

Yale University President's Public Service Fellowship

Proposal for Fellowship Placement • Summer 2017

- Organization: **LEAP: Leadership, Education, Athletics in Partnership, Inc.**
 - Full street address of organization: **31 Jefferson Street, New Haven, CT 06511**
 - Website: **www.leapforkids.org**
 - Name and title of the Direct Supervisor (*please note: the Direct Supervisor must be available to supervise Fellow on a daily basis*): **Rachel Kline Brown, Director of Development**
 - Phone number and e-mail address of Direct Supervisor: **(203) 773-0770, rklinebrown@leapforkids.org**
 - Placement dates (*8-11 weeks between Tuesday, May 30 and Friday, August 11, 2017*): **May 30th – August 11th**
 - Are placement dates flexible? If so, please describe: **Yes, the work needs to be done regardless of when it starts/ends but the longer the fellow can work, the better.**
 - Hours of the program (*placements should be equivalent to full-time*): **10 – 6 (somewhat flexible)**
-
-

Placement Description

- Organization description (*Mission statement, population served. 150 words or less.*):

For 24 years, LEAP has worked with children, teenagers, and young adults in New Haven, Connecticut in some of the poorest inner city neighborhoods in America. As the largest youth agency in our city, we provide academic supports, social enrichment, and leadership development, but we do so in a unique way. We give older students (ages 16-24) the training, education, and resources they need to work as counselors and Leaders-in-Training to our younger students (ages 7-15) who are from five of the lowest income neighborhoods in New Haven. In doing so, we go beyond impacting individual lives through education and employment. We build a community with power and purpose.

Mission: LEAP empowers young people to be leaders who create a nurturing community for children in need. We believe that families in all neighborhoods deserve access to learning opportunities that inspire a broad world view and encourage young people to embrace their limitless potential.

- Please write a 1-2 sentence summary of the work that the Fellow would be conducting

The Fellow helping LEAP will create an overarching communications plan for the development office that is based on analyzing data from our donor database and includes a more strategic digital presence. The Fellow will also design and write text for additional marketing material based on research of industry best practices.

- Please write a complete description of the specific project you propose and list the duties/outcomes expected of the Fellow. (*Suggested length: one to two pages.*)

All of LEAP's programs are free for the children and teens that participate so the Development Office is a vital part of the organization. We bring in 100% of the funds for the services we provide. Our budget is over \$2 million so our small, committed team solicits funds from a variety of sources – foundation and corporate grants, government, and individual donors. As our government funding decreases, we are adjusting our fundraising strategies to increase contributions from individual donors. We need a highly motivated, hardworking individual who will join our team to develop

an improved communications plan that will increase both our donor base and contributions from our current donors.

The Fellow should have the ability to:

- **Analyze data on our current donors to determine patterns in giving.**
- **Use this data analysis to identify segments of donors who need to be targeted differently.**
- **Create an overarching communications and marketing plan based on the data analysis.**

The communications plan should include:

- **Ways to strategically increase our use of social media and other digital outlets to improve our online presence in a way that results in increased funding.**
- **Plans for how to increase our coverage in the local press.**
- **Designs and text for additional printed marketing material with a plan for the best ways to get it out to potential donors.**
- **Templates for enewsletters, emails, newsletters and other consistent forms of communication.**

- **Specific skills/experience required for the project (*Please list*):**

- **Ability to think analytically and interpret patterns in data**
 - **Ability to think strategically about reaching donors and create a clearly communicated plan**
 - **Ability to produce clearly written and effectively communicated marketing materials**
 - **Strong understanding of digital media and potential ways to use it effectively or the ability to learn this through research**
 - **Ability to function and thrive in a highly collaborative environment**
 - **Ability to manage time effectively and independently**
 - **Demonstrates tact and discretion in preparing, disclosing and handling information**
 - **Graphic design skills are a plus**
- **Additional requirements (e.g. a car or weekend working hours). If a car is required, please include information regarding parking arrangements and mileage reimbursement):**
-

- Briefly describe the work that Yale PPSF Fellows have done with your agency in the past and present. If you have not worked with Yale Fellows, please describe any work that Yale students have done with your agency.

The people in our current administration do not recall having a Yale PPSF Fellow. However, during the 24 years that LEAP has been operating, we have had numerous Yale affiliated people work with us in a variety of capacities. LEAP has always benefited from partnerships with Yale students, facilitated by our close proximity to the Yale campus.
