



Smithsonian Institution

Office of Advancement

OFFICE OF ADVANCEMENT INTERNSHIP OPPORTUNITIES

(revised December 2011)

The Office of Advancement 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 or near the Smithsonian Castle on the National Mall, Washington, DC.

All candidates should have an interest in fund raising and 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 will be involved with a variety of core corporate and foundation relations (CFR) research and communications related projects and will have the opportunity to engage in significant activity of the CFR department. Helping to write and coordinating news announcements on respective institutional prospects and requests for foundation proposals will be one of the many tasks for this internship. Though working with the CFR team will be the intern's primary function, the intern may also be called upon to assist with other Office of Advancement programs or projects.

Prospect/Donor Research –As an integral part of the Office of the Advancement, 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 advancement 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.

Prospect Management – The Prospect Management department is primarily responsible for providing a system of prospect coordination to support fundraising initiatives across the Smithsonian Institution. Key functions within the department include: working with each museum and science unit on managing prospect portfolios; creating and upholding policies and procedures related to prospect management; and working to maintain the Institution’s major gift fundraising pipeline. While working closely with Prospect Management staff, the intern will gain knowledge of the prospect management system at the Smithsonian and learn about donors and fundraising activities for various projects across the Smithsonian. Projects may include: assisting with reports focused on portfolio and pipeline maintenance; preparing for meetings with units across the Smithsonian; assisting with monthly training sessions on prospect management policies and tracking systems; and maintaining records in the donor database.

Membership – The Friends of the Smithsonian program at the 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 Advancement, 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 Friends Program is an exclusive membership program with 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 Friends 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 membership office. In the Events Planning and Management area, projects will include developing event schedules and briefing materials; attending planning meetings; managing RSVP and attendance information; creating volunteer materials and assisting training; producing budgets, schedules, speeches, attendee and giving history reports and analyses, and other event materials. Intern will also work Events Manager on long-term plan to develop new materials for marketing and publicizing Friends and James Smithson Society events. In the Member Services area, projects will include responding to letters received from members and the general public, writing/editing print materials and letters used in Friends of the Smithsonian mailings, and assisting with other related administrative projects. 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 Planned Giving (PG) department 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.

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.

Optional Internships (we are not always seeking to fill these positions, but will consider an applicant who has a particular interest or skill set in one of these areas):

Online Fundraising—The online fundraising program in the Office of Advancement 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.

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.