



## LCD Internship Projects – Summer 2010

**Our internships are all voluntary placements, but we are able to reimburse you for lunch (up to £4 a day) and daily travel (within London).**

### **1. Hitch Feedback Analysis**

(2 weeks, beginning early July)

At the heart of the Hitch feedback process, you will help us to analyse and respond to feedback from Hitchers and Nominated Contacts. The project will help LCD identify areas where there is room for improvement, and plan how to make the event more successful in future.

### **2. Events Promotion: Malawi Bike Ride**

(2 days a week for at least 1 month, beginning August)

This is a great opportunity to become involved with our newest signature fundraising event: a cycle ride across Malawi in summer 2011. You will assist in developing and implementing a promotional strategy, which will involve marketing the event at local cycling events, to LCD supporters, and to local businesses, gyms and cycle shops.

### **3. LSP Fundraising Assistant**

(2-3 weeks, flexible start date but as soon as possible)

This project will support us to fundraise for our UK Link Schools Programme. There are a large number of UK based trusts who support charities which promote education in UK. The purpose of the project is to research some donors, adapt our information to suit their needs and submit funding applications.

#### **How do I apply?**

1. Email [hitch@lcd.org.uk](mailto:hitch@lcd.org.uk) listing the project(s) you wish to apply for in order of preference. If all three appeal to you, feel free to rank them 1-3.
2. Write a brief paragraph explaining why you think you'd be a good candidate - you may wish to highlight any particular experience, skills or general interest/passion that you have in a certain area which is relevant to one or more of the projects.
3. Attach your CV.

The deadline for applications is **Friday 25 June at 10am**. This is a quick turnaround because the placements need to be finalised as soon as possible. Unfortunately we will not be able to accept any late applications received after this deadline.

## Project 1 – Hitch Feedback Analysis

<b>Area of work:</b> Fundraising - Events – Hitch
<b>Member of staff responsible:</b> Mike Zywina – Events Manager
<b>Estimated duration of project:</b> 2 weeks
<b>Approximate start date:</b> Early July 2010
<b>Brief overview of project / area of work and why required:</b> Feedback from Hitchers helps Link Community Development (LCD) analyse the quality of the Hitch and identify ways to grow and improve the event in future. Each year, Hitchers provide detailed feedback on a number of themes including the Hitch itself, fundraising, support offered by LCD, our website and other online tools, and how they want to stay involved with us in the future. This year, for the first time, LCD used an online survey tool called Survey Monkey to collect feedback from Hitchers.  In the summer of 2009, feedback from the Hitch was analysed in detail to identify areas of particular strength or weakness in our Hitch service. Building on this feedback and specific suggestions from Hitchers, we were able to make improvements in a number of areas that was instrumental in LCD enjoying another record year for the Hitch in 2010.  Collecting feedback and making improvements is an ongoing process for a fundraising event which continues to grow and change. This year we have again collected feedback which we wish to analyse and use to inform potential changes to the event in 2011.  The project will appeal to those with a creative mind looking to play an active role in the development and the improvement of the Hitch. No past experience is necessary, although competent users of Microsoft Excel and those of a statistical and analytical mind are particularly encouraged to apply.
<b>Required outcomes:</b> This project will place you at the centre of the Hitch feedback process, involving the following tasks: <ul style="list-style-type: none"><li>- Examine the Hitch feedback on the Survey Monkey website and ensure it is presented in a clear and illuminating way using graphs, pie charts etc.</li><li>- Analyse the feedback to identify trends in terms of common answers, repeated suggestions, perceived weaknesses etc.</li><li>- Work with the Events Manager to build on this feedback and develop ways of improving the Hitch and making it even more appealing to students in future.</li></ul>
<b>Additional support work:</b>  Some administrative tasks to be done on a reactive basis, which may include: <ul style="list-style-type: none"><li>- Processing sponsorship money from the Hitch and other events.</li><li>- Sending out mailings to Hitchers and Nominated Contacts.</li><li>- Printing material and compiling Hitch Packs for Hitch 2011.</li><li>- Supporting in our preparation for other fundraising events.</li></ul>

