

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 on the following projects:

- Research and execute strategies for increasing (free) membership and annual giving to the Harn Annual Fund
- Develop and implement engagement strategies for the Harn's free membership program. Increasing UF student participation and membership is a key priority.
- Provide support by researching, developing, and managing a series of events held at and outside of the museum with the goal of elevating engagement 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 will collaborate with the Education team in an effort to promote student membership and museum programming (Museum Nights) through various marketing/communications channels and will assist in organizing on-campus outreach as well as tracking and evaluating these efforts. This intern will interact with UF SG and identify opportunities to distribute information about student membership and the NARM benefit as sponsored by SG. This intern will serve as an ambassador for the Harn's membership program at museum events such as Museum Nights, pARTies, Harn on Tap, etc., and will assist with registration, renewal, check-in, and app-related procedures. Some additional responsibilities include drafting content for the monthly Member News + Events, producing membership cards and benefit fulfillment, designing educational materials relevant to membership and its procedures (sign-up, renewal, app download, using your reciprocal memberships, etc.), and working with the Membership Data Analyst to update demographics and identify meaningful data and trends related to our efforts.

Events: The Development Intern will help organize and execute aspects of each event as assigned. These events may include; but are not limited to Member pARTies, Harn Mixers, Harn on Tap, Museum Store events (e.g. Mini Art Sale reception), on-campus outreach/tabling, and other membership-driven/fundraising events in partnership with the UF Alumni Association/Gator Clubs.

General: The Development Intern will work directly with the development team to research and cultivate supporters, manage key databases and communication channels, track and evaluate fundraising efforts, and assist in organizing stewardship initiatives. Additionally, the intern will be involved with various donor outreach activities and annual giving campaigns. 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. The intern will also assist with 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: 2nd 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 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
- Proficiency with 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.