

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 cross-functionally with staff throughout the department on the following projects:

- Investigate and propose initiatives for increasing (free) membership and strategies that would result in increased annual giving to the Harn Annual Fund.
- Research best practices for annual giving, fundraising events, donor relations and stewardship and compare these to current department practices. Use findings to compare current department practices and make recommendations.
- Provide support for events by researching, developing, and managing a series of events held at and outside of the museum with the goal of elevating engagement, cultivating and stewarding relationships with current and prospective donors and generating revenue.

Additionally, the Development Intern will work closely with the Development Assistant to provide a wide range of database, research, administrative, and general support to the Harn's development team.

Date needed and duration: Ongoing project **Hours per week:** 10 hours/week

Specific Duties:

Membership: The Development Intern will work closely with the Assistant DoD and members of the Harn's Education team in a collaborative effort to promote student membership and programming (e.g. Museum Nights). This internship will provide the student with real-world experience developing, delivering and evaluating strategic communications and outreach programs/events. This intern will interact with UF Student Government and steward an important relationship by identifying opportunities to create awareness about student membership and the NARM benefit sponsored by SG. This intern will serve as an ambassador for the Harn's membership program at events such as Museum Nights, pARTies, Mini Art Sale/Store events, Harn on Tap, etc., and will assist with registration, renewal, check-in, and app-related procedures. Additional duties may include, but are not limited to: content creation and storytelling; assisting in the preparation of email and print communications (e.g. drafting copy for the Member eNews, push notifications, and the Harn's Magazine), producing membership cards, and designing educational materials relevant to membership and its procedures (sign-up, renewal, app download, using your reciprocal memberships, etc.). This intern will receive training on how to use the Harn's Membership Portal (database) in order to provide assistance with benefit fulfillment/membership services (e.g. managing reciprocal privileges, providing password reset and app assistance, etc.) and access reports to help identify meaningful data and trends related to departmental efforts.

Events: The Development Intern will help organize and execute aspects (e.g. invitation lists, event management websites, etc.) of each event as assigned. These events may include; but are not limited to Member pARTies (twice a year), Harn Mixers (4 events per year), Harn on Tap (1-2 events per year), Museum Store events e.g. Mini Art Sale (Fall), and the annual Harn

Director's Dinner (Spring). Additionally, this interns will coordinate on-campus outreach/tabling, and other member-centric/fundraising events in partnership with the UF Alumni Association/Gator Clubs and other units on campus e.g. the College of the Arts, Libraries, etc. Additionally, effective Spring 2020, this intern will be involved in the strategy, preparation and execution of the Harn's 30th Anniversary celebration (Fall 2020).

General: This intern will work closely with all members of the development team to learn different aspects of fundraising and development, while supporting the team in meeting its goals. Interns will learn about annual giving, major giving and personal philanthropy, assist with data processing, mailings, gift acknowledgements, special projects, and help advance the process for individual and institutional donors and prospects. This intern will gain experience working with in-house databases and utilizing eMarketing tools such as Constant Contact and One Signal (push notifications) to create and deliver mission-driven messaging to key organizational stakeholders.

Qualifications needed:

- Ability and willingness to work 10 hours/week during museum business hours: M-F, 8am-5pm; and/or alternatively, during Museum Nights: 2nd Thursday of each month (6-9pm), and at other development/membership-related special events. This includes pARTies, sometimes held on weekends.
- A passion for museums, art and design, and a strong interest in Marketing/Public Relations/Development-work
- An appreciation for providing quality membership service and building relationships
- Comfortable contacting and working with an array of individuals and organizations.
- Detailed-oriented; highly organized with exceptional written and verbal communications skills
- Excellent critical-thinking and troubleshooting abilities; works efficiently with minimal supervision
- Must possess a high level of diplomacy/personal integrity and respect for confidentiality
- Proficient in Microsoft Office/Excel; Graphic design and creative writing skills preferred

Benefits for Intern:

As a result of this project, the intern will have gained experience in the administrative and external roles of the Development Office, had experience acting as the key organizer for a series of fundraising events, and learned the basics of museum membership program philosophies and campaigns.