

Crowdfunder Campaign Lead

Freelance Brief

1. Contract Details

Contract: Freelance (fixed term contract)

Fee: £9,000 for 30 days of work

Duration: Approximately 4 months. Anticipated 5 October 2026 - 31 January 2027, subject to lease confirmation. Dates may be adjusted by mutual agreement to reflect the confirmed campaign timetable and completion of agreed deliverables.

Location: Hybrid (South Kilburn/Hitchin with remote working)

Responsible to: Fundraising Team / Board

2. About Granville Community Kitchen & the Farm project

Granville Community Kitchen (GCK) is a culturally diverse community food hub in South Kilburn, offering food-centred activities, services, and training that is accessible, family friendly and open to all. We place the most disadvantaged at the centre, co-creating a local response to social issues while building capacity and lifting voices to advocate for structural change at local, national and international levels.

Founded in 2014 by Leslie Barson and Deirdre Woods, as a community response to the entrenched deprivation and ongoing fragmentation of the local community, GCK is a community-centred and rooted organisation. We run free weekly community meals, the UK's first solidarity veg bag scheme the 'Good Food Box', community gardening volunteering, food-centred learning programmes from cookery to food growing with schools, young people and London residents, and are part of mobilisations for food and land justice.

Since 2022, we have been working towards the vision of setting up a **GCK farm at the edge of London that connects with our work in South Kilburn - connecting urban and rural spaces to build a model of a resilient and just regional food system**. We are in the final stage of securing a 50 year lease for 32 acres of farmland with a woodland in Hertfordshire to make this dream a reality! The farm will set up agroecological food production, learning and volunteer programmes with apprenticeships, support nature connection, and support wider food sovereignty efforts across the UK. We are currently in the design and fundraising stage, and aim to start infrastructure works on the land in 2027 - the crowdfunder will support this critical next step with available grants being limited for capital costs. The Farm story is shared in this [Video](#).

3. Purpose of the role

We are seeking a Crowdfunder Campaign Lead to lead the development and delivery of a crowdfunding campaign in the region of £100,000 for infrastructure costs to set up an agroecological community farm on the edge of London. The final fundraising target will be decided based on philanthropic commitments in the lead up to the campaign. We are currently applying for £25,000 match funding to make up a quarter of the target.

We are aiming that the crowdfunding campaign will run from the 16th November 2026 - 14th January 2027, with the role starting 6 weeks prior. These dates are subject to change based on the final lease signing. Initial campaign development will have been undertaken prior to the role, including work on the fundraising approach, key messages, storytelling and some draft campaign content. The Campaign Lead will build on this foundation, completing, refining and creating content where required, and leading the coordination, supporter engagement and delivery of the campaign through launch, live fundraising and completion. Throughout the process a GCK staff member from the Fundraising team will support the crowdfunder campaign and collaborate with the Campaign Lead.

The successful candidate will bring specialist crowdfunding expertise, combining campaign strategy, content creation, storytelling, project management and supporter engagement skills to deliver an effective and inspiring campaign.

4. Scope of Work

The Campaign Lead will:

- Review and develop the existing crowdfunding strategy, campaign plan, messaging and content created prior to the consultancy.
- Create, refine and coordinate campaign content, including campaign page copy, supporter communications, storytelling materials, case for support, updates and other fundraising assets.
- Support final campaign preparation, ensuring the campaign page, rewards, communications, supporter pathways and systems are ready for launch.
- Work collaboratively with staff, volunteers, partners, and ambassadors to plan and deliver campaign activity, ensuring communications, engagement and fundraising activity are creative and effective.
- Build supporter momentum through engagement with lead supporters, community networks, campaign champions and potential partners.
- Manage live campaign delivery, monitoring performance, identifying opportunities and recommending adjustments to maximise momentum.
- Support campaign completion, supporter stewardship, evaluation and handover.

5. Campaign Deliverables

By the end of the contract, the Campaign Lead will have delivered:

- A refined crowdfunding campaign strategy, timeline and delivery plan.
- Completed and/or developed campaign content, including campaign page copy, fundraising messages, supporter communications and storytelling materials.
- A launch-ready Crowdfunder campaign page and supporting assets.
- A coordinated supporter engagement approach, including lead supporters, ambassadors and partner opportunities.
- A programme of campaign communications and engagement activity throughout the live fundraising period.
- Regular campaign monitoring, performance updates and recommendations for improving reach and fundraising outcomes.
- A final campaign report including outcomes, learning, supporter engagement insights and recommendations for future fundraising.

6. Time Commitment and Delivery Phases

The freelance position will provide **30 days**, allocated across three phases:

Campaign Preparation – 18 days

5 October – 15 November 2026

The Campaign Lead will work approximately **3 days per week over 6 weeks** to develop, refine and complete the campaign strategy, content and assets required for launch.

This phase will include:

- Reviewing existing campaign development work.
- Creating and refining campaign content where required.
- Preparing the Crowdfunder page and supporting materials.
- Developing supporter engagement activity.
- Ensuring the campaign is ready for launch.

Live Campaign Delivery – 10 days

16 November 2026 – 14 January 2027

The Campaign Lead will provide active campaign management during the crowdfunding period, including launch support, content updates, supporter engagement, performance monitoring and tactical adjustments to maintain momentum. Regular updates will be provided to the GCK Fundraising team.

Campaign Wrap-up and Handover – 2 days

15 January - 31 January 2027

The Campaign Lead will support campaign close-down, supporter communications, evaluation, reporting and handover.

The allocation of days may be adjusted by mutual agreement depending on campaign needs and timing.

7. How to Apply

Please submit to rob@granvillecommunitykitchen.org.uk by the end of 6th September 2026:

1. CV or profile

Including relevant experience of crowdfunding, fundraising campaigns, community engagement, content development or related work.

2. Short covering letter (maximum 2 pages)

Please explain:

- Your relevant experience of developing and delivering crowdfunding or fundraising campaigns.
- Your experience creating campaign content, storytelling and supporter communications.
- Examples of campaigns you have worked on, including outcomes where possible.
- How you would approach developing and delivering this £100,000 crowdfunding campaign.
- Why this project and its agroecological/community focus interests you.
- Your availability in late 2026 and early 2027

3. Examples of relevant work (optional)

Please include links or examples of previous campaigns, fundraising pages, communications materials or case studies where relevant.

Interviews will be held online in mid-September 2026.

For any questions about the role or the application process please contact Rob Logan - rob@granvillecommunitykitchen.org.uk.