



Smithsonian Institution

Office of Development

OFFICE OF DEVELOPMENT INTERNSHIP OPPORTUNITIES

(revised January 2009)

The Office of Development accepts application on a rolling basis year-round, but we typically fill internships for the summer, fall semester and winter/spring semester. All internships are unpaid. We are willing to work with your educational institution to provide academic credit, if requested. All Internships are located in the Smithsonian Castle on the National Mall, Washington, DC.

All candidates should have an interest in a development-oriented career with a particular interest in the area selected. The ideal candidate should be able to commit a minimum of 20 hours per week for a period of 8 weeks or more, will be someone who can take initiative and work independently, and will require limited supervision. Familiarity with Excel, Word and databases is very helpful. Specific skills are required for the Communications Internship and the Online Fundraising Internship, as listed below.

Donor Relations –The Donor Relations department is responsible for managing the Smithsonian National Board and providing appropriate stewardship for our donors. Specific activities may include assisting with donor cultivation events (including writing, budgets/expenses, logistical planning, and follow up), writing and editing of acknowledgements, creating registration materials, preparing printed communication pieces such as briefing binders, announcements, invitations, assisting with other stewardship and donor-focused materials and designing a menu of unique and creative donor cultivation ideas and opportunities.

Corporate & Foundation Relations –The intern filling this position will be involved with various corporate and foundation relations (CFR) research and communications projects, and would have the opportunity to engage in activity of the CFR offices. Developing, writing, and coordinating a regular news bulletin to respective corporate and foundation donors would be one of the primary tasks for this internship. The intern would also be assisting with other major gift team programs or projects in the areas of membership, major gifts, and planned giving.

Prospect/Donor Research –As an integral part of the Office of the Development, the Research department provides leadership and support in the management of individual, corporate, and foundation prospects for the fund-raising initiatives of the Smithsonian Institution by identifying, researching, qualifying and tracking prospective and established donors. Projects may include monitoring news sources for information on the Smithsonian's top prospects and other relevant information and putting together a weekly development newsletter; researching contact information for the Washington, DC, offices of major corporations; coding relationships in prospect accounts; working with other development offices to ensure Central Files contain all key prospect information; and researching various lists to identify new prospects.

Membership – The Contributing Membership (CM) program at the Smithsonian Institution raises over \$12 million in unrestricted funding each year that is used to

support a wide variety of Smithsonian research, acquisition, and educational endeavors. As part of the Office of Development, it also serves as a vehicle for identifying and cultivating large numbers of members, many of whom will become major and/or planned giving donors during their Smithsonian affiliation. The Contributing Membership is an exclusive membership with membership dues ranging from \$75 to \$10,000 per year. Members receive benefits that include special access to the Smithsonian through tours, events and publications.

The CM program is a fast-paced office that incorporates business, administrative, marketing and customer service activities. There are a number of project opportunities across many departments within the Contributing Membership office. In the Member Service area projects include responding to letters received from members and the general public, writing/editing print materials and letters used in Contributing Membership in-house mailings, and assisting with other related administrative projects. In the Operations and Member Benefits areas, projects include developing a comprehensive department procedures manual, performing operations/membership analysis, and recording and analyzing event attendee information for the previous fiscal year. In the Events area, project include entering RSVP and attendance information into event database, producing budgets, schedules, speeches and other event materials, and preparing information for briefing books. Other duties may be assigned as needed. It is an excellent opportunity for someone with strong writing and communications skills that has an interest in public relations, marketing, or non-profit management to learn about the various functions in a complex, non-profit membership office.

Planned Giving– The Office of Planned Giving (PG) helps donors who want to make bequests or other planned gifts to the Smithsonian. PG also maintains the Smithsonian Legacy Society, a group of more than 550 donors who have included the Smithsonian in their estate plans.

PG has multiple opportunities for internships throughout the year for under grad and graduate students. Interns participate directly in fundraising projects that help the Smithsonian achieve its research, curatorial and educational mission. An emphasis is placed on individually designed short and long-term projects, such as:

- building donor relationships, including communicating and maintaining donor records, researching donors, responding to inquiries and tracking contacts and relationships with donors;
- developing marketing and advertising materials that promote planned giving opportunities to Smithsonian donors;
- educating staff in Smithsonian museums, research centers and affiliated museums on planned giving opportunities with the Smithsonian;
- organizing archival records; and
- developing the program and organizing activities for the behind-the-scenes events at the Smithsonian Legacy Society weekend.

Online Fundraising– The online fundraising program in the Office of Development is focused around a monthly e-newsletter and regular email appeals. Key goals for the program are to grow the e-newsletter subscriber list and to raise unrestricted funds for the

Institution.

Specific activities for the internship may include writing of e-newsletter features, researching and compiling of e-newsletter topics, graphic design and photo editing for e-mails and web pages, recruiting Smithsonian visitors to the e-newsletter subscriber list, researching potential online marketing venues (blogs, websites, advertisers, etc), tracking and reporting of fundraising and marketing efforts, set-up and production of regular emails, and participation in strategy and brainstorming meetings for online fundraising campaigns.

The ideal candidate must have strong interpersonal skills, attention to detail, and be web-savvy. General knowledge of html, previous experience working with Dreamweaver and Adobe Photoshop, or similar design software, a plus.

Communications - The intern will assist the Manager of Communications and the senior writer/editor in accomplishing a wide range of ongoing fundraising, membership, and board activities.

Specific activities the intern may be involved in include:

- Correspondence, including gift acknowledgements, membership and fundraising letters; and other types of letters;
- Fundraising proposals to individuals, foundations, and corporations;
- PowerPoint presentations, remarks, papers, and reports to boards and Smithsonian leadership; talking points and position papers;
- Printed materials, including annual reports, announcements, press releases, brochures, leaflets, invitations, and mailings;
- Special projects

Skills sought are demonstrated strengths in writing, editing, and proofing; strong attention to detail; analytical and research skills; familiarity with databases and mailings; interest and ability in assisting with the management of a complex flow of documents in a busy work environment. The intern should be comfortable working in a large organization in which collaboration and multiple approvals are required. Skills in Quark/InDesign, Photoshop, Illustrator, and other desktop publishing applications are not a requirement but the intern will find many opportunities to put these skills to work.

The ideal candidate should be able to demonstrate writing skills by sending writing samples and/or clips.

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**Optional Internship** (*we are not always seeking to fill this position, but will consider an applicant who has a particular interest or skill set in this area*):

**Management Operations** – The internship in the Management Operations area will be project-oriented for a student with an interest in budgeting, accounting operations, and/or central file management in a non-profit environment. Specific projects are to be determined.