

## Community Philanthropy Internship

### MISSION:

Blue Grass Community Foundation enhances the quality of life in our region, for today and tomorrow. We grow charitable giving and support activist philanthropy. We invest in our communities through innovative grantmaking and strategic community leadership.

### VISION:

To serve as the regions' go-to source for charitable giving, community leadership and catalytic grantmaking.

### MANTRA:

We're in it for good. Investing together for our community.

### ABOUT BLUE GRASS COMMUNITY FOUNDATION:

BGCF is a public charity organized to channel gifts from individuals and corporate donors through grants and scholarships for social, educational, religious or other charitable purposes. Funds are derived from many donor sources including: outright gifts, bequests by wills, charitable gift annuities, charitable remainder trusts and charitable lead trusts. We work directly with donors and with professional advisors (estate planning attorneys, accountants, financial planners and insurance agents) to help donors meet their charitable giving needs.

### ABOUT THE GOODGIVING CHALLENGE

The GoodGiving Challenge is a partnership of the Community Foundation and Smiley Pete Publishing. The Challenge is an online giving campaign that benefits local nonprofits and makes giving simple, fast and fun. The goal of the Challenge is to grow local giving – by increasing donations and grants to Central Kentucky nonprofits, encouraging new givers of all sizes to get involved in local giving and highlighting local nonprofits doing amazing work in our region - through web, print and social media platforms.

### INTERNSHIP TRAINING OPPORTUNITIES:

- Fall Semester:
  - Track and monitor weekly social media posts and eblasts from participating nonprofits
  - Coordinate and attend Challenge related events
  - Assist with donor and nonprofit related mailings
  - Input and maintain Challenge donors' email addresses into the online email platform
  - Assist with design of email campaigns
  - Assemble and distribute marketing materials in the community
  
- Spring Semester:
  - Assist with design, distribution, and analyzation of nonprofit and donor surveys
  - Analyze information and statistics from the previous Challenge
  - Coordinate and attend Challenge related events
  - Input and maintain Challenge donors' email addresses into the online email platform
  - Assist with donor and nonprofit related mailings
  - Assist with nonprofit applications for the upcoming Challenge

- Research other foundations' Giving Campaign toolkits and offer suggestions to improve the Challenge toolkit
- Assist with design materials for BGCF's nonprofit toolkit
- Update content for social media training presentations
- Summer Semester:
  - Coordinate and attend Challenge related events
  - Assist with donor and nonprofit related mailings
  - Assist with editing summaries for participating nonprofits in the Challenge
  - Assist with gathering and organizing materials for the print guide and Challenge website
  - Secure businesses for upcoming Challenge sponsorships
  - Assemble and distribute marketing materials to distribute to local businesses
- Marketing/Social Media:
  - Assist in the development of posts for BGCF's social media outlets
  - Assist with digital photography to incorporate in BGCF's marketing materials
  - Research social media trends to enhance the Community Foundation's social media presence
  - Assemble marketing packets for donor, advisor and prospect meetings
  - Assist with various event planning activities
  - Collaborate with staff on marketing materials
  - Create and edit PowerPoint presentations
  - Assist with various social media/marketing projects as necessary
- General Office:
  - Provide customer service at reception desk, including answering telephone calls and welcoming guests
  - Manage various office checklists
  - Process and distribute mail daily
  - Other duties as assigned

### **QUALIFICATIONS:**

Ideal candidates would have completed at least two years of undergraduate level coursework. Coursework and work experience in marketing, communications, advertising or public relations is preferred.

Ideal candidates would have organizational skills, attention to detail and excellent writing skills. The ability to manage multiple projects independently will be important. Customer service experience and experience working in a business setting is preferred.

Preferred software experience: Microsoft Office (including: Word, Excel, PowerPoint, and Outlook) and Blackbaud.

**Candidate must have a valid driver's license & personal vehicle.**

### **INTERNSHIP CREDIT DETAILS:**

Students are strongly encouraged to enroll for internship credit through their educational institution by contacting their academic advisor.

BGCF collaborates with the University of Kentucky's Federal Work-Study Program. For eligibility, please contact Rhonda Bryant ([rhonda.bryant@uky.edu](mailto:rhonda.bryant@uky.edu).) Please note: BGCF has limited Federal Work-Study opportunities available each semester.

Typically, 150 hours fulfills the three credit hours required to receive credit for each internship course through the educational institution. Students are required to remain in the Community Foundation's internship program for a full semester (Fall, Spring or Summer).

**The Community Foundation's hours of operation are Monday through Friday from 9:00 AM to 5:00 PM.**

**HOW TO APPLY:**

Please e-mail the following to [kbranham@bgcf.org](mailto:kbranham@bgcf.org):

- Resume
- Cover letter
  - Indicate the Internship Title
  - Indicate if you're applying for this internship through Internship Credit or the Federal Work-Study Program
- Hours of availability

