



Resource Development & Marketing Intern

Mission: Associated Youth Services (AYS) is a non-profit organization located in metropolitan Kansas City dedicated to serving underprivileged youth in crisis situations. For 38 years, we've redirected thousands of adolescents toward positive outcomes by providing residential care, drug and alcohol treatment, foster care, alternative education, and community health programs.

Internship: The Resource Development & Marketing Intern will work under the supervision of the Vice President of Development to create and implement strategies to raise additional funds for agency operations and programming. The Resource Development & Marketing Intern will focus on 4 main activities: 1) support individual giving program by assisting donation tracking and acknowledgement, and communication with AYS supporters; 2) assist in planning two special events each year to include the solicitation of monetary and in-kind support; 3) track, record and report on fund development programs; and 4) assist in marketing AYS programs, special events and accomplishments. Throughout the internship, the Intern will become skilled at using eTapestry fundraising software through ongoing database management, website content management software, and Microsoft Word, Excel and Outlook.

Timeframe: Fall Semester 2010 and Spring Semester 2011 with time off for holidays and school breaks.

Hours per Week: 12-15 hours (during the hours of 9am to 4pm.) May require working hours outside this timeframe for meetings and events.

Benefits: Monetary stipend, free parking, opportunities to attend board and committee meetings.

Location: Office is located in downtown Kansas City, Kansas and located on a major busline.

Send resume and cover letter to:

Teri Kriege
Vice President of Development
Associated Youth Services
P.O. Box 171234
Kansas City, KS 66117
913-831-0262 (Fax)

Or email to:

tkriege@aysusa.org

Questions: 913-831-2820, x231



Resource Development & Marketing Intern Duties

Activities and Goals	Planned Period of Work
<p>Goal: In order for AYS to continue to serve youth who are impoverished, drug-involved, gang-involved, suspended and/or associated with the juvenile justice system, AYS must continue to diversify our funding base and bring in new resources.</p>	9/1/10 – 5/30/11
<p>Activity 1: Support Individual Giving Program.</p> <p>Step 1: Assist in electronic (eNewsletter, Facebook, etc.) and paper communications with donors. Step 2: Assist in planning and putting on quarterly Get-to-Know AYS breakfasts.</p>	1: Ongoing 2: Aug, Nov, Feb, May
<p>Activity 2: Assist in planning of two special events each year.</p> <p>Step 1: Work with CEO and VP of Development to plan, staff, advertise and fund Winter Chill event (held in early December) to meet fundraising goal Step 2: Work with CEO, VP of Dev, and Volunteer Committee to plan, staff, advertise and fund Stack the Decks (held in mid to late April) to meet attendance and fundraising goals.</p>	1: Sept 10 – Dec 10 2: Sept 10 – Apr 11
<p>Activity 3: Track, record and report on fund development activities.</p> <p>Step 1: Use internet-based database to track donations, donors and mailing lists. Step 2: Assist in development of monthly and quarterly fundraising reports to Board of Directors.</p>	1: Ongoing 2: Monthly; Quarterly - July, Oct, Jan, Apr
<p>Activity 4: Assist in marketing AYS programs, special events and accomplishments.</p> <p>Step 1: Assist in updating website on at least a monthly basis. Step 2: Assist with email/internet strategy – Web 2.0</p>	1: Monthly 2: Ongoing