The/Nudge

Associate Director - HNI/UHNI Fundraising in Bengaluru | The/Nudge

Bengaluru, Karnataka · full-time · senior level · Competitive

Application Assist →

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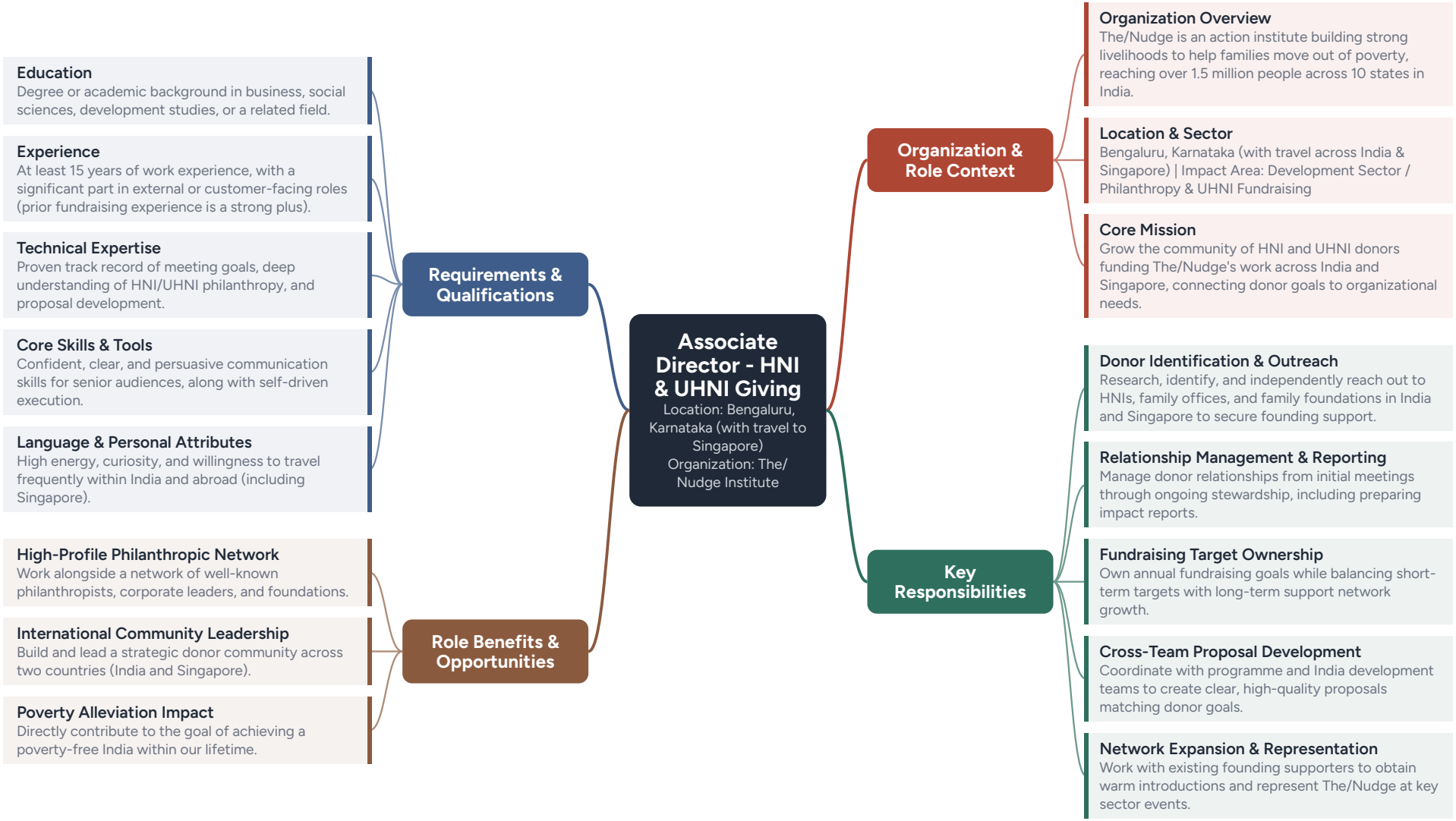

Skills this role needs

Major donor fundraising	HNI and UHNI relationship management	Prospect research	Proposal and impact report writing	Public speaking

Job description

The/Nudge

The/Nudge is an action institute building strong livelihoods to help families move out of poverty. It works with women, farmers, tribal communities and young people across rural development, agriculture, skilling and economic inclusion, in partnership with more than 15 central and state governments. Its economic inclusion work now reaches over 1.5 million people across 10 states, with the goal of serving 25 million Indians. Through its incubator, accelerator and grand challenges, it has supported more than 200 social entrepreneurs. The/Nudge was founded with the support of over 130 well-known philanthropists, 40 companies and 15 foundations, and is working towards a poverty-free India within our lifetime.

Role

As Associate Director for HNI (high net worth individual) and UHNI (ultra high net worth individual) giving, you will grow the community of people and families who fund The/Nudge's work in India and Singapore. You will find donors who care about ending poverty, build trusted relationships with them, and connect their giving goals to the needs of the organisation. You will own annual fundraising targets and help build long-term support for the mission.

Responsibilities

- Learn The/Nudge's programmes in depth so you can speak about the work clearly and with confidence to donors in India and Singapore.
- Research and identify individuals, family offices and family foundations who are interested in giving and open to a conversation with The/Nudge.
- Reach out to senior leaders on your own, assess each opportunity, and guide conversations through to a commitment as a founding supporter.
- Manage donor relationships from the first meeting onwards, including preparing impact reports.
- Work with existing founding supporters to get introductions and build a strong list of future donors.
- Own annual fundraising goals, balancing short-term targets with long-term growth.
- Coordinate with programme teams and the India development team to create clear, high quality proposals and materials that match donor goals with the organisation's funding needs.
- Represent The/Nudge at sector events when needed.

Requirements

- At least 15 years of work experience, with a significant part of it in external or customer-facing roles.
- Prior experience in fundraising is a strong plus.
- A consistent track record of meeting goals and delivering results.
- A confident, clear and persuasive speaker who can hold their own with senior audiences.
- A hands-on, self-driven leadership style, with curiosity, wide reading and a willingness to learn by doing.
- High energy and a real commitment to work that improves people's lives.
- Willingness to travel often within India and abroad, including to Singapore, as needed.

Benefits

- Work alongside a network of well-known philanthropists, companies and foundations.
- Build and lead a key donor community across two countries.
- Work with programme teams on livelihoods work that reaches over a million people.
- Contribute directly to the goal of a poverty-free India.

