



## Community Internship Collaboration Business Proposal

Spring, 2019

<b>Organization name</b>	Los Alamos Community Foundation
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<b>Organization website</b>	www.losalamoscf.org
<b>Describe your organization</b>	The Los Alamos Community Foundation (LACF) is a brand-new registered 501c3 organization with a mission to serve nonprofits in Los Alamos, identify unmet needs in Los Alamos, and increase philanthropy and access to philanthropy in Los Alamos.
<b>Internship title</b>	Communications Intern
<b>Specific days/hours (if applicable)</b>	Flexible, based on workload
<b>What will the student learn from the internship?</b>	As a new organization (3 years old), LACF is in start-up mode – developing and fine-tuning all the fundamentals of the foundation’s business. This stage of an organization’s lifecycle provides an exciting environment for learning. This internship will focus on meeting the foundation’s communications needs, but through this internship a student will gain exposure across all elements of the foundation’s work.
<b>What does your business need that a student intern can impact?</b>	The foundation is in need of an overall communications plan to direct and focus it’s communications-related efforts. The student intern can build on the work that the foundation has done to date, and apply strategic thinking to build a plan that would take the foundation’s communications to the next level.
<b>What project(s) will the intern work on?</b>	<p>The student intern will develop a communications plan for the foundation, building on the work that the foundation has done over the past three years. The plan will be informed by the student’s participation in the following communications-related activities:</p> <ul style="list-style-type: none"> <li>- Reviewing previous press releases, and drafting 1-2 new press releases per month.</li> <li>- Reviewing previous MailChimp email communications, and drafting new emails to the foundation’s various audiences (approx. 1-2 per month)</li> <li>- Attending approx. 1 foundation event per month to take photographs and create brief write up/summary to use for publicity</li> <li>- Reviewing the foundation’s social media posts to date, and monitoring foundation’s current social media (potentially coordinating with Board member who handles social media posts)</li> <li>- Reading the foundation’s historical documents and strategic plans</li> <li>- Identifying additional media opportunities and communications strategies</li> </ul>

	The student intern will work primarily with the Executive Director, and potentially with other Board Members and the Foundation President, as needed.
<b>What skills are required for this internship?</b>	Ability and interest in writing; ability to clearly communicate; some prior knowledge of media/PR/communications practices; some knowledge of social media
<b>What final deliverables will the student produce?</b>	The primary deliverable will be the communications plan, to be completed by the end of the internship. Secondary deliverables will be the press releases, email communications, and event summaries that the student writes.
<b>How would you describe the primary purpose of this project? (Select one)</b>	<p>Computer Science/IT</p> <p>Science (Biology, Chemistry, Environmental)</p> <p>Marketing/Communications – yes</p> <p>Project Management</p> <p>Accounting/Finance</p> <p>Other</p>
<b>If “Other”, please specify</b>	<a href="#">Click here to enter text.</a>
<b>Any additional information you would like to share?</b>	<a href="#">Click here to enter text.</a>