

POSITION TITLE: CAMPAIGN & COMMUNICATIONS INTERN

REPORTS TO: DEVELOPMENT MANAGER

POSITION TYPE: INTERN – UNPAID

DURATION: FALL 2020



United Way of Northern
Shenandoah Valley

ORGANIZATION BACKGROUND:

United Way of Northern Shenandoah Valley's mission is to increase the organized capacity of people to care for one another in Clarke County, Frederick County, Shenandoah County and the City of Winchester. United Way NSV works across these Counties to leverage resources, businesses, experts, and other service providers to advance the common good. We prepare young people to work, help families become economically self-sufficient, and help individuals choose healthy lifestyles.

POSITION SUMMARY

United Way of Northern Shenandoah Valley seeks a Campaign Intern to utilize their skills and implement a plan to achieve the following goals:

1. Communicate our mission to current supporters and prospective stakeholders.
2. Engage the public in United Way mission aligned events and activities.
3. Increase awareness, trust, and support of United Way.
4. Assist in campaign organization, strategy, goal setting, cultivation and reporting including creating a list of prospective businesses.
5. Assist local employers in the planning, implementation, conducting and closing successful United Way workforce campaigns.
6. Serve as United Way representative and ambassador, conveying the needs of the community to encourage individual contributions, advocacy, community and volunteer involvement.

DUTIES:

- Organize and deliver campaign materials.
- With the United Way team, create a list of workplace campaign prospects.
- Consolidate and maintain current, detailed records of all campaign activities and donor accounts in the customer relationship software system. (Experience with Microsoft Excel and data entry is encouraged)
- Organize and participate in workplace campaign kickoffs by preparing and delivering materials and scheduling agency speakers for these kickoffs as needed.
- Research methods to promote the United Way brand in the community, especially to young donors.
- With United Way team, manages and monitors email and mailing communication for campaigns and donors.
- Research fundraising and special event ideas in detail and propose detailed ideas to United Way team.
- Send timely thank-you messages to donors and campaigns. Create a method to track and report all thank-you communications with campaign donors and participate in Thank-a-thon.
- Other Duties as assigned.

TO APPLY, PLEASE SEND RESUME TO HILARY LEGGE | HLEGG@UNITEDWAYNSV.ORG | 540-536-1610 | UNITED WAY OF NORTHERN SHENANDOAH VALLEY | 329 N. CAMERON ST., SUITE 201 | WINCHESTER, VA 22601