

Development/PR Intern

Women's and Gender Studies Program

Description: The Development/PR Intern works directly with the WGS Program Director. Individuals in this position will learn how to create marketing and development plans, engage in different fundraising methods, write a fundraising ask, identify and communicate with donors and potential funders. Applicants should have an interest in nonprofit fundraising.

- ❖ Work with director to develop a development and marketing campaign for WGS
- ❖ Compile, update, and maintain donor list;
- ❖ Conduct research on possible donors
- ❖ Research potential grant opportunities
- ❖ Assist in writing pitch letters to donors and produce materials needed for donor solicitation
- ❖ Help plan and follow up on special fundraising and PR events
- ❖ Identify and contact possible marketing venues for WGS and Fair Trade merchandise
- ❖ Help coordinate Annual Donor Campaign
- ❖ Conduct follow-up contact with potential donors.

Requirements

- ❖ Outgoing personality with excellent written and verbal communication skills;
- ❖ Attention to detail
- ❖ Strong and mature phone presence
- ❖ Ability to work in a deadline sensitive environment
- ❖ Have an interest and background in issues around gender, race, ethnicity, sexual orientation
- ❖ Ability to take initiative and work independently
- ❖ Required computer skills: E-mail, Internet, Microsoft Word and Excel

Hours: 5-10 hours per week.

Length of Internship: September 2008 – December 2008; January 2009 – May 2009.

Unpaid, but position will earn college credit.