

NCSY'S TEEN PHILANTHROPY INTERNSHIP  
EXECUTIVE SUMMARY

GOALS

The success of any Jewish organization is its critical ability to recruit leadership who focus on the financial resources necessary to fulfill its mission. As such, NCSY's Certification Course and Internship trains the next generation of Jewish leaders to actively engage in resource development, preparing them for influential roles as Board Members and Community Builders in their future communities. It will do so by a) *strategically introducing* NCSYers to non-profit organizations with successful fundraising divisions, b) *providing mentorship* by local community visionaries and c) *facilitating experiential learning* through completion of various projects.

TOPICS COVERED

Interns will focus on four core aspects;

- 1) Committee Building; Leveraging the Power of a Team
- 2) Becoming a Known Institution
  - a. Print media and online awareness campaign
  - b. Marketing / branding
  - c. Networking
- 3) Donor-Centric Fundraising
  - a. Prospecting
  - b. Cultivation
  - c. Solicitation
  - d. Stewardship
- 4) Tactical Fundraising
  - a. Phone-a-thons and Direct mail Campaigns
  - b. Program / Event-based Giving
  - c. Social Media and Online Philanthropy

EXPECTATIONS

Interns who successfully complete the coursework below will receive a) a *Certification of Achievement* from the Orthodox Union, the world's largest Jewish resource, with an \$80 million annual budget and affiliates all over the globe, signed by the Executive Vice President and Senior Director of Institutional Advancement, as well as b) letters of recommendation to the colleges of choice.

- 1) Honest and accurate submission of entrance *and* exit survey.
- 2) Completion of assigned reading material.
- 3) Attendance to 6 of 8 bi-weekly sessions.
- 4) Attendance to 2 Major fundraising events.
- 5) Participation in mentoring sessions with local visionaries and submission of brief interview essays.
- 6) Execution of final fundraising project.