



Freelance Fundraiser Specification

About Walk Ride GM

Walk Ride GM is the active travel campaign for Greater Manchester, working to make walking, wheeling and cycling the natural choice for everyday journeys. We campaign for safer streets, support local Walk Ride groups, and mobilise supporters to influence decision-makers across the city-region.

Purpose of the Role

We currently raise around £1500 a year through individual donors and occasionally receive larger one off donations from corporate sponsors or grants. We would like to take a more structured approach to increasing our revenue by engaging some external support to help us secure more sustainable funding. This will enable Walk Ride GM to:

- Expand campaign reach and community engagement across Greater Manchester
- Engage in more consultation responses
- Support and resource local Walk Ride groups
- Cover overheads for materials, events, and technology
- Move towards employing dedicated staff to strengthen delivery

Key Responsibilities

To use a time-limited freelance engagement (approx. 20 days) to establish practical, repeatable income streams focused on:

- Converting existing supporters into donors
- Testing regular giving and/or membership-style support
- Securing early corporate sponsorship or partnerships

This role is about building income systems and momentum, not ongoing delivery.

Priorities

Fundraising Review and Income Focus (3 days):

- Review existing income streams, supporter data, mailing list and Discord channel and identify opportunities for diversification (e.g., grants, trusts, corporate sponsorships, individual donors)
- Identify the most realistic individual giving and corporate sponsorship opportunities
- Set clear, achievable income targets for the next 6–12 months.

Individual Giving and Supporter Conversion (8 days)

- Design a **supporter-to-donor journey** using:
 - The Walk Ride GM mailing list

- The Walk Ride Discord supporter community
- Develop:
 - 2–3 targeted donation appeals (e.g. campaign-linked, seasonal or urgent)
 - A regular giving ask (monthly donations)
- Advise on donation platforms, messaging, timing and basic donor stewardship

Membership Model Exploration and Light Testing (4 days)

- Explore a **simple, low-overhead membership or “supporter scheme”**, including:
 - Purpose and value proposition
 - Pricing options and accessibility
 - Alignment with Walk Ride GM’s campaigning ethos
- If viable, support a **small pilot or soft launch** (e.g. regular donors framed as members)
- Provide a clear recommendation on next steps.

Corporate Sponsorship and Partnerships (4 days)

- Identify **10–15 realistic corporate prospects**, focusing on:
 - Local or regional businesses
 - Organisations aligned with health, sustainability, transport or place-making
- Develop:
 - A simple sponsorship / partnership proposition
 - A short pitch deck or briefing note
- Support initial outreach and conversations (where appropriate)

Limited Grant Scoping (1 day)

- Light-touch identification of **2 high-probability grant opportunities** to pursue later
- No expectation of applications within this contract

Deliverables

- A concise **individual giving and sponsorship-focused fundraising plan**
- Supporter-to-donor conversion journey
- 2–3 donation appeals ready to deploy
- Regular giving / membership-style proposition with soft launch
- Corporate sponsorship proposition and prospect list
- Guidance on where to focus efforts for grant applications
- Clear next-step recommendations for the following 6–12 months

Skills and experience required

- Strong experience in individual giving and/or digital fundraising
- Experience developing corporate sponsorship or partnerships
- Ability to work pragmatically within a small, volunteer-led organisation
- Excellent persuasive writing and messaging skills
- Understanding of campaigning or values-driven organisations
- Desirable: knowledge of the active travel sector

Contract Details

- **Type:** Freelance/consultancy
- **Time commitment:** Approx. 20 days total
- **Day rate:** £250 a day
- **Total contract value:** £5000
- **Duration:** 6 months
- **Location:** Remote, with occasional Greater Manchester meetings
- **Reporting to:** Walk Ride GM Steering Group

Success Indicators

- Improved conversion of supporters into donors
- First members secured through soft launch of membership scheme
- Corporate sponsorship conversations initiated
- Clear, realistic pathway to sustainable income growth
- Increased confidence and capability around fundraising