

Job Title: Fundraising - Lead Acquisition

Department: Individual Fundraising & Events

Location: Delhi

Reporting To: Head – Individual Fundraising & Events

Type: Full-Time

About CanSupport

CanSupport is a leading NGO providing free home-based palliative care to people living with cancer across Delhi-NCR and North India. We raise funds through individual and institutional giving to ensure that patients and their families receive compassionate, high-quality support during their most vulnerable moments.

Role Overview

We are seeking a proactive and persuasive **Lead Acquisition - Fundraising** with a "hunter mindset" to identify, engage, and convert individuals and organizations with no prior connection to CanSupport into active donors. You will play a critical role in expanding our donor base and contributing to the long-term sustainability of our programs.

Key Responsibilities

🔍 Lead Generation & Prospecting

- Identify and build a pipeline of cold leads using corporate directories, social media (LinkedIn, Facebook), online research, alumni networks, and local community contacts.
- Segment and prioritize prospects based on giving potential, interest alignment, and geography.

📞 Outreach & Conversion

- Initiate contact with cold leads through structured calling, personalized emailers, DMs, and in-person meetings.
- Deliver compelling fundraising pitches that connect emotionally and intellectually with prospects.
- Overcome objections and work strategically to convert cold leads into one-time or recurring donors.

🤝 Donor Engagement

- Ensure a smooth onboarding and engagement journey for new donors.

- Collaborate with the Donor Retention team to move first-time donors toward regular giving and referrals.

■ Data Management & Reporting

- Log all donor interactions in the CRM (Zoho or Excel) and maintain an accurate lead status tracker.
 - Share weekly/monthly dashboards and donor insights with the team lead.
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Key Performance Indicators (KPIs)

- Number of cold leads reached weekly
 - Conversion rate (% cold leads → donors)
 - Value of funds raised through cold leads
 - Number of new recurring donors secured
 - Engagement rate of converted leads in campaigns
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Key Skills & Competencies

- Strong verbal and written communication (Hindi & English)
 - Excellent persuasive and storytelling skills
 - High resilience and emotional intelligence
 - Basic understanding of fundraising psychology and donor behavior
 - Familiarity with LinkedIn, email marketing tools, and CRMs like Zoho or Salesforce
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Preferred Qualifications

- 2–4 years of experience in sales, fundraising, or business development
 - Bachelor's degree in Marketing, Communications, Social Work, or related fields
 - Experience working in a non-profit or cause-driven environment (preferred)
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Why Join CanSupport?

- Be part of a mission that transforms lives.
- Work with a dynamic and passionate fundraising team.
- Opportunities for professional development and sector exposure.
- Flexible, impact-driven work culture.