

## OVERVIEW

### 1. Who is United Way of Greater Toledo?

United Way of Greater Toledo is one of Northwest Ohio's leading nonprofit entities, raising more than \$10 million a year, engaging nearly 20,000 donors and interacting with over 300 area companies and industries. Funds collected by United Way are invested back into the community to strengthen the areas of education, financial stability and health – the building blocks for a great life. Our organization prides itself on being a unique nonprofit that provides comprehensive, wrap-around health and human services to every child, individual and family, so that all people have the opportunity to live a great life.

### 2. “Change Makers of Tomorrow” Internship Program Description

In 2018 United Way of Greater Toledo celebrated our centennial anniversary. In celebration of this special occasion we looked for ways to best impact our future and began our “Change Makers of Tomorrow” internship/co-op program.

Our paid, two semester-long opportunity is specifically geared towards junior or senior standing students who are interested in pursuing a career centered on philanthropy, helping those in need and making communities stronger. The funding of this program is made possible by one of United Way's generous corporate sponsors, who also finds value in cultivating the next generation of philanthropic leaders.

### 3. Internship Overview

During your two semester-long experience at United Way of Greater Toledo, you will gain an array of knowledge, spanning across topics such as fundraising (resource development), communication, donor engagement, public relations, marketing, public policy and project coordination. It's important that every intern understands the several departments and numerous tasks required to make a nonprofit run smoothly and be successful.

Your experience at United Way will range from assisting in gathering fundraising materials for our corporate partners, all the way to coordinating and building digital fundraising campaigns on social media. Your primary functionalities will take place within the Department of Communications & Engagement.

### 4. Desired Competencies and Day-to-Day Work

College or university student in good academic standing, preferably a Junior (third year / fourth year) or Senior (fourth year / fifth year), studying communications, journalism, public relations, marketing, graphic design, business administration, public policy / public administration or related field.

Must possess a valid driver's license and have access to a dependable vehicle. Travel expenses for job tasks can also be reimbursed.

United Way of Greater Toledo is in operation from 8:30 a.m. – 5:00 p.m., Monday through Thursday and from 8:30 – 2 p.m. on Friday. Specific days in the office and hours worked are flexible, based on the student's class schedule. You will be expected to work, at maximum, 20 hours per week. This is a paid internship position.

**Communications & Engagement: 70%**

### Social Media Content Development

- Assists in generating continuous social media content across the following platforms: Facebook, Twitter, Instagram, LinkedIn. This will include connecting with corporate and community partners through Facebook and LinkedIn (liking content, sharing content, commenting on content, etc.)
- Assists in scheduling content in our Facebook manager and Hootsuite scheduler
- Assists in creating more “non-professional” video content – primarily conversation pieces with our corporate partners, funded partners, our CEO, community leaders, etc.
- Assists in creating events and fundraisers on Facebook, as well as ensures continuous posting of content within those pages
- Familiarity or willingness to learn about applications like Canva in creating graphic content for our social media pages

### Social Media Analytics / Digital Analytics

- Pulling the following data / insights from: United Way of Greater Toledo website and “Change Maker Blog”, United Way “Change Maker” digital recognition book, Facebook analytics, Twitter analytics, Instagram analytics, LinkedIn analytics, Vimeo and YouTube analytics, and Eventbrite analytics

### General Content Management and Writing Assistance

- Assist with developing and managing content updates to the United Way of Greater Toledo website
- Exercising skills in creating content across United Way’s digital materials or platforms: social media, emailing, connecting with community constituents via email
- Creating content for our “Change Maker Blog”, as well as assisting in placing content on the blog

### Event Support

- Assist with organization’s major event planning and logistics, including attending events as a working staff member
- Assist as needed with affinity group programming and events, including attending events as a working staff member
- Act as photographer at variety of United Way and community events, and managing upload process

## **Resource Development / Corporate Engagement: 30%**

- Assist with ordering supplies for corporate community impact activities
- Assist with delivering completed kits to agencies who serve those in need
- Assist with following up on phone calls to non-corporate volunteer groups and funded partners/agencies groups who are looking for community volunteer opportunities
- Assist in preparation for workplace Campaign Manager events / gatherings, such as socials, trainings, etc.
- Assist in attending nonprofit fairs at local companies, while being an engaging table representative on behalf of United Way of Greater Toledo
- Opportunity to shadow campaign planning meetings and presentations at our corporate partners

- Possibility to assist with Leadership Donor (\$1,000+) or Tocqueville Donor (\$10,000+) event preparation
- Assist in preparation for major donor solicitations through proposals and materials
- Assists in preparing corporate campaign material orders and coordinating visual needs for our development and workplace development officers

## **5. Timeline to Apply**

Applications to apply are open from May 21 – June 11, 2019. Please send your resume and a writing example to Jennifer Archer, Manager of Donor Communications & Engagement at [jennifer.archer@unitedwaytoledo.org](mailto:jennifer.archer@unitedwaytoledo.org). Interviews will be held after June 11. *Only one candidate is guaranteed to be selected for the position*, however there may be opportunity for additional Change Maker Inters. Selected applicants will be announced on Monday, July 15 with an anticipated start-date of Monday, September 9, 2019.

## **6. Additional Perks**

Based on your performance during our “Change Makers of Tomorrow Internship” experience, United Way staff will be more than willing to write and generate employer recommendations as you begin your professional career. Your time with United Way can also double as credited class experience, based on the approval of your college or university. You will also be able to utilize work completed at United Way to further build your visual portfolio.

Lastly, you will be expected to create a comprehensive presentation, based on your experience with us at United Way. This will be given in front of key staff and / or the corporate sponsor who made the “Change Makers of Tomorrow Internship” possible.

## **7. Questions?**

If you have additional questions about anything presented above, please call United Way at 419-248-2424 and ask for Jennifer Archer.

***THANK YOU***