

Supporter Experience Special Interest Group Committee Could you be our new Chair?

The Supporter Experience Special Interest Group is looking for a new chair of its committee. If you think it could be you, please read on...

The Chartered Institute of Fundraising Special Interest Group – as well as being a bit of a mouthful – is a volunteer run group for everyone interested in putting supporter experience at the heart of fundraising.

We were set up to continue the work of the Commission on the Donor Experience – put simply we believe with the right experience supporters will give more and give for longer.

We're here to do three things:

- Grow the number of people involved with the group, however they choose to engage
- Provide a range of activities and events that meet the needs of the fundraisers who engage with the group
- Help shape the policies and thought leadership of the Chartered Institute in the area of supporter experience

Relatively speaking, we are a new special interest group and are delighted to have attracted some 2,000 fundraisers who share our interest in putting supporter experience at the heart of fundraising. So far, we've:

- worked with the Chartered Institute national staff team on national and regional supporter experience conferences
- produced free webinars on the importance of supporter experience during Covid
- created an online resource giving principles and actions for any fundraiser wanting to improve their organisation's supporter experience.

Last winter we partnered with SOFII to host a special supporter experience edition of 'I Wish I'd Thought Of That', and we have a plan in place to deliver a range of activities and events during 2021.

We are recruiting a new Chair for our committee – the group of volunteers who design and deliver our programme. We're looking for someone with:

- Passion and commitment for putting supporter experience at the heart of fundraising.
- Time and willingness to volunteer in support of the fundraiser and fundraising community.
- Ability to lead a group of equally committed volunteers and work collaboratively with the Chartered Institute and alongside other national, regional and special interest groups.
- And you will need to be a Individual Member of the Chartered Institute.

If you are interested, we'd love to hear from you! If you would like a brief chat about the role you are welcome to contact our current Chair, Angela Cluff at cluff.angela@gmail.com.

If you are definitely interested, please visit the [Chartered Institute website](#) to complete a short application – we simply want to know about you, your interest in this role and what you think you would bring to it.

Please submit your application **before 23 May**.