



Project Proposal for Fundraising/Development Intern Position

Overview:

The Riverside Arts Center (RAC) seeks a motivated and creative individual to serve as a Fundraising/Development Intern. This role offers an opportunity to gain hands-on experience in nonprofit development while contributing to impactful programs in the arts and community engagement. The intern will support RAC's fundraising efforts, choosing a focus in donor relations, grant research, or event-based campaigns.

Proposed Project Scope

The Fundraising Intern will complete a series of projects designed to build their skills in development while advancing the mission of RAC:

Donor Engagement Strategy:

- Research and identify potential individual, corporate, and foundation donors.
- Assist in creating donor communication materials, including thank-you letters, newsletters, and impact reports.
- Develop a database of donor prospects with segmented outreach strategies.

Grant Research and Proposal Assistance:

- Research grant opportunities aligned with RAC's programming and mission.
- Draft grant proposals and letters of inquiry under supervision.
- Create a grants calendar for tracking deadlines and application progress.

Fundraising Events Support:

- Assist in planning and executing the annual Holiday Art Fair
- Manage event logistics, including vendor applications and communications, volunteer coordination and "day-of" coordination.
- Collect post-event data and feedback to assess impact and opportunities for improvement from both participating vendors and attendees.

Campaign Development:

- Support RAC's annual giving campaigns, such as end-of-year appeals.
- Create engaging social media and email marketing materials for fundraising initiatives in partnership with the Marketing Coordinator and/or the Marketing Intern.
- Analyze campaign outcomes and prepare reports.



Timeline:

The internship will span 12 weeks, with flexibility based on the intern's schedule. Below is a suggested timeline:

- Week 1-2: Orientation and onboarding, familiarization with RAC's mission, programs, and current fundraising efforts.
- Week 3-6: Focus on donor engagement strategy and grant research.
- Week 7-10: Support the planning and execution of a fundraising event or campaign.
- Week 11-12: Wrap-up, final report, and presentation of outcomes and recommendations for future fundraising efforts.

Deliverables:

By the end of the internship, the intern will produce:

1. A donor database with segmented outreach plans.
2. Two draft grant proposals or letters of inquiry.
3. A complete post-event or campaign report, including metrics, insights, and recommendations.
4. A personal portfolio of materials created during the internship (e.g., sample communications, reports, campaign assets).

Benefits for the Intern

1. **Professional Development:** Gain hands-on experience in nonprofit fundraising, including donor relations, grant writing, and event planning.
2. **Networking Opportunities:** Work closely with RAC staff, board members, and community partners, fostering valuable professional connections.
3. **Mentorship:** Receive one-on-one guidance from experienced development professionals.
4. **Portfolio Building:** Develop a portfolio of completed projects to showcase to future employers.
5. **Impact:** Contribute directly to advancing the arts and community programs in the Ypsilanti area.

Application Requirements

Applicants should submit:

1. A current resume detailing relevant experience.
2. A cover letter explaining their interest in the position and what they hope to gain from the internship.
3. Two references (professional or academic).