Proposal for Fellowship Placement • Summer 2018

- Organization: Beulah Land Development Corporation

- Full street address of organization: 774 Orchard Street, New Haven, CT 06511

- Website: www.beulahlanddevcorp.org

- Name and title of person who will be the Fellow’s direct supervisor (the supervisor must be available to supervise Fellow on a daily basis): Darrell Brooks

- Phone number and e-mail address of proposed direct supervisor: (203)865-2640 - dbrooks@beulahlanddevcorp.org

- Placement dates (8-11 weeks between Tuesday, May 29 and Friday, August 10, 2018): May 29 – August 10, 2018

- Are placement dates flexible? If so, please describe: Yes, in the event the fellow needs to travel for personal reasons we will be flexible to accommodate his or her schedule.

- Proposed work schedule (placements should be equivalent to full-time and not more than 37.5 hours/week): 9:30 am – 4pm
• Organization description (mission statement, population served. 150 words or less.):

Established in 1994, Beulah Land Development Corporation is a faith based non-profit organization, originating from the Beulah Heights 1st Pentecostal Church community, created to develop affordable housing for low-to-moderate income individuals and families in the city of New Haven. It is BLDC’s belief that all persons, regardless of creed, color, or nationality are entitled to live in a neighborhood void of blight, systematic poverty, and reckless crime. BLDC believes that by reaching out to residents of a given neighborhood on this premise, we can help to change the quality of life for an entire community.

BLDC’s goal is to diminish the impact of poverty and blight in our local neighborhoods, and to utilize community development as a tool to re-establish the concept of the family community. BLDC seeks to accomplish this by transforming dilapidated, absentee-owned housing structures and vacant infill lots into beautifully renovated, affordable properties that are made available for qualifying individuals and families with low-to-moderate incomes. Ultimately, not only is BLDC filling the need for affordable housing, but also providing low income families with an opportunity to secure a better financial position, and with freedom from cyclical systematic poverty. BLDC seeks to promote the creation and preservation of quality affordable housing to meet the needs of all individuals and families citywide to ensure that New Haven continues to be a great place to live and work.

• Please write a 1-2 sentence summary of the work that the Fellow would be conducting (50 words or less. This will be used as your agency’s project description summary on the PPSF website, so please be succinct):

The PPSF Fellow will be working on number strategies to advance the overall mission, goals and objectives of BLDC by doing the following: creation of new fundraising strategies, increasing the organization’s social media presence, reach and visibility. The Fellow will support the COO with the day to day activities as it relates to the BLDC’s projects.
Online fundraising is one of the most popular ways for nonprofits to raise money. According to the M+R Benchmarks study, online giving grew 13% from 2014 to 2015, and monthly online giving increased by 32%. Social media is an increasingly important channel for charities and social enterprises. Integrating social media into Beulah Land’s overall strategy for development, community and donor engagement. Embedding social media throughout the fundraising process through innovative online fundraising ideas that Beulah Land can use to attract donors. The strategy developed by the PPSF should extend to potential supporters that would create a culture of continuous real-time donor engagement, internally and externally. Ultimately, the incorporation of a social media strategy around partner and consumer (followers) count and engagement, volunteer sign-ups, and donations transforming social media into a powerful tool where you can get people involved, start conversations with followers, promote fundraising and development events and campaigns, as well as ask followers to donate to the organization.

The PPSF Fellow will be working on the following:

1. The development and creation of new fundraising strategies to support the overall mission and objectives of BLDC. - A fundraising strategy to be introduce to the Board of Directors and staff and in place for Beulah Land coming fiscal year.

2. Development of a strategy for the 2018 “Give Greater” fund raising campaign and review and strengthening of the “Give Greater” organizational profile. – An increase the number donors for this year’s campaign by 50% or more.

3. Development and creation of a new marketing strategy to increase the reach, visibility and social media presence of BLDC. – An increase of visits to Beulah Land’s website, facebook and/or any other social media source by 30% or more.

4. Development of a data base for project donors and or foundations and the cultivation of relationships with said foundations and/or donors. – Increase the number of donors or potential donors Beulah Land can engage regarding, giving in affordable housing campaign or volunteering in the Dixwell community.

5. Provide administrative support and assistance as needed with the day to day operations of the pipeline projects. – Preparing reports and /or applications for various projects. Participating in project meeting(s) under the direct supervision of the COO.

- Specific skills/experience required for the project (please list):
➢ Self directed/motivated
➢ Ability to research best practices and evidence based strategies around fundraising that best serve non profits.
➢ Knowledge of fund development/fund raising campaigns & events.
➢ Ability to communicate both orally and written to a cross section of public and private donors and funders.
➢ Innovative & creative ways of using social media around marketing with funders and potential clients.

• Additional requirements (e.g. a car or weekend working hours). If a car is required, please include information regarding parking arrangements and mileage reimbursement):

   The PPSF Fellow will have access to free parking daily. In the event, the PPSF should need a car to travel to appointments and/or events mileage will be reimbursed at the standard rate of .53 cents per mile driven in services of charitable organization.

• 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.

Yale students hosted by BLDC have been extremely significant in the progress and success of the organization’s past and current projects. Some of their successes include but not limited to: grant writing increasing the organization’s general support by 75%; coordinating and developing a low to moderate income first-time Home buyers retreat and day-long seminar; compiling pertinent project and agency data for federal, state and local funders; creating and coordinating marketing materials and events for the agency; assistance with grant writing and project funding research; and program management for agency’s homebuyer’s down payment/closing cost and IDA programs.