Create An Awesome Internship Program

Intern vs Volunteer

Volunteers:
- Short Term
- Limited, but Focused, Skillset
- Short Training Time
- Low Risk

Intern vs Volunteer

Interns:
- Longer Term
- Broader Skillset – But Still Focused
- In-Depth Training
- Higher Risk
The Art of Internships

- Recruitment
- Training / Orientation
- Management
- Fundraising
- Appreciation

Recruitment: How To Pick A Winner

- Write Great Job Descriptions
  - Non-Profit Management
  - Communication / Social Media
  - Development / Fundraising
  - Graphic Design
Recruitment: How To Pick A Winner

- Be Besties With Local Schools
- Post Everywhere
  - Internships.com
  - Your Org's Website
  - University sites
  - Indeed
  - Idealist
- Ask The Right Questions
  - Ask what they know about your org. Did they do their homework?
  - Ask about their skills.
  - Ask about communications
  - Ask if they’ve ever volunteered / fundraised for another charity.

Intern Orientation

- Get Everyone On The Same Day
- Treat Them As You Would An Employee
  - Expectations, policies, dress code, sexual harassment, etc...
- Have An Agenda
  - Organizational Background
  - Meet The Team
  - Salesforce 101
  - How To Write A Great Blog Post
  - How To Communicate...Like With Your Mouth
  - Photos
  - Team Building
  - Goals
**Be A Boss**

- Get It Together
- Have A Good Process In Place
- Checkpoints
- Call Out Negatives & Reinforce Positives
- Ducky See, Ducky Do
- Keep ‘em Accountable
- *Make It Fun
- *Remember They’re There To Learn

**Fundraising**

- Give Them A Goal
  - Every Intern Must Fundraise At Least $100
- Give Them Incentives
  - T-shirts, Mugs, Giftcards, Tickets, etc...
- Give Them Feedback

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**MOVE FOR HUNGER**

**FUNDRAISING CHALLENGE!**

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**WE CHALLENGE YOU TO FIGHT HUNGER**

At the end of the Challenge you can win:

- $100: Get a Move For Hunger T-Shirt
- $500: Get a Move For Hunger Sweatshirt
- $1,000: Get a $500 Visa Gift Card
- $2,000: Get an Apple (and M&M)
- $4,000: Get 2 airline tickets (value at $500 each)

Questions? Email Heather with questions: Heather@MoveForHunger.org
Show Gratitude

Spring 2018 Applications Are Open!

MoveForHunger.org/Intern