

Job Description (JD)

Role Title: Fundraising Executive – Retail

Department: Resource Mobilization (Individual & Events)

Location: Delhi

Reports To: Head – Individual Fundraising & Events

Employment Type: Full-Time

About CanSupport

CanSupport is a leading palliative care NGO in India, dedicated to improving the quality of life for cancer patients and their families through home-based care, pain management, and emotional support.

Role Purpose

The Fundraising Executive will be responsible for **on-ground donor acquisition** through retail and face-to-face fundraising. The role involves engaging with the public, communicating CanSupport's mission, and converting interactions into donations.

Key Responsibilities

1. Donor Acquisition

- Approach and engage potential donors in public spaces (malls, markets, RWAs, events)
- Clearly explain CanSupport's work and impact
- Convert interactions into one-time and regular donations

2. Retail Fundraising Activities

- Set up and manage fundraising kiosks/stalls
- Ensure proper branding, visibility, and donor engagement
- Support fundraising campaigns and events

3. Communication & Representation

- Represent CanSupport professionally at all times
- Address donor queries and build trust
- Maintain a positive and empathetic approach

4. Data & Reporting

- Accurately capture donor information
- Submit daily/weekly activity reports
- Maintain proper documentation of funds raised

5. Team Coordination

- Work closely with internal teams and volunteers
- Support large-scale campaigns and activations

Key Requirements

Education & Experience

- Graduate in any discipline
- 0–3 years of experience in sales, marketing, or fundraising (freshers with strong communication skills can apply)

Skills & Competencies

- Strong communication and interpersonal skills
- Confidence in approaching and interacting with people
- Target-driven and result-oriented
- Ability to work in field/retail environments
- Basic data handling and reporting skills

Personal Attributes

- Energetic and proactive
- Resilient and comfortable with rejection
- Passionate about social impact and NGO work

Working Conditions

- Field-based role involving travel within Delhi NCR
- Weekend/holiday work may be required during campaigns/events

Compensation

- As per industry standards + performance-linked incentives

Hiring Ad (Short Version – for Job Portals / WhatsApp / Social Media)

We're Hiring: Fundraising Executive – Retail (Delhi)

Join CanSupport and make a real difference in the lives of cancer patients.

What you'll do:

- Engage with people in malls, events & public spaces
- Inspire donations for a meaningful cause
- Represent one of India's leading palliative care NGOs

Who can apply:

- Graduates (0–3 years experience)
- Strong communicators, confident & people-friendly
- Comfortable with field work

Why join us:

- Purpose-driven work
- Hands-on experience in fundraising & public engagement
- Growth in the social impact sector

📍 Location: Delhi NCR

✉️ Apply at: