



## **The Platform of Hope Summer 2021 Development + Communications Internship**

Due to COVID-19, this internship will be entirely remote. The internship period is expected to be 10 weeks, preferably May 10-July 19, for approximately 10 hours a week. We are happy to build a schedule that best works for the intern. If needed, a laptop can be provided.

### **Responsibilities**

The Development + Communications Intern will provide support to the Managing Director with fundraising and fundraising initiatives, in addition to support with meetings of organizational leadership (Advisory Board, finance committee).

#### Fundraising

- Support the organization of Platform of Hope's online community auction, tracking of donated items and descriptions
- Learn how to utilize Greater Giving auction database, including posting of all items and bid amounts
- Support donor correspondence for donated items as well as donors to the auction
- Help track and document auction donors and item purchases
- Support the coordination of purchased items and delivery to winners

#### Communications

- Support the creation of online content for Facebook and LinkedIn
- Research online networks to expand organization's profile and visibility
- Create easy communication guides for partners and volunteers to utilize to cross-fertilize POH audiences
- Help develop new communication pieces

#### Media

- Support outreach to media organizations
- Research and compile contact list for local media (including blogs) as well as affinity networks

#### Leadership

- Help prepare and host online meetings for strategic alliance partners
- Support any collaborative advocacy efforts
- Take notes and track meeting action items

### **The internship**

This internship involves direct hands-on experience in donor cultivation and management, online events, networking, brand awareness and media strategy. We would be delighted to support this person in their next steps professionally. The Platform of Hope works at the intersection of housing, education, finances, arts, youth development, health, etc. and therefore is an excellent entry-point for someone passionate about a career in the non-profit sector.

### **Qualifications**

The Platform of Hope is operated by a small, passionate team. The ideal applicant will be self-motivated, with the ability to self-manage, as well as organized, creative and detail-oriented. Other ideal

competencies are: strong writing skills; familiarity with databases; good time management; familiarity with computers and social networks.

Preferred applicants will have past experience/ education in the non-profit sector and with an understanding of the fields of development and marketing.

### **How to Apply**

Please contact Judy Estey at [jestey@platformofhopedc.org](mailto:jestey@platformofhopedc.org) with an email detailing your interest in the internship, any relevant experience and attach your resume. References and writing samples may be requested. Applications are being accepted now through May 1st, though applicants are encouraged to apply by April 15th.

### **About the Platform of Hope**

The Platform of Hope is a pilot program that began in September 2018 to combat the displacement of low-income families of color from Adams Morgan/ Ward 1 by supporting families in accessing resources and connecting to their community. Our program works to change the paradigm of traditional social services delivery to center the voices of families in making holistic decisions about their life, as well as uphold *social capital between families* as a key factor for long term success. POH's model looks at the integration of housing, education, employment, family stability, physical health, mental health, etc. to partner with families to identify their goals and then self-direct plans to accomplish those goals.

The Platform of Hope was formed by a strategic alliance of four anchor institutions in Ward 1: Jubilee Housing, Jubilee JumpStart, Mary's Center/ Briya Public Charter School and Sitar Arts Center. We work with strategic alliance partners collaboratively to assist families in pursuing goals (particularly through referrals), as well as develop additional programming based on families' needs. We intentionally facilitate the building of strong social networks among participating families to highlight families' innate resourcefulness and knowledge. POH believes in systems change that centers the lived experience of families and we hope to further our advocacy work as the program continues.

[www.platformofhopedc.org](http://www.platformofhopedc.org)