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 individual and professional memberships as well as annual gifts made to the Harn Annual Appeal Fund. The Development Intern will also work with the Director of Development on stewardship projects for 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 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 planning and managing member pARTies and Business Partner events, while also generating new ways to communicate with members by working in concert with the Harn’s Marketing and PR Department. The intern will be involved with production of renewal letters, thank you letters, creating membership cards, and other details of membership retention. The intern will also work with the Assistant DoD to formulate demographic information to track member acquisition and renewals.

Additionally, the intern will assist in the creation of stewardship materials, such as designing Blurb books or other commemorative pieces and by making illustrated check lists using The Museum System (TMS), which could be used for endowment reporting. The intern will also assist in organizing memorabilia from past donor events, historic occasions in the life of the museum, and campaign histories for appropriate distribution to donors and potential funding sources.

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
- Strong interest in Marketing/Sales
- Strong sense of integrity, outgoing, sense of humor, passion for museums, poised
- Excellent computer skills, graphics know-how, Excel, excellent social networking platform skills

Learning Objectives for intern:
- Learn the basics of museum membership program philosophies
- Learn the steps of formulating and implementing membership campaigns
- Learn the best practices in membership sales and retention
- Learn basics of TMS
- Integrate knowledge of visual design applications into development of stewardship materials

Revised 2/3/2016