



**Impact Interns: Summer 2021**

**Organization Information**

Organization Name:	Community Youth Advance
Address:	2342 Vermont Avenue Unit #1 Hyattsville, MD 20785
Website:	www.cyadvance.org
Organization Description:	CYA began in Prince George's County as Mentoring to Manhood (M2M) in 2005, a mentorship nonprofit focused on stemming violence and building positive character in young men. As M2M grew, our founders informed by history, data and partnership, merged with Community Tutoring Inc, a program operating in the same communities. With the merger, Community Youth Advance was incorporated in 2017, becoming one of the region's largest, most comprehensive academic and mentorship nonprofits, serving more than 600 youth each year. Our programs include mentoring, personal tutoring, experiential learning, team building and entrepreneurial education under three mission goals: <b>Teach, Reach and Keep.</b>
Intern Supervisor: (Name, title, email)	Danielle Middlebrooks, Executive Director, <a href="mailto:DMMiddlebrooks@cyadvance.org">DMMiddlebrooks@cyadvance.org</a>

**Position Description**

Internship Time Period (include projected dates):	<input checked="" type="checkbox"/> Summer 2021 Internship dates:
Hours Per Week:	20
Number of Weeks:	10
Undergrad/Grad Intern eligibility:	<input checked="" type="checkbox"/> Graduate <input checked="" type="checkbox"/> Undergraduate
Internship Description and Duties:	The Development Intern will play a vital role in CYA's donor, social, and digital outreach. The intern will support social media campaigns, registrations, newsletters and content creation with the mentoring, academics, and administrative teams. <ul style="list-style-type: none"> <li>• Develop and manage donor facing campaigns including regular donor updates</li> <li>• Perform development-related functions in consultation with the finance team, including gift reconciliation.</li> <li>• Collaborate with other teams on the planning of development efforts and support any number of special projects related to development as needed.</li> </ul>



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	<ul style="list-style-type: none"> <li>• Coordinate the distribution of the Annual Report or Year in Review, solicitation materials, and other materials as needed.</li> <li>• Assist with media relations to include monitoring daily media activity, drafting media advisories and press releases, creating pitch lists and pitching, and drafting social media posts</li> <li>• Contribute to management of the content creation for organization's social media platforms to include social media campaigns and drafting blog posts and creating a social media plan for SY21-22 (September 2021 - June 2022)</li> <li>• Maintain media and contact lists</li> <li>• Monitor email marketing</li> <li>• Provide administrative support on organization's websites</li> <li>• Diligently maintain inventory and archive program materials (especially photos and videos)</li> <li>• Support communications team to meet the organization's goals</li> <li>• Supports content creation, i.e. film, photos and reports by interviewing parents, staff and students</li> <li>• Perform other duties as assigned by Executive Director</li> </ul>
<p>Description of long-term project the Impact Intern will lead or substantively contribute to:</p>	<p>CYA will undergo a transition this summer, including onboarding new program leadership staff. Communication will be key to the success of this transition. Keeping our various stakeholders informed and providing avenues for them to provide feedback, as well as cataloging that feedback will be a key role of this intern. This will be done by monitoring social media and website comments, newsletter responses, parent/mentor feedback forms, etc.</p> <p>The intern will also support the Mentoring Team with collection of contact information for the purposes of communication. This can include monitoring form responses and entering data into the CYA database.</p> <p>With the successful transition and roll out of the communication surrounding it, this intern will support CYA's strategic vision to fully staff our infrastructure plan, and expand our mentoring capacity.</p>



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<p>Qualifications and/or skills desired:</p>	<ul style="list-style-type: none"> <li>● Excellent written and verbal communication skills</li> <li>● Experience writing for social media</li> <li>● Experience writing press releases</li> <li>● Attention to detail</li> <li>● Ability to demonstrate the Community Youth Advance values;             <ul style="list-style-type: none"> <li>○ We lead with love, encouraging young people to reach their best in every situation.</li> <li>○ We express <b>kindness</b> to all; <b>caring</b> and <b>compassion</b> are at the heart of all we do;</li> <li>○ We practice <b>collaboration</b> and <b>teamwork</b>, recognizing that none of us can do it alone;</li> <li>○ We will bring an <b>attitude of success</b> to every challenge we face;</li> <li>○ We strive to be lifelong <b>learners</b>, and actively seek opportunities to expand our personal and professional knowledge.</li> <li>○ Ability to maintain strict confidentiality and uphold the CYA's philosophy and mission</li> </ul> </li> </ul>
<p>This position requires specific clearances, background checks, or specific documentation upon hiring. Please list requirements or write Not Applicable.</p>	<p>Not Applicable for this position.</p>
<p>The following information is required from the intern:</p>	<p><input checked="" type="checkbox"/> Resume  <input type="checkbox"/> Cover Letter  <input checked="" type="checkbox"/> Writing Sample  <input type="checkbox"/> Other: _____</p>
<p>Interviews will be conducted via the following methods:</p>	<p><input checked="" type="checkbox"/> Zoom  <input checked="" type="checkbox"/> Google Hangouts  <input type="checkbox"/> WebEx  <input type="checkbox"/> Other: _____</p>