**Megan Plenderleith**

I am a dedicated freelance fundraiser, specialising in Individual Giving, and have spent the last 7 years of my career working for several incredible charities, including the Royal British Legion for the past 3 years, Guide Dogs, Prostate Cancer UK and a smaller local charity called Naomi House. I have also joined the Board of Trustees as a Fundraising Trustee for The Breck Foundation, a charity founded to empower and teach children how to stay safe online. I thrive breaking down a problem and finding a strategic resolutions, and have spent the last 3 years developing and implementing the In Memory strategy at the Royal British Legion. This includes supporter welcome journeys, further stewardship, and cross selling into other IG products.

I have a keen eye for data insight and regularly use key metrics within results data to inform future supporter journeys to encourage sustainable net income, such as supporter donation behaviour, cross sell activity and audience demographics. Aside from my key skills listed below, I count myself as a very well-rounded fundraiser, with particular interest and experience in multi-project delivery across strategic programmes, Direct Marketing and Email Marketing campaigns, in-memory and legacy fundraising, bid writing, forecasting and budgeting, event management and logistics and teamwork.

I have recently achieved a Distinction grade Fundraising Diploma and I'm always looking where I can take on further responsibility and hold increased accountability for decisions made to improve fundraising performance, supporter experience and the overarching fundraising strategies used to drive future growth.

**Key Skills**

* Data insight and innovation
* Supplier management, both external and internal
* Individual giving fundraising strategies
* Case for support writing and adaptation
* Internal training workshops and think-tanks
* Supporter Retention
* Stewardship strategies
* Legacy and In Memory acquisition and stewardship
* Project Management
* Trained copywriter
* Data management
* Leadership
* Effective communicator
* Collaborative worker
* People management
* CRM system experience
* Budgeting and reforecasting
* Content management
* Digital marketing
* Social media
* Email marketing
* Events logistics and management
* Individual Giving Product strategy development
* Trusts and Foundations bid writing

**Employment Experience**

**Royal British Legion, Supporter Development Manager - In Memory AUG 23 – MAR 25**

* Managed the flagship campaign to hit income target of £1million
* Wrote and re-forecasted the budgets throughout the year
* Line managed two officers
* Designed In-mem fundraising strategies and supporter journeys to hit income targets of £2m+
* Worked with other internal teams, including the Education and Events teams to cross sell in-memory fundraising products
* Oversaw market research to identify emerging trends, customer needs, and competitor strategies – spoke at an In Memory webinar on RBL’s behalf – developed a Tribute Fund stewardship pack off the back of this research, which is forecasted to increase tribute fund values by 15% in the first few months.
* Organised and managed 6 in-memory events across the country, managing 50+ volunteers/staff
* Delivered timely, targeted, relevant and engaging communications to various audiences across the supporter base to achieve an overall in-mem portfolio value of £2million, including growing our funeral collection income from circa £8k per month to £20k per month thanks to a co-ordinated campaign with the supporter care team to distribute more envelopes and collection boxes using an online form.
* Used various testing techniques with our warm audience for a flagship DM campaign, which includes directing those who previously donated online for the same campaign, on a more digital journey without all elements of the pack, which has resulted in a lower postage cost and therefore a higher ROI.
* Developed a comprehensive in-memory strategy, including writing a case for support to present to senior director for further investment off the back of rigorous research and insight.

**Royal British Legion, Supporter Development Manager – Raffles & Prize Led (Secondment) JAN 23 – APR 23**

* Coordinated 8 direct mail packs to generate prize led income
* Managed multiple complex schedules
* Held similar responsibilities to my manager role above

**Royal British Legion, Supporter Development Coordinator - In Memory MAY 22 - AUG 23**

* Supported the manager in all the above

**Prostate Cancer UK, In-Memory & Legacy Marketing Executive SEP 21 - MAY 22**

* Write and deliver creative, fulfilment and data briefs
* Successfully managed targeted Gift in Wills campaign, incl. copy, budget and marketing activity.
* Assisted with some legacy case work by learning and using First Class software.
* Worked with many external suppliers when supporting logistics of The Prostate Cancer Memorial.

**Guide Dogs, Legacy Campaigns Officer NOV 20 - SEP 21**

* End to end campaign management, including budgets and assisting with reforecasting
* Effectively managed external relationships with suppliers
* Successfully managed the strategic development of campaigns to recruit new pledgers
* Implemented a new organic campaign to support the paid social campaign
* Managed the telemarketing conversion campaign for warm supporter to recruit plegders
* Managed the legacy marketing budget, including tracking invoices and POs

**Naomi House & Jacksplace, Communications Assistant JUN 18 - OCT 20**

**The Rake, Copywriter AUG 17 - MAY 18**

**New Look, Product Copywriter JAN 16 - AUG 17**

**References available upon request**