



INTERN PROJECT DESCRIPTION

Organization Name: Cogswell Hall

Address: 7200 Franklin Blvd., Suite 100, Cleveland, OH 44102

Supervisor: Hans Holznagel Marketing and Development Manager

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Identify the intern's primary responsibilities and specific tasks:

The Intern will work directly with Cogswell Hall's Marketing and Development department in promoting and advancing our 2016 and 2017 strategic plans. The intern will be responsible for coordinating our volunteer force, providing strategic insight to our current marketing efforts, entering and analyzing donor and volunteer data, creating marketing materials, and contributing to our blog.

Located in the Development and Marketing Office, this work will naturally involve the intern in related branches of our work. The intern will:

- Become familiar with, refer to, and help advance our overall 2016 and 2017 development and marketing plans.
- Get a broad and deep overview of the several areas in which people volunteer at Cogswell Hall, ranging from supportive services for residents to the front desk to building and grounds.
- Participate in data entry and analysis in regards to donor relations and volunteerism.
- Learn and use our GiftWorks database, where we record, track and report on volunteer involvement and donor relations.
- Audit our current processes regarding volunteer and donor appreciation.
- Contribute to Cogswell Hall's social media channels

Identify the skills and educational background needed by the intern to perform assigned tasks:

Needed traits and skills include:

- Curiosity about Cogswell Hall’s mission as a provider of permanent housing for low-income adults with disabling conditions and how we operate as a nonprofit.
- Organizational skills.
- Eagerness to learn and use a computer database.
- Analytical thinking.
- Good writing skills.
- Ability to plan and design marketing materials (professional graphic design skills are not required).

A variety of academic backgrounds might prepare one well for this project and its varied aspects. They might include (but are not limited to) communications, marketing, development, public relations, nonprofit management, organizational studies, business and psychology.

Identify the tasks and learning objectives you think the intern should accomplish by the end of the internship:

Tasks to be completed:

- ✓ Implement newly created volunteer orientation and organizational procedures
- ✓ Create marketing materials aimed toward specific volunteer groups
- ✓ Update our current volunteer dashboard and continue to build relationships with volunteer organizations
- ✓ Deliver a monthly “Volunteer Spotlight” feature for the *Cogswell Chronicle* e-newsletter

Learning objectives:

- Learn about the different tasks and responsibilities typical of a nonprofit employee.
- Learn how volunteerism can help a nonprofit achieve its mission and its development and marketing goals.

Identify any technical or soft skills (ex. organizational skills, presentation skills) training you plan to provide the intern during the internship:

- ❖ Use of the GiftWorks database
- ❖ Functioning in an environment of diversity – both diversity of residents and diversity of volunteers
- ❖ Hosting training and development sessions