



## Intern, Strategic Fundraising

### About the EdCan Network

**Our mission is to ensure that ALL students thrive in our schools.**

The EdCan Network is Canada's independent, bilingual, non-partisan organization of over 75,000 educators renowned for developing knowledge tools that bridge the research-implementation gap. Our role as an indispensable intermediary connects K-12 education systems across the country by producing and disseminating authoritative and evidence-based, yet accessible content that is trusted by educators, parents and policymakers alike in a world where fact-based information is increasingly difficult to decipher.

**Job Description:** The Strategic Fundraising Intern is responsible for collaborating with staff to implement a variety of fundraising strategies throughout all stages of the cultivation process – from project conception to concluding funding agreements. The intern will also play a key role in developing and executing advertising and digital communications strategies that will strengthen existing relations and attract new supporters. This is an ideal opportunity for candidates seeking to enter the field of organizational development and non-profit management.

### Responsibilities:

#### **Grant Writing and Concept Development (40%)**

- Research and identify potential foundations and corporate sponsors; where possible, advise other ways of fundraising for projects
- Research and identify potential advertising revenue sources for EdCan Network publications, and assist with the development of an advertisement sales strategy
- In collaboration with staff, develop winning project concepts that provide high value to Canadian educators
- Prepare and distribute customized letters of inquiry to potential funders
- Draft convincing funding proposals for our organization's research and knowledge mobilization projects, for submission to philanthropic foundations and corporate donors
- Research potential event sponsors, develop ROI statements, and write sponsorship letters
- Assist with meetings with potential funders and in-kind requests (both written and verbal)
- Develop project budgets in line with project milestones

#### **Strategic Communications Planning (30%)**

- Create SMART (Specific, Measurable, Actionable, Realistic, Time-Oriented) goals for a variety of target audiences in the K-12 public education sector
- Develop compelling campaign messages for online communications platforms, including ideas for image concepts, web content, and videos
- Build a communications editorial calendar and track online metrics in collaboration with the Digital Marketing Coordinator



### **Data Monitoring and Stakeholder Engagement (10%)**

- Maintain a digital pipeline of suspect, potential, and current donors
- Assist with gift acknowledgment
- Develop donor impact statements (ex. Desjardins Foundation end-of-year report)
- Develop a compelling infographic concept that can be distributed as brochures, pamphlets, and dioramas explaining the EdCan Network's functions and impact
- Contribute to organizational revenue diversification strategy meetings

### **Social Media (20%)**

- assist with the day to day management of our social media platforms
- create and implement engaging social media content and blog posts
  - Facebook / Instagram / Twitter
    - Posting Regularly (Sign up Links/Current Projects/Enticements to Learn More/Donation Motivation/Redirection to Home Page)
- Brainstorm content ideas that would be suitable for donor engagement strategies
  - Exploring Group Features
    - Social Media Home, i.e. Facebook, LinkedIn, and Google+ group features
- Think creatively and assist with developing new design concepts, graphics, and layouts
  - Creating volunteer events or planned ahead giving day strategies, i.e. Facebook, Instagram
- Manage Social media accounts and schedule posts at optimal times for organization postings
  - Facebook/Instagram Ads: understand how to run, monitor and target ad campaigns
    - Creating the organization's own hashtags (or piggybacking on another), i.e. Twitter
    - Monitoring and Exploring Retweets to assess impact, i.e. Twitter
    - Setting up Automated Follow Messages, i.e. Twitter

### **Qualifications:**

- Excellent writing skills
- Ability and willingness to work closely with a small team
- Ability to work productively and shift priorities in a fast-paced environment
- Knowledge of social media and community engagement
- Bilingual English-French is considered an asset
- Knowledge of the Canadian education sector is considered an asset
- Knowledge of multimedia design tools (Adobe PhotoShop, Adobe InDesign, Adobe Premiere) is considered an asset

### **Remuneration:**

\$15/hour, 40 hours/week

Flexible work schedule available on occasion

*We are committed to working with the Intern to develop assignments that best meet their professional goals.*