

Position Title	Resource Development Intern
Organization	Fayetteville Public Education Foundation
Department	N/A
Address	P.O. Box 571 Fayetteville, AR 72702
Supervisor Name	Cambre Horne-Brooks
Supervisor Contact	Ph: 479-527-3655 Email: cambre@fayedfoundation.org

TERMS OF EMPLOYMENT

- A. BACKGROUND CHECKS:** This position requires the following background checks.
- Background checks may be conducted
 - Professional and personal references must be provided
- B. ELIGIBILITY**
- Be a currently enrolled, undergraduate student who will be returning to college as a full-time (12 credit hours) sophomore, junior, or senior in the fall of 2020.
 - Submit written enrollment verification from their college or university confirming the student's enrollment status to United Way of Northwest Arkansas.
 - Must have a valid driver's license and reliable transportation with insurance.
- C. WORK SCHEDULE & CONDITIONS**
- This is a full time (35 hours per week) internship.
 - The basic workweek is Monday through Thursday from 9:00 am to 5:00 pm and Friday from 9:00 am to 12:00 pm.
 - Some job duties may require evenings, after-hours and weekends.
- D. BENEFITS**
- SALARY. The individual shall receive a \$3,200 salary.
 - Employees of FPEF are paid every two weeks. Paychecks will be distributed every other week for the pay period that covers the two weeks which ends the Friday before payday.
 - Students will be reimbursed for mileage and incidentals.
 - PROFESSIONAL DEVELOPMENT. The United Way of Northwest Arkansas will provide an in-person orientation and three professional development opportunities to the employee.
 - Fayetteville Public Education Foundation will provide opportunities for networking and engagement through community, civic, and fundraising events.

E. EVALUATIONS

- a. The employee will receive an evaluation of their performance at the end of their employment from their direct supervisor. The evaluation also includes a self-evaluation and program evaluation.

RESPONSIBILITIES

A. POSITION PURPOSE

Resource Development Intern: Implement fundraising and outreach activities to build revenue for additional resources to support teacher-grants that uplift our most vulnerable students.

Through support from the Fayetteville Public Education Foundation team, the Development Intern will increase donation opportunities to reduce the student achievement gap by engaging and educating current donors and prospects, creating a pipeline for gift giving, create mission-based, donor-centric appeals and recognition strategies distributed through a variety of channels including personal contacts, direct mail, social media, and other correspondence.

B. DUTIES

- a. Implement strategies for encouraging new donors to make gifts
- b. Develop outreach events to reach potential donors
- c. Event planning for luncheons, house parties, gatherings etc.
- d. Compile necessary materials and write narratives for grants and gift proposals
- e. Design and disseminate development materials, including invitations, quarterly or annual appeals, and membership drives
- f. Deliver video storytelling to showcase awarded grants to benefactors via website, email, and social media
- g. Highlight organizational impact through emails to parents, alum, and stakeholders
- h. Develop programs to connect alumni with organization and fundraising opportunities
- i. Use social media (Instagram, Facebook, Twitter, LinkedIn) to target alumni and donors

C. COMMUNITY IMPACT

The Foundation has honed in on strategic goals that align with Tyson's focus on diversity and inclusion for programs and services for underrepresented populations. Over the next twelve months, the Foundation will raise funds to support projects that uplift our most vulnerable students. This includes supporting both the academic and social complexities of at-risk and underserved students and promoting education equity. This position work to raise awareness about achieving this goal and provide support for donation opportunities for reducing the educational achievement gap.

QUALIFICATIONS

- a. Be able to demonstrate an ability to work in a collaborative team, manage projects, and participate in community and stakeholder networking to drive engagement.
- b. Excellent verbal and written communication skills including proper usage of grammar, vocabulary, spelling, proofreading and document generation
- c. Knowledge or experience in digital and traditional communication
- d. Ability to work independently as well as with others with minimal supervision
- e. Computer skills with Microsoft Word and Excel, and Outlook; experience with Canva, and email marketing platforms, preferred but not required
- f. Solid understanding of various social networks (Instagram, Facebook, Twitter, LinkedIn)
- g. Excellent customer service

LEARNING OBJECTIVES

A. CAREER DEVELOPMENT

- a. This is an excellent opportunity for interns who are interested community-based education initiatives, public relations, marketing, non-profit administration, with an emphasis in fundraising and development.

B. SKILL DEVELOPMENT

- a. This is a unique learning experience for an intern to be engaged in non-profit strategic initiatives and to assist a Foundation in expanding awareness, increasing visibility, growing donors and achieving goals through effective promotion and execution.

C. PERSONAL GROWTH AND DEVELOPMENT

- a. The ideal candidate should be full of creative ideas and eager to contribute on a large scale. The intern will gain insight into the inner workings and aspects of a Foundation (non-profit) provide concrete deliverables and learn from top to bottom.

- b. **SIGNATURE** (*this will be signed at the point of employment with the student*)

Employee Name	Supervisor Name
Employee Signature	Supervisor Signature
Signature Date	Signature Date