

Development Operations Internship Summer Internship in Menlo Park LifeMoves

Position Title: Donor Trends and Analysis Intern

Main Location: LifeMoves Administrative Office, 181 Constitution Drive, Menlo Park, CA 94025

Time Commitment:

- **10 weeks: June 12th – August 18st**
 - Full time (40 hours/week)

Position Details:

At LifeMoves, our objective is to break the cycle of homelessness by providing shelter and comprehensive support programs while treating each participant with dignity and respect. The Donor Trends and Analysis Intern will support the Development team in their fundraising efforts by providing information management and analysis that enables efficient and effective engagement with our donor base.

Primary Responsibilities Include:

- Using advanced tools to evaluate fundraising results and trends
- Assist in the creation and update business reports
- Researching and documenting business processes
- Compile information from multiple sources for presentation
- Complete special projects and provide organizational support as assigned

Position Requirements/Preferred Skills:

- HS Diploma and some college
- Relational database experience is a plus (Raiser's Edge)
- Familiarity with organizing large data sets
- Interest in learning information systems and business process management
- Interest in advocacy for the homeless
- Professional and responsible demeanor
- Strong writing and communication skills
- Ability to multitask
- Resourcefulness
- Highly organized and detail oriented
- Basic proficiency in Microsoft Office; Strong Excel skills a plus
- Experience with project management
- Humor and wit
- Flexibility

Learning Outcomes:

- Learn to query and export information from a relational database
- Opportunity to analyze and interpret real world data sets
- Gain an excellent overview of Major Gifts fundraising
- Gain a deeper understanding of a large non-profit through first-hand interactions and collaboration with members of various departments
- Observe how a Development department uses varied income streams to meet a multi-million dollar budget

Compensation: Unpaid

Supervisor: Director of Development Operations, Terri Meier

Project List

FY17 Fundraising Effectiveness Analysis

The Association of Fundraising Professionals has developed analytical tools to help organizations evaluate the effectiveness of their fundraising efforts based on various factors. Actual fundraising results will be processed using these tools, and the results will be interpreted and consolidated for presentation to the Development team. Analysis will be augmented by research on industry trends and benchmarks.

FY17 (Dec 2016) Holiday Appeal Deep Analysis

In order to better understand how donors respond to mailings and create informed strategies future communications, a detailed analysis of the response to our Holiday Appeal letter is needed. A preliminary analysis was conducted in January but further gifts have been received, and the gift entry has been audited. Summary information based on multiple dimensions will be created and year over year results will be compared and reviewed.

Success Measures and Reporting

The Development team is seeking to define a variety of metrics that will help us evaluate the effectiveness of our efforts and guide future planning. By researching different industry standards, and evaluating the tools available to us, we will identify some of the key areas for analysis. Guided by input from the Development team, we will define and design proto-type reports.