

## Summer 2022 Marketing Internship

The number of hours for this internship can vary based on the intern's availability and college/University requirements.

Previous internships have been between 10 and 20 hours a week.

We are pleased to adapt this internship as needed for the student to receive college credit.

Contact Mary Noel Stefan for more information about this internship.

[Mary@UnitedWayChampaign.org](mailto:Mary@UnitedWayChampaign.org)

217-352-5151

### Main Project

Plan, Customize and Execute a multi-channel Communication Plan

1. Read through and get familiar with assigned United Way Marketing Toolkits.
2. Work with Mary and Paula to develop an email communication plan for the donor segment.
3. Use the United Way of Champaign County website or communicate with staff to fill in the localizable portions of the toolkit.
4. Create email campaigns in Constant Contact software. Work with staff to schedule sends.
5. Schedule accompanying blog posts and social media posts to support the email campaign.
6. Work with staff to review email performance metrics and make recommendations for future growth.

### Secondary Project

Pitch and write articles for the United Way blog.

1. Meet with United Way staff to build a deeper understanding of our work: Javaite, Becca, Paula, Salvo, Sue. Ask questions and listen to them describe United Way's work. Take notes on what interests you, items that are unclear, or nuggets that stick out to you and you'd like dig deeper.
2. Develop 4 story ideas that you find interesting. Pitch them to Mary, 2 will be greenlit. One will be a long article, the other will be a short story.
3. Write your stories! Work with Mary to determine rolling deadlines, and connect with community contacts that can provide additional detail or quotes.
4. Submit stories for editing
5. Find or take photos for stories
6. Write accompanying social media copy for stories
7. Learn how to navigate iGuide and Uwayhelps.org, and publish your stories on the platforms.

Example of an intern Short story: <https://www.uwayhelps.org/blog/providing-hope-after-loss>

Example of an intern Long story: <https://www.uwayhelps.org/blog/power-purse-event-makes-history-raises-100000>

### Ongoing Tasks

Social Media Ideas

- As you are reading through United Way content, identify tidbits that may work for social media. Write up sample posts, add images if needed, and send to Mary.

Proofreading & Copy Editing

- Read through upcoming marketing content (newsletters, emails, print materials) for clarity and grammar, submit edits in a timely fashion. Quantity of work varies week to week.

#### Press Release Writing

- Shadow Marketing and Community Impact teams while they create press releases related to United Way's work.

### Learning Outcomes

- How to build a communication plan for a segment of supporters
- How to effectively communicate a nonprofit's mission and goals
- How to develop a strong nonprofit story – the intern will be part of the process from idea through to final product
- How to tailor communication styles for varied audiences and platforms: fundraising, donor stewardship, general community awareness and more
- Effectively combining facts and feelings (data points and real life stories) to tell a great nonprofit story
- How to adapt a story idea for multiple platforms: print, email, social media, and traditional media
- Effective uses of social media to advance charitable organization's goals
- Sourcing images for web use
- How to format and post marketing content on various web applications