

## Examples of Work Plans

The following Work Plans are examples by previous students who have completed the Field Experience course for credit. The intern and agency supervisor should work together to determine the goals, objectives, activities, and outcomes that will take place during the internship. Take a look at what's written below to give you a better understanding of how to develop your Work Plan.

### Student #1: Development Intern at The Englert Theater

Goals	Objectives (measurable)	Activities	Outcomes
Ensure playbill ad sales and placements are accurate	Check that the appx. 50 ads ordered are placed	Review ad spreadsheet and check against draft volume (Vol. 14)	Playbill contracts are correctly honored.
Improve upcoming volumes of playbill	Generate 10 new prospects and engage in ad sale process with prospects	Research and gather contact info for new prospects (Vol 15)	New prospects are made aware of playbill and/or buy ads
Recommend improvements to tracking systems	Improve tracking systems used to track various projects	Review various tracking systems and suggest improvements	Improved tracking system
Help with timely appreciation to donors	Help maintain system to thank donors within one week of gift	Writing thank you notes and tracking that notes have been sent	Vital stewardship activity is maintained in a timely fashion
Support Englert Development office in preparation for upcoming stewardship and fundraising events	Review 3-5 upcoming event and outline work that needs to be done to produce events	Create complete list of upcoming events including but not limited to: MCF Fundraising event, Fall Friends Dinner, Donor Englert Appreciation Party, Witching Hour Fundraiser, NYE 2020 party	Create report listing events, dates and goals Identify support needed (catering, etc.) to offset event expenses  Help plan new event: NYE 2020

**Student #2: Development Intern at Coe College**

Goals	Objectives (measurable)	Activities	Outcomes
<p>Improve the “counting” of planned gifts and donor stewardship of the Coe College Heritage Club</p>	<p>Create a clearly defined process for recording and familiarizing new members with Heritage Club benefits and recognition.</p> <p>Reduce the number of new nominal planned gifts by 50%</p>	<p>Review current Heritage Club member files and identify and record existing documentation to verify planned gift intentions.</p> <p>Identify best practices in stewarding and administering legacy societies and develop a checklist and supporting materials for onboarding/welcoming new Heritage Club members.</p>	<p>Report on current and future values of planned gift intentions.</p> <p>Ascertained donor records where documentation is lacking which will aid in implementing a plan to verify those future gift intentions.</p> <p>Enhanced donor relations for new Heritage Club members and improved record keeping.</p>
<p>Support Advancement Services’ efforts to provide timely gift receipts</p>	<p>Provide a new gift receipt format by July 1.</p>	<p>Draft an updated gift receipt and donor acknowledgement.</p>	<p>Donor-centric gift acknowledgements.</p>
<p>Develop a culture of philanthropy among the students of Coe College</p>	<p>Increase participation in the senior class gift by 25%</p>	<p>Research best practices for student philanthropy groups and senior class gift processes and procedures.</p> <p>Compile and deliver findings to the Coe Fund staff.</p>	<p>A new and improved model for growing student philanthropy on Coe’s campus.</p>
<p>Maximize essential stewardship and outreach to donors of endowed funds.</p>	<p>Provide draft of an outline for a donor recognition event by August 1.</p>	<p>Research and update the donor bios and histories for selected named endowed funds.</p> <p>Complete a review of all endowed non-scholarship funds to determine status of living donors and family.</p> <p>Develop an event outline, timeline, and checklist for the inaugural recognition luncheon/weekend for donor of endowed funds.</p>	<p>Increased engagement with endowment donors and more meaningful appreciation by the college.</p>
<p>Ensure appropriate recognition for the Coe College Black Alumni Association Reading Room</p>	<p>Provide as many relevant artifacts as possible by August 1.</p>	<p>Research the college archives for photos and/or articles on the history and accomplishments of black students/Alumni of Coe College.</p>	<p>“Unveiling” of the Reading Room at Homecoming.</p>

### Student #3: Marketing and Development Intern at Willis Dady Shelter Services

Goals	Objectives (measurable)	Activities	Outcomes
Create a variety of print materials	Have 5 different samples of print materials by 8/3	Design logo for Welborn Society, certificate, envelope, thank you card, annual report	Create a portfolio representing the work done with Willis Dady
Understand the role development plays in an NPO	By 8/3 compile a document of all the notes I've taken. Make connections between entries to show how my knowledge has grown. Note areas where I feel I have learned a lot	Have weekly reflections with Lisa	On 8/3 have a wrap up conversation and discuss how I will apply what I have learned to my future career
Enhance website presence	By 8/3 I will have created web pages for the Welborn Society and the capital campaign	Construct new webpages and update content using wix.com	Publish the new pages/ updated design
Understand how Willis Dady successfully ran a multi-million dollar capital campaign.	By 8/3 I can list 3-5 different ways an NPO can run a capital campaign and the steps involved in planning the campaign to asking for donations. Also, understand the psychology behind a campaign	Discussions with Lisa and research capital campaigns of other area NPOs	Using the gathered information from WD and personal research, report on the variety of ways that Willis Dady and NPOs are able to acquire millions of dollars.
Understand how the shelter system in Cedar Rapids works together to coordinate temporary housing for a variety of individuals	Visit 2-3 different area shelters	Meet with other area homeless organizations	By 8/3 I can describe in detail the process of placing individuals in the best temporary housing for their gender, relationship status, etc.

