



Fundraising/Public Relations Unit Internship description

Massachusetts Adoption Resource Exchange, Inc. MARE
45 Franklin Street, 5th floor Boston, MA 02110-1301
617-54-ADOPT (617-542-3678) or 1-800-882-1176 Fax: 617-542-1006
Web site: www.MAREinc.org

The MARE Mission

MARE exists to find “a permanent place to call **HOME**” for children and teens in state foster care, including sibling groups and youth who are traditionally harder to place. We do this by recruiting, educating, supporting and advocating for **FAMILIES** throughout the adoption process, while tailoring recruitment to find potential families for specific waiting children.

The Agency

MARE is a private, non-profit human service agency that works with both public and private adoption agencies to find permanent families for children in foster care awaiting adoption. MARE has a committed and energetic staff of 14, including 2 in our Springfield office; the environment is friendly, hard working and can be fast-paced.

MARE Public Relations & Fundraising

At MARE, we believe that Public Relations and Fundraising are both forms of Communications – the differences are based on the interests of the target audiences and the actions we want those audiences to take. MARE employs a variety of programs to raise awareness of adoption from foster care in general, to recruit potential parents for children in foster care, and to raise funds to support this work. PR & Fundraising projects include program & fundraising event promotion to the media and our constituents; MARE website updates/rewrites; MARE Newsletter (3/yr print); an Annual Appeal; success family interviews and preparation for media; Fundraising events including a Walk for Adoption, golf tournament and regatta; online auctions; small fundraising get-togethers; the Car Donation Program; and Grant and Sponsorship research and writing; and donor recruitment and stewardship.

The Internship

Fundraising/Public Relations Unit interns can work on but are not limited to, the following tasks:

- Research and document prospective funding sources including foundations, potential sponsors, grants, and other potential donors of cash, materials, and/or services.
- Fall interns will work on publicity surrounding National Adoption Day (Friday before Thanksgiving), interviewing adopting families and pitching their stories to local media.
- Spring interns will work on publicity and event management for MARE’s Walk for Adoption fundraising event.
- Maintain and update MARE’s foundation grants records, including schedules for deliverables and application renewals.
- Assist with fundraising and publicity campaigns: solicitations, sponsor relations, press releases, public service announcements, follow-up calls, preparation of solicitation and press packets, etc.
- Maintain and update MARE’s Media Contacts database
- Design posters, flyers, invitations, thank you cards, etc., if that is a particular talent.
- Track and compile fundraising and/or media statistics

- Track and organize prize donations, and prepare bid-sheets and other auction materials.
- Write articles for *MARE NEWS*, the MARE newsletter, and the monthly *MARE Moment* e-news
- Interns may develop content for MARE Annual Report
- Maintain and update MARE's GiftWorks fundraising database.
- Attend staff meetings
- Assist with general mailings
- Other tasks as assigned.

Qualifications, Hours and Compensation

PR & Fundraising unit interns should be college juniors, seniors, or graduate students studying marketing, business, fundraising, public administration, non-profit management, public relations, communications, or a related field. Social Work and Human Services students will be accepted IF they have an interest in fundraising and marketing communications. **This internship is an administrative position which does not include direct service to children.** Occasionally, sophomores will be accepted after careful review of writing samples and an interview. Successful candidates will have the following qualities and skills:

- Energetic
- Organized, with a sharp attention to detail and accuracy
- Excellent Interpersonal & Writing Skills
- Excellent telephone skills, including phone research to determine correct contact for solicitation
- Results-oriented
- Proficient in Microsoft Office (Word, Excel, Power Point)
- Knowledge of GiftWorks, Adobe InDesign and PhotoShop is a plus
- Knowledge of Dreamweaver and webdesign is a plus

The Fundraising/Public Relations unit intern will work a minimum of 10 hours per week, but no more than 20 hours per week. Internships generally last 12 weeks, but students are welcome to stay longer. Internships are available throughout the calendar year.

Interns are not paid, but where college credit is available for internships, that can be arranged and the agency will meet all school requirements. Additionally, because these internships are unpaid, we make sure that the interns gain meaningful experience in their positions and attempt to gear them to a student's interests as much as possible.

Location/Directions

MARE is conveniently located at 45 Franklin Street in Boston, which is at Downtown Crossing, directly behind the former Filene's building. It can be accessed from any subway line. The following stations are all within three blocks of the agency, or closer: Park Street (Green & Red lines), Downtown Crossing (Orange & Red lines), and State Street (Orange & Blue lines). Numerous buses and express buses also stop in the area.

To Find Out More About Internship Opportunities at MARE

If you would like more information, or want to arrange an interview, please call **Janice Halpern**, Director of Public Relations & Fundraising, at 617-572-3678 x113 or 1-800-882-1176. You may also send inquiries via e-mail to janiceh@MAREinc.org.