

### **Campaign/Fundraising Intern Job Description**

*The Campaign/Fundraising Intern assists Staff, Marketing and Campaign Committee to implement and manage campaign-related outreach and fundraising activities of the Kishwaukee United Way (KUW). The purpose of these activities is to support staff in campaign efforts with the ultimate goal of increasing donations to the organization.*

The duties of the Kishwaukee United Way (KUW) Campaign Intern will include but are not limited to:

- Working with input from KUW staff and Marketing Committee, finalizing the “Campaign in a Box” communication package to be used in business outreach on behalf of United Way. This package will include items like brochures, pledge cards, campaign ideas, leadership giving materials, endowment materials, thank you materials, and others yet to be determined.
- Acting as a point of contact and assisting in the organization of campaign special events and in the development of new events on behalf of small business, clubs and organizations. Examples include Restaurant Nights, Softball Games, Monthly United Way Item Donation Program, etc.
- Providing support to maintenance of Constant Contact database by deleting records that are no longer valid, and working with contact lists and CC activity reports to avoid duplication & ensure reach and accuracy in communications. Take the lead on Constant Contact e-blasts and e-newsletter from soliciting content to writing copy, editing and publishing.
- Responsible for contributing to increased social media presence for KUW on Twitter, Facebook, Pintrest & Linked In as well as taking the lead on Website content updates as directed by staff.
- Acting as the lead volunteer on direct mail campaign efforts (coordination of current database lists, Chamber mailing lists, new resident and business lists, and any purchased lists) for a given year. Acts also as lead volunteer on assigned donor communications and event mailings. The Campaign Intern will work with staff on the design, printing materials and dissemination of mailings, either personally or with the help of recruited volunteers.
- Acting as the lead volunteer on all organization recognition efforts, beginning with timely thank you correspondence to campaign donors. Intern will also work with staff to ensure that timely thank you communication and tax letters (if required) be sent to event donors (i.e., donation of items/money to Taste of the Vine Event.) Intern will also assist with the timely mailing of tax letters to applicable donors.
- Assisting staff in formalize the current Leadership Giving donor structure. This might include assembling a past history of Leadership Donors for the Annual Report, preparing a Leadership Donor brochure and pledge card, and helping to outline future strategies for engaging donors at a higher level.
- Helping staff develop a strategy for endowment outreach year round. This might include assembling a past history of the KUW endowment, and preparing future strategy for growth. Projects would include participation in the development of an informational brochure, pledge card and timeline for outreach efforts.
- Assisting staff and Board with conducting prospect research on individuals, foundations and corporations.
- Serving on KUW Day of Caring and/or Taste of the Vine Committees to assist with event efforts and to take on tasks as able.
- Working with the other KUW Intern (if applicable) to support events and meetings of the organization.
- Being able to work flexible hours, often not during regular business hours, as needed.

*The Campaign Intern will be reliable, able to keep data confidential, have strong leadership skills, excellent communication & writing skills, good computer skills and proficient internet skills as well as possess initiative, collaborative and management skills, and the ability to work well both as part of a team and independently.*