

## FUNDRAISING PROJECT MANAGER

Short-term contract position

**Timeframe:**

5 months | February to June 2024

Estimated time commitment: average 15 hours per week.

**Key deliverables:**

- Coordination of collective fundraising campaign across publisher membership group
- Sourcing of funds to match local contributions (approx. value \$100k)

See Project Milestones for further detail.

**Package:**

\$30,000 + gst, (\$6k per month) + travel expenses.

**Open to:**

Individual contractors or business tenders.

### About the project

This is an exciting opportunity to support the growth of local and independent news services through raising funds toward impactful public interest journalism.

Drawing inspiration from the Institute of Non-Profit News' [Newsmatch](#) program, the task is to coordinate the delivery of a collective fundraising campaign run by and for local newsrooms across Australia. The purpose of the project is to:

- Build awareness of, and support for, hyperlocal and independent news publishers within local communities;
- Communicate the impact of local news in communities to broader audiences;
- Generate income for local publishers to produce impactful journalism; and
- Grow capacity among small publishers to run digital fundraising campaigns at any time.

The project will be supported by:

- ThinkHQ to develop a campaign messaging toolkit (including narrative), publicity support and digital campaign training for publishers;
- PressPatron to develop and support a payment platform and implementation tools for publishers and LINA to roll out the campaign;
- LINA's in-house staff-team, including the Chief Technical Officer and Policy & Partnerships Officer, Communications Officer, Member Engagement Coordinator and Data & Insights Analyst, each of whom is available to assist the project as required; and
- LINA's network of publisher members.

The Fundraising Project Manager will need to:

- Coordinate the various parties contributing to this project;
- Manage the project timeframes;
- Coordinate communication about the project and support member engagement with the campaign;
- Source philanthropic and/or corporate funds to match contributions from readers during the defined campaign period; and
- Contribute to the promotion of the campaign.

## About LINA

LINA is an industry association supporting hyperlocal and independent digital news publishers. Its job is to strengthen public interest journalism, provide capacity building support to local newsrooms and coordinate networking and shared services that generate economies of scale across our membership group.

LINA's membership includes 62 news publishers who collectively produce 85 mastheads across Australia. LINA members are locally owned and controlled news publishers, gathering news content by and for a defined community. They publish quality news content across a broad range of topics, engaging journalists and contributors within their communities. While some members also publish a print version, LINA members are digital native.

## About you

We are looking for a motivated fundraiser with a strong network of philanthropic relationships. You are highly organised, a great communicator and bring energy and enthusiasm to this first-run project.

You can work remotely and have the necessary administrative technical skills for project management, including proficiency with project management software. You have capacity to manage your time to meet the deliverables of the project and availability to attend the LINA Summit in Port Douglas, 1<sup>st</sup> & 2<sup>nd</sup> May.

## Project Milestones

Broadly, the project will follow this outline:

Month	Key activities
February	Prepare fundraising prospectus and identify potential donors Contribute to development of key messaging campaign narrative Oversee PressPatron toolkit development for campaign payments
March	Approach donors and start confirming contributions Start identifying publisher participants (which members will be part of the campaign) Draft participation agreement for members, identifying commitment and expectations for promoting the campaign and receiving donations Support delivery of digital campaign training for member organisations
April	Confirm matched funding donors Contribute to development of awareness campaign
May	Attend LINA Summit (1-2 May, Port Douglas) and talk with members about campaign implementation (travel expenses covered in package) Support participating members to use the Campaign Toolkit Contribute to the promotion of awareness campaign
June	Deliver national campaign Support members to implement toolkit and donations Coordinate reporting of funds raised and matched funding requirements Communicate with donors and recognise their contributions

## Application

Submit a proposal detailing your relevant experience via email to [claire.stuchbery@lina.org.au](mailto:claire.stuchbery@lina.org.au)

Please note that there is no formal closing date for this contract. Applicants will be contacted as soon as possible for further discussion pending interest in your application.

For further information contact: Claire Stuchbery, Executive Director via [claire.stuchbery@lina.org.au](mailto:claire.stuchbery@lina.org.au) or 0403 520 765