAP's regular income

- Reduce Life Changer attrition – in collaboration with the Supporter Engagement team, proactively contact stopped Life Changers and inspire them to restart their giving, to hit LC restart targets. In collaboration with the wider Fundraising Team, strategise new initiatives to reduce Life Changer stops.
- Key Supporter (KS) and Mid-Level Donor (MLD) cultivation – in collaboration with Caseload Managers, help grow KS and MLD giving by delivering project asks, thanking for gifts, and increasing engagement with CAP and our mahi. This includes owning the process of coordinating the inclusion/exclusion of KS and MLDs in campaigns and appeals as appropriate, and providing administrative support to CLMs where needed.
- Drive supporter giving towards campaigns and appeals – as part of an integrated approach to fundraising campaigns, lift supporter giving towards and engagement with campaigns and appeals by proactively contacting supporters and inspiring them to give.
- Lead Generation - in collaboration with the Fundraising Manager and Key Relationship Manager, proactively generate leads for Gift in Wills (GiW), Key Supporters (KS), and Mid-Level Donors (MLD).
- Church Talks – as an active member of CAP's speaker team, deliver up to 6 church talks each year to inspire new Life Changers and one-off givers to CAP.
- Proactively identify opportunities to grow one-off and regular income.

Performance Indicators or Measurable Outputs:

- Life Changer conversion, reactivation, restart and increase targets are achieved.
- Key Supporters and Mid-Level Donors are appropriately included in campaigns and appeals, and are inspired to give towards projects as appropriate.
- Supporter giving towards campaigns and appeals is increased through appropriate engagement.
- GiW, KS and MLD lead generation targets are achieved.

2. Supporter Engagement and Experience

- Supporter Experience - contact supporters at key touchpoints on their donor journey to ensure they receive the best possible experience with CAP. In collaboration with the Fundraising Events and Campaigns Manager, create and identify opportunities to enhance this supporter experience.
- Donor Journeys – ensure existing donor journeys are delivered and optimized to achieve acquisition of new givers, and increase supporter engagement with CAP's mahi.

Performance Indicators or Measurable Outputs:

- Supporters are thanked and valued, and queries responded to in a timely and professional manner.
- Donor journeys are maintained, and enhanced where possible.

3. Donation processing, reporting and administration

- Donation processing – process supporter payments, set up regular LC gifts, and question any irregular giving, to ensure giving is up to date and accurately recorded.
- Post-Event Processing – lead the post-event process of all Fundraising activities relating to finances, ensuring supporter details are added to the database accurately and income is

followed up and in our account in an appropriate timeframe. This includes fundraising events, campaigns, and church talks.

- Donor thanking process – in collaboration with the Supporter Engagement team, manage the thanking process to ensure supporters feel valued and appreciated for their giving through timely and appropriate acknowledgements.
- Supporter phone line, email inbox and post – in collaboration with the Supporter Engagement Team, be responsible for replying to all calls, emails and post that comes through to the Fundraising Team, in a professional manner and within set timeframes.
- Database Management – enter and modify data on CAP's CRM/database as related to the role, to ensure accuracy of information.
- Process Improvements – ensure existing workflows are documented, and create and identify opportunities to improve and streamline internal systems and processes.
- Life Changer calling – support in all related weekly Life Changer calling, to follow-up supporters in a professional manner.

Performance Indicators or Measurable Outputs:

- Relevant information is available for accurate reporting, analysis and strategic decision making.
- Donations are processed, and pledged gifts followed up in a timely manner, from a range of fundraising activities including events and campaigns.
- Supporter information is updated, and data integrity maintained.

4. General Fundraising Support

- Support Fundraising Team – with additional operational projects, campaigns, events, additional calling support, and administrative tasks as they arise.
- Pre & post event calling – promote fundraising events and campaigns through phone and email communication, to ensure RSVP targets are met.

Performance Indicators or Measurable Outputs:

- The wider Fundraising team is supported with the above tasks where needed.

5. Participate in organisation-wide activities

Pertaining to Organisational Identity & Culture:

- Participate in daily and weekly karakia
- Engage in CAP's Haerenga and outwork CAP's Haerenga Competencies

Pertaining to Donor Relations:

- Regularly invite personal contacts to contribute to CAP's 'Life Changer' regular giving program
- Provide leadership and participation in fundraising activities, including annual thankyou calling evening
- Attend all Fundraising Dinners as required (including weekends)
- Speak and support at CAP Church talks around Aotearoa as required

Performance Indicators or Measurable Outputs:

- Consistently participates in all of the above listed activities.

Requirements of the Role

Personal attributes & values

- A strong personal alignment with the foundational Christian philosophy, organisational identity, culture, and values of CAP
- Ability to work with many different faith expressions, where-ever they are on the spectrum of conservative to charismatic
- Ability to work and lead comfortably and well in an NFP organisation that seeks to honour Te Tiriti o Waitangi in the way work is done
- Ability to work comfortably and well in an environment which demonstrates the Christian gospel with stakeholders, shares about Jesus Christ as appropriate, and prays
- Ability to balance empathy, compassion, professionalism and best practice, and to lead others to do the same
- Ability to confidently work with vulnerable people
- Ability to safely and sensitively engage with people from different cultures & backgrounds
- Ability to work under time pressure, and a willingness to work evenings and weekends when required
- Ability to work independently and communicate clearly when further support is required
- Hold and maintain a current full drivers licence

Skills, knowledge, expertise & experience

- 2+ years experience in a similar role
- Excellent oral and written communication skills
- Strong interpersonal and relationship-building skills
- Strong administration and organisational skills
- A genuine care for people with a commitment to rigor in the details
- Able to prioritise workload efficiently and manage time effectively
- High level of integrity and discretion when handling confidential information
- Confidence using multiple technology systems
- Able to work autonomously and in teams
- Creative problem solver and solutions-focused mindset
- Confident speaking in public

Job description prepared by: Justin Kitshoff – Fundraising & Communications Director

Last Updated: October 2025

Statement of Acceptance

The Employee will perform the duties set out in this Job Description. These duties may be modified and updated by the Employer from time to time following consultation with the Employee. The Employee also agrees to perform all other reasonable duties and comply with reasonable instructions issued by the Employer.

I confirm that I have read and understand this Job Description, and agree to abide by the duties, tasks and accountabilities within it.

Signature:

Date:

Name:

Updated October 2025

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