## Student #4: Communications Intern at Coralville Community Food Pantry

Goals	Objectives (measurable)	Activities	Outcomes
Grow the pantry's social media presence	Increase Facebook interactions (likes, followers) by 25% by end of internship (December)	Craft Facebook posts  Create a social media calendar  Share pantry's social media accounts across all media outlets, newsletters,	Better known organization and mission. Could lead to more potential donors or clients.
Enhance the branding efforts of communication outlets	Brand multiple newsletters, media posts, flyers, etc by the end of internship. Create at least one post for Facebook per week throughout the semester.	Edit/craft multiple communication outlet posts/handouts  Incorporated branding colors, fonts, etc into social media posts	Higher awareness of the pantry's image and style.
Learn communication strategies at nonprofit fundraising events	Come up with three communication strategies to help engage donors at events. Use at Farm dinner (Oct 24), golf outing (sep 20), and community meal (sep 27).	Attend fundraising events  Write follow-ups on events for both internal and external use.	Personal knowledge benefit.  Follow-ups on events will help pantry know what worked well and what didn't- for use in future similar events.
Create photo library for future social media, newsletter, communication use	Take at least 500 photos over the course of the internship.	Take pictures at fundraising events and at normal donation times at the pantry.  Create photo albums suitable for different communication uses	Photo library/stock images for showing event attendance and for future content creation.
Continue "volunteer spotlights" in newsletters	2 spotlights per month/3.5 months= write 7 spotlights	Interview, write, and craft volunteer spotlights for monthly newsletters	Increased engagement among donors and volunteers. Appreciation for them is noted, potentially creating more long term donors/volunteers and larger image.

## Student #5: Development Intern at UI Center for Advancement

Goals	Objectives (measurable)	Activities	Outcomes
Have alumni letters for all Level A Donor reports	Have a 75% response rate for all emails sent out	Identify alumni for each scholarship sponsored by a level a donor Create an email list, personalize templates and send emails Follow up in a timely manner on incomplete letters	Personalized letters in all level a donor reports to show the outcome of their generous donations
See presidential thank you letters all the way through the process	Work through one full batch (approx.. 15) of presidential thank you letters for donors	Staying updated on spreadsheet of when new letters need to be created Use templates to write personalized letters Have letters proofed Have the letters sent over to the office of the president for signature and to be mailed	Donors receive timely thank you's from the president to begin their stewardship engagement
Take over the first time donor call project	Review spreadsheet and email to DO's weekly	Review the weekly first time donor spreadsheet and drop donors not in criteria Check to ensure we are able to contact donors Assign donors out to DO's by area Ensure all calls have been made by the Friday of that week	First time donors are thanked for their gift and are put in contact with DO's for an area that interests them
Update scholarship backgrounds	Using monthly data pulls, updating all of the new funds / changes to funds	Monthly data pulls Identifying funds that are missing information For funds with appropriate info – using notes, award announcements and donor intents to write a background on the fund Upload the background to BGI for others to use	Donors are able to see a synopsis of their fund and recipients are able to learn more about the scholarship they are receiving
Work on cover letters for donor reports	Meet with DO's to receive notes to go into cover letters for donor reports	Meet with DO's Use notes from meeting and databases to write a personalized letter	Detail is put into the donor reports for a more personalized stewardship approach

## Student #6: Program & Events Intern at the Jacobson Institute

Goals	Objectives (measurable)	Activities	Outcomes
Redesign BIZINNOVATOR <sup>®</sup> Curriculum	Increase conversion from partial license to full license by 20%	Audit BIZINNOVATOR <sup>®</sup> website  Update website information with updated information	Students will have a better understanding of core BIZ and entrepreneurship concepts
Improve and Modify Entrepreneurial summer camp curriculum	Exchange two activities and add a activity for returning campers	Updating activity book  Creating new activities  Tweaking schedule and lessons	Campers will have more fun and better understand the core concepts of Entrepreneurship
Increase the pool of judges for our biannual innovator competition	Add 20 contacts to our pool of judges	Research and contact local entrepreneurs	More reliable and fair judging for our competition
Improve social media presence	Create 5 marketing assets per program	Learn to use adobe and digital marketing tools	Increase participation in our events and programs as well as spread the word of who we are and what we do
Grow STEMINNOVATOR <sup>®</sup> nationally	Expand to 5 other states	Finding STEM hub managers in other states  Creating promotional materials	More kids with the opportunity to learn entrepreneurship and innovation