

# 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 and the Assistant Director of Development to research and execute strategies for increasing (free) membership and annual giving to the Harn Annual Fund. 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. This intern will gain experience in the administrative and external roles of the Development Office, exploring various avenues of advancement work including but not limited to: data entry, copyediting, event planning, producing gift acknowledgements, tracking and evaluating development efforts, and assisting with mailings, filing and special projects, as needed.

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

### **Specific Duties:**

The Intern will work directly with the development team to research and cultivate supporters, manage key databases and communication channels, track and evaluate fundraising efforts, organize events and stewardship initiatives such as Grateful Gator Day (at the Harn). Additionally, the intern will be involved with various membership and donor outreach activities, annual giving campaigns, and membership benefit fulfillment. Specifically, the intern will assist in the creation of communications and collateral, including Constant Contact campaigns and designing tactics to celebrate membership anniversaries, birthdays, graduation, etc. and spotlight the museum's offerings and contributions to community/culture. Furthermore, the intern will assist with the management and upkeep of the Harn's digital membership card app and its features (e.g. Reciprocal Museum Directory, Push Notifications). The intern will also assist by examining the Harn's aspirational peers who have similar free membership programs, assisting staff with grant application writing and tracking, identifying partnerships with local business/campus constituents, and researching industry and institutional best practices for annual giving and stewardship.

### **Qualifications needed:**

- Available to work 10 hours/week during museum business hours: M-F, 8am-5pm; or alternatively, during Museum Nights: 2<sup>nd</sup> Thursday of each month (6-9pm) and at other development/membership-related special events such as pARTies and the Harn Director's Dinner (typically held on Thursday or Friday evenings, 5-10pm)
- A passion for museums, art and design, and a strong interest in development-work
- Detailed-oriented; highly organized with exceptional written and verbal communications skills
- Strong critical-thinking and troubleshooting abilities; works efficiently with minimal supervision
- Must possess a high level of diplomacy/personal integrity and respect for confidentiality
- Proficiency with Microsoft Excel and prior experience with mail merge is preferred.
- An appreciation for providing quality customer service and building relationships

### **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