Apply

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About the organisation

The/Nudge

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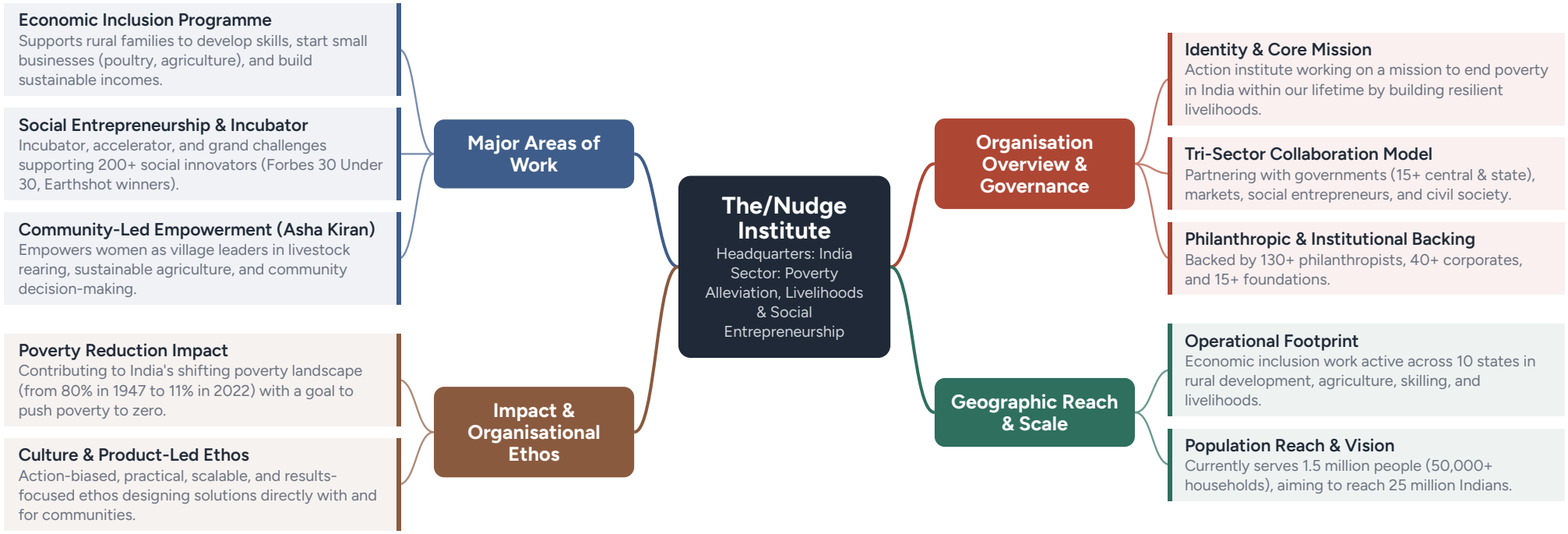

About The/Nudge

The/Nudge Institute

Youtube Video >

The/Nudge Institute is an action institute on a mission to end poverty in India within our lifetime. The organisation believes that a poverty-free India is not just a dream but an achievable goal, provided governments, markets, and civil society work together. Their approach is rooted in collaboration and practical action. The team partners with state governments, social entrepreneurs, and grassroots communities to design and deliver programmes that make a real difference. Their work focuses on three key areas: economic inclusion, social entrepreneurship, and community empowerment.

Through its Economic Inclusion Programme, The/Nudge supports families in rural India to develop new skills, start small businesses, and build sustainable incomes. Women like Anjani and Sarita from Jharkhand have transformed their lives, moving from daily wage labour to running their own poultry and vegetable businesses, and even building new homes for their families. Stories like these are at the heart of The/Nudge's impact. The organisation also plays a key role in nurturing social entrepreneurs. By providing mentorship, resources, and a platform to scale up, The/Nudge helps innovators like Manu and Kritika turn their ideas into solutions that reach thousands of people. The focus is always on what works in the real world—programmes and businesses that are practical, scalable, and truly help people move out of poverty.Images courtesy: The/Nudge website

Community-led initiatives are another pillar of The/Nudge's work. Projects like Asha Kiran empower women to become leaders and decision-makers in their villages, teaching others about livestock rearing and sustainable agriculture. These efforts not only increase incomes but also build confidence and recognition for women in their communities. The/Nudge's impact is reflected in India's changing poverty landscape. In 1947, 80% of Indians lived in poverty. By 2022, that number had dropped to 11%. The/Nudge is determined to help push this number to zero, working alongside partners at every level to make it happen. The organisation's ethos is one of partnership, innovation, and relentless focus on results. The team believes that ending poverty is possible when solutions are designed with, and for, the people they aim to serve. By combining rigorous research, on-the-ground experience, and a collaborative spirit, The/Nudge is helping to create a future where every Indian can live with dignity and opportunity.Know more about the team & the work they do

For anyone passionate about social change, The/Nudge Institute is a place where ideas turn into action, and action leads to lasting impact. The journey towards a poverty-free India is challenging, but with commitment and collaboration, The/Nudge is proving that it is within our collective reach.

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