



Call for applications – Expert on Digital Fundraising

The European Center for Not-for-Profit Law (ECNL) is currently seeking to contract a short-term Expert on digital fundraising to contribute to expert meetings on the topic and organise a webinar on digital fundraising for civil society organisations (CSOs). In April 2021, ECNL published a comparative research on the potential and risks of using digital technologies in fundraising available [here](#). The research maps out the existing trends in the ecosystem and the field of fundraising. It attempts to raise awareness of the potential risks and challenges and provides an overview of the spectrum of global, regional and domestic policies that affect fundraising with new technologies. Based on these ECNL formulated a set of recommendations to facilitate further discussions for a better environment for digital fundraising.

Description of assignment:

The Expert will be responsible to:

- Help with organising and leading expert meetings on digital fundraising.
- Organise a webinar for local CSOs that aim to raise awareness of the potential benefits and risks of using AI and other digital technologies in fundraising.
- Support with developing a set of principles and recommendations on digital fundraising, if it proves needed based on the expert discussions.

For the purposes of this assignment fundraising is understood as the solicitation of voluntary philanthropic contributions from the public, either physically or online. Digital fundraising understood as is using digital channels and tools to reach donors with the goal of sparking engagement and philanthropic giving. The types of fundraising methods include crowdfunding, SMS donation, donations through websites, the use of artificial intelligence and algorithmic systems, cryptocurrency and other digital technologies.

The full details of the scope of tasks and timelines will be defined and agreed upon between ECNL and Expert.

Required qualifications and eligibility of applicants:

- At least 3 years of practical experience in digital fundraising, such as the use of artificial intelligence and algorithmic systems, crowdfunding campaigns, donations in cryptocurrencies etc.
- Excellent analytical, writing, and presentation skills.



- Demonstrable understanding of the needs of civil society, especially the financial sustainability and fundraising activities of civil society organisations.
- Fluency in English (written and oral).
- Highly desirable: experience working in several countries and multicultural environment.

Period of assignment:

Under the assignment, up to 15 expert days are planned during the period of June 28, 2021– November 30, 2021.

Compensation:

The proposed daily rate must be reasonable and based on Expert's qualifications. The selected Expert is responsible to settle the VAT, income and other taxes and duties arising in relation to this assignment in conformity with their relative laws. Please note that ECNL applies strict conflict of interest policy. The rules and policy of ECNL prohibit discrimination on any basis. Successful applications may range up to EUR 6,000.

Application:

To apply, please send by **June 22, 2021** to ivana@ecnl.org the following documents with the subject “Expert on Digital Fundraising”:

- CV.
- Offer, including:
 - Daily rate.
 - At least two examples of work on digital fundraising, including the delivery of a session/webinar, organising a campaign with digital fundraising tools and other proof of experience in this area).

Only short-listed candidates will be contacted. ECNL is a leading regional organisation promoting the strengthening of a supportive legal environment for civil society. ECNL’s aim is to create societies which can be shaped by the people working together. We support the creation of environments where people can establish groups, movements, and formal civil society organisations (CSOs); assemble, demonstrate and protest; and fully participate in policy making. We work at the global and European level in countries of Europe and its neighbourhood.

This call for applications is issued as a part of the “Sustainable Framework for Public Fundraising” regional project, managed by the European Center for Not-for-Profit Law Stichting (ECNL). The project is made possible by the International Center for Not-for-Profit Law (ICNL) through the Civic Space Initiative.