

Wildlife Charity Promoter Job Description/Earnings/Self-Employment

The Purpose:

To find 50+ new, long-term supporters in your area for your Local Wildlife Trust, using the Soft Approach method.

- Interesting, (sometimes challenging!) part-time opportunity with flexible hours, for a good cause
- Temporary or Permanent
- Although there is no selling involved, some experience of working in a professional environment - maybe in sales/marketing/promotion - is desirable
- You'll have a genuine interest in all things wildlife.
- You'll appreciate the health benefits of walking exercise
- You'll have some understanding of the basics of being assertive <http://www.wikihow.com/Be-Assertive>
- Mature and graduate applicants particularly welcome
- Access to own transport required (bicycle OK in large towns/cities)
- Home based, but with travel in your local area

The Hours:

Hours are flexible. Ultimately, you are your own boss and you can work as much or as little, whenever you like. Unlike a "normal" job, nobody is breathing down your neck to make sure that you turn up on time and that you perform according to a target.

But as the job involves meeting residents at their homes, you are advised to concentrate your effort to the time of day when residents are most likely to be at home, and receptive - weekday evenings and/or weekend afternoons. Additionally, to get a reasonable result both for yourself and the charity, it will be necessary to put in enough time to call on approx. 320 houses per week. To achieve this, you would normally have to put in an average of 16 hours per week (typically 4 hours a day on 4 separate days of the week), approximately half of which would be spent doing 1st Calls* and half spent doing 2nd Calls*. *See "The Soft Approach Method" on this page for further info.

We suggest these working times in order to get the best results with the least effort:

March – October

- Weekday evenings between 5pm – 9pm
- Weekend afternoons between 2pm - 6pm (weekend working is entirely optional)
- The best results will always come from choosing a weekly routine and then rarely departing from it.

November - February

We do not recommend starting the job in the winter months. If continuing from the March - October season, you'll need to adjust your weekday hours so that 1st Calls can be completed in daylight, so that by the beginning of November, after the clocks have gone back, you are advised to start around 2pm on weekdays. From mid January onwards, when the days are starting to get noticeably longer you can begin to start a bit later in the day.

Most of our Promoters take a break over the winter months.

The Place Of Work:

You will be home based with some travel in your local area required. We will give you an exclusive area in which to work.

- Urban, suburban and semi-rural/rural residential areas featuring households largely in social/economic classifications **A and B (C1)** - middle-high income "white collar" professionals, typically aged 40+
- Find out if your immediate area is suitable by typing in your postcode to: <http://www.checkmyfile.com/postcode-check/EH26-9NL.htm>
- Alternatively, in England, you can get a very good idea of which areas are likely to be productive, by finding out which wards are represented by Conservative/Lib Dem/Green Councillors
e.g. <http://democracy.york.gov.uk/mgMemberIndex.aspx?FN=PARTY&VW=LIST&PIC=0>
- At first, you usually work near where you live and extend outwards. Most Promoters are prepared to travel up to 30 minutes by car/bicycle to reach areas beyond their immediate locality. We try to give you enough exclusive territory to sustain you for 3 years before you have to return to the start

- point.
- Although most of the actual work is done on foot, you'll find that having your own transport – Car (essential in winter) or Bicycle (if you live in a city or large town), will massively increase your productivity. Why? See [FAQs](#) on the FMR Solutions website

The Soft Approach Method

The 1st Call:

Typically, for the first 2 hours of each "session", you:

- Walk around the selected area, visiting on average 80 houses (the more the better!), speaking **briefly and respectfully** to residents on their doorsteps, using the simple Soft Approach script
- Ask a simple YES/NO question to identify those who'd be prepared to think about supporting the charity and then leave a reusable booklet about the charity
- Make an informal arrangement to collect the booklet another time, usually the following day

It's important to resist the temptation to engage residents in a conversation at this stage. The booklet will "do the talking" for you. You need to use your time to get around as many houses as possible in the time available.

The 2nd Call:

After 2 hours spent on 1st Calls, you spend up to another 2 hours:

- Retracing your steps from the previous day's 1st Calls and trying some of the "no reply" houses again in order to leave more booklets with interested parties, whilst:
- Returning to collect booklets that you left during previous 1st Call sessions
- Finding out whether residents are interested in becoming supporters of the charity
- Filling in a Direct Debit form for those who wish to contribute

In all cases, you ensure that your attitude is friendly and informal, and that you are not selling, or persuading residents to "do something". You'll find that the vast majority of the people you meet on the doorstep will be polite and friendly. Some will even

thank you for calling on them in such a pleasant manner. This side of the job is rewarding in itself, and even if people have decided not to support the charity, they will at least be better informed about it!

Earnings

£8 per hour during the 2-week Trial Period. This "safety net" will allow you to try the job without any financial risk on your part.

After successful completion of the 2-week trial period, all earnings are on a commission-only, self-employed basis.

A Promoter who chooses to work diligently around 16 hours per week (4 x four - hour sessions) during afternoons/evenings/weekends and is averagely successful in finding donors (3-5 per week) could earn in commission on average between £8 - £14 per hour / £585-£975 a month. Earnings could be more or less than the average quoted here.

Please be aware that earnings may not be reliable enough to be satisfactory as a SOLE source of income.

We have designed the earnings "package" around the idea that most of the people undertaking this opportunity are likely to be motivated by one or more of the following:

- The requirement to develop another source of income to supplement income from other part-time jobs or savings/pension.
- A strong desire to promote the charity's cause and the personal satisfaction to be gained from this.
- The need to gain experience of "public engagement" and/or fundraising to be able to begin or progress a career in the Conservation or other charity sectors.
- The ambition to do something worthwhile or to put "something back into society".

The Trial Period will reveal to you and us, whether you have the "special talent" to make a success of the Soft Approach. People who possess the "special talent" are unlikely to be aware of it, until they try. People who possess the "special talent" may earn significantly more than the averages quoted above.

Even with the "special talent", good results will only come with hard and consistent work. There are no short cuts! You'll need to do a lot of walking and knock on a lot of doors.

You are undertaking this opportunity primarily because you like wildlife, and you like the idea of helping the charity find new supporters to help protect the wildlife you like.

You are also looking for an unconventional job, which combines reasonable part time earnings with outdoor exercise, and offers an opportunity to meet some people who may share your interest in and enthusiasm for wildlife conservation.

Primarily, you'll appreciate the flexibility that self-employment gives:

- You can set your own hours
- You can take time off whenever you want
- You can organize your work around your other activities / commitments
- You won't have any of the "workplace politics" which blight so many people's working lives.

Self-Employment – easier than it sounds!

For the purposes of this job only, you will need to register with HMRC for self-employment* and you will be responsible for your own tax and NI contributions, which may be due on the income derived from this job. There is no problem with combining this self-employed job with another full/part-time job which is paid on PAYE.

Commission is paid by FMR Solutions, monthly in arrears and may be subject to a small "clawback" in the rare event of donors cancelling their contributions within the first year. Typically, this will amount to no more than 5% of the gross commission paid to you. The rate of "Donor Retention" using this Soft Approach method is exceptionally high!

Once you have shown a proven ability to do the job effectively (25+ members recruited), we are prepared to consider paying a guaranteed hourly rate in return for meeting a mutually agreed monthly target.

More details on earnings/self-employment are available on request.

* <http://www.hmrc.gov.uk/selfemployed//index.shtml>