

**Scotts Project Trust**  
**18 February, 2013.**

**FRIENDS OF SCOTTS (FoS)**  
**TERMS OF REFERENCE**

Friends of Scotts (FoS) will support the Fundraising activities with an emphasis on developing the profile and goodwill of Scotts around the greater Tonbridge community

**1. Purpose and Objectives of FoS**

- 1.1 Contribute to development of local community aspects of the fundraising strategy, which is led by the Capital Appeal Fundraiser under guidance from the Fundraising and Capital Projects Committee ('FCPC')
- 1.2 Promote the vision for Scotts and help Scotts build and maintain goodwill with its constituency of donors and potential donors
- 1.3 Co-ordinate fundraising activities across the greater Tonbridge community, with administrative support from Scotts staff.

**2. Remit and responsibilities of FoS**

- 2.1 Within the overall Capital Appeal Strategy and in partnership with the Capital Appeal Fundraiser, develop plans and priorities to raise funds around the greater Tonbridge community
  - Maintain relationships with existing donors
  - Identify and prioritise prospective donors (businesses, philanthropic organizations, individuals, etc)
  - Organize presentations as appropriate
- 2.2 Promote Scotts in the local community, working with the Capital Appeal Fundraiser to:
  - Identify and prioritise prospective donors and potential legators
  - Co-ordinate how best to approach identified donors and legators
  - Develop a stewardship programme for donors and legacy pledgers
  - Develop a 'regular giving' donation program with newsletter, etc.
- 2.3 Promote profile and goodwill of Scotts in the local community, with schools, colleges philanthropic organizations and individuals, via networking activities
  - Improve awareness of Scott's cause, for example by being selected as 'charity of choice'.
  - Encourage individuals and 'link-groups' to organize events to raise funds. Examples may be
    - Coffee mornings and Bridge lunches
    - Quiz nights and Wine tastings
    - Sponsored sports events such as marathons, boat races, cycling,
    - Balls, Dinners and Concerts
- 2.4 With guidance from the Fundraiser and support from the Fundraising Admin Assistant, develop
  - Marketing materials (eg website, hand-outs, etc)
  - Databases