



Internship Title: Marketing and Fundraising Intern

Supervisor: Kaitlin Specht, Marketing Coordinator

Description of Internship

The Marketing and Fundraising Intern will have an opportunity to work firsthand in the communications and fundraising functions of Mental Health America of Lancaster County. This position is ideal for someone interested in general nonprofit administration, development, or marketing.

Primary Responsibilities

Utilize various strategies and tactics to reach MHALC audiences, including but not limited to: social media, newsletters, MHALC website and blog, e-newsletters, Compeer website, press releases, print newsletters, advertisements. Support transition to new donor/client database. Perform tasks relating to fundraising and donor cultivation, including but not limited to: direct mail solicitation, phone calls, event planning, creating written communications, updating donor database, and planning new donor cultivation strategies.

Required Knowledge and Skills

General knowledge of social media tools (Facebook, Instagram, blogging) and strategy. Strong writing and creative skills. Comfortable contacting donors via phone, mail, and email as needed. Spanish language ability a plus.

Learning Outcomes

Understand how all components of a nonprofit marketing plan work together. Understand and gain confidence in the donor cultivation process. Gain applied experience in writing and research. Will learn to analyze consumer and donor feedback to adapt plan and strategy as needed.