

Samuel P. Harn Museum of Art

Intern Project Description Form

Staff contact name: Kelly Harvey, Director of Development

Department: Development

Title of Internship: Development Internship

Brief Description of Internship: The Development Intern will work with the Director of Development and the Assistant Director of Development to plan and implement strategies for increasing free membership and the Harn pARTners programs as well as annual gifts made to the Harn Annual Appeal Fund. The Development Intern will also work with the Director of Development to define platforms for stewardship of members, sponsors, individuals, foundations, and major donors – understanding the importance of stewardship in philanthropy.

Date needed and duration: Ongoing project

Hours per week: 10 hours/week

Specific Duties:

The intern will assist in defining methods of marketing free memberships and increasing annual gifts through a variety of outlets as defined by the Assistant Director of Development. Additionally, the intern will assist the Assistant DoD and the DoD in establishing member event dates, and generate new ways to communicate with members – working in concert with the Harn's Marketing/PR Department, and UF Business Services (to manage the membership portal). The intern will be involved with production of renewal emails, acknowledgement letters, creating membership cards, and other details of membership and donor retention. The intern will also work with the Assistant DoD to formulate demographic information about membership and the Annual Fund.

Additionally, the intern will assist in the creation of stewardship materials, including "Welcome to the Harn Family" correspondence, and designing tactics and materials celebrating membership anniversaries, birthdays, graduation, etc. The intern will also assist by examining our aspirational peers who have similar free membership programs, corporate giving and grant funding opportunities (Wells Fargo Grant), and local business/campus partners, in addition to researching industry and institutional best practices for annual giving and stewardship.

Qualifications needed:

- Available 10 hrs/wk during museum business hours: M – F 8 am-5 pm
- Available to work alternatively during Museum Nights: 2nd Thursday of the month 6 pm- 9 pm and, if applicable, during Harn Member pARTies
- Highly organized
- Personal integrity and respect for confidentiality
- Passion for museums, art and design, and a strong interest in development-work
- Strong sense of integrity, outgoing, sense of humor, passion for museums, poised
- Excellent computer/Excel skills, a strong writer, a doer attitude and appreciation for providing quality customer service

Learning Objectives for intern:

- Learn the basics of museum membership program philosophies by looking at other institutions in comparison to the Harn
- Learn the steps of formulating and implementing membership campaigns
- Learn the best practices in membership cultivation and retention