## Project 2 – Events Promotion: Malawi Bike Ride

<b>Area of work:</b> Fundraising – Events – Malawi Bike Ride
<b>Member of staff responsible:</b> Mike Zywina – Events Manager
<b>Estimated duration of project:</b> Preferably 2 days a week for at least one month, although can be flexible.
<b>Approximate start date:</b> July or August 2010
<b>Brief overview of project / area of work and why required:</b> <p>Link Community Development (LCD) has just launched a brand new and exciting fundraising event called the Malawi Bike Ride. This is a cycle ride across Malawi, offering participants the chance to visit LCD's projects in Malawi and also see the country's great lake, unique scenery and beautiful game reserves.</p> <p>The Malawi Bike Ride takes place in July 2011 and LCD is hoping to raise £60,000 in the first year. The event will be co-promoted by our offices in Edinburgh and London, targeting current, former and new supporters of LCD.</p> <p>Our London office requires support to develop and implement a summer promotional strategy for this event. With most of the Events Team engaged with preparing for Hitch 2011, you will play a key role in advertising and recruiting participants for the inaugural event.</p> <p>This position should appeal to you if you have are confident, creative and enjoy communicating with others, and especially if you have an interest in working in events promotion in future.</p>
<b>Required outcomes:</b> <ul style="list-style-type: none"><li>- Work with the Events Manager and the team in our Edinburgh office to develop a promotional strategy for the London area.</li><li>- Promote the event at local cycling events, and to local businesses, gyms and cycle shops.</li><li>- Engage with our current database of supporters to advertise the event to an audience already familiar with LCD.</li><li>- Create a press release that can be used to stimulate media interest in the event.</li><li>- Produce a summary report of the reaction to the event by different audiences, in order to assist LCD with our future promotional efforts.</li></ul>
<b>Additional support work:</b> <p>Some administrative tasks to be done on a reactive basis, which may include:</p> <ul style="list-style-type: none"><li>- Processing sponsorship money from the Hitch and other events.</li><li>- Sending out mailings to Hitchers and Nominated Contacts.</li><li>- Printing material and compiling Hitch Packs for Hitch 2011.</li><li>- Supporting in our preparation for other fundraising events.</li></ul>

### Project 3 – LSP Fundraising Assistant

<b>Area of work:</b> Fundraising - Trusts
<b>Member of staff responsible:</b> Amy Lander – Senior Programme Funding Officer
<b>Estimated duration of project:</b> 2-3 weeks
<b>Approximate start date:</b> Flexible (as soon as possible)
<b>Brief overview of project / area of work and why required:</b> <p>LCD currently receives around £300,000 per year from trusts. Trusts are charitable bodies set up with the sole purpose of distributing money to appropriate charities. There are hundreds of trusts which have an interest in only supporting work in UK and we have never fully maximized this market.</p> <p>We recently received funding from the European Commission (EC) to expand our Link Schools Programme, developing new areas such as curriculum materials for teachers to teach about global issues. This gives us the opportunity to apply to UK trusts, as this project benefits children in UK as well as schools in Africa. The EC is not fully funding the project and we need to raise about £58,000 in England &amp; Wales.</p> <p>We have identified some trusts which may be interested in funding parts of this programme. Your job would be to do additional research into these and new funders. Assist in tailoring our LSP proposal to fit their guidelines (some have specific geographic focus, e.g. only Yorkshire), submit funding applications and maintain records of applications made.</p>
<b>Required activities:</b> <ul style="list-style-type: none"><li>- Researching donors, using a variety of sources and keeping clear records of donor information.</li><li>- Updating our database (Raisers Edge) accordingly.</li><li>- Assessing our LSP information to extract required information (i.e. number of schools supported in particular region.)</li><li>- Working with Programme Funding Officer to adapt our proposal to fit donor needs.</li><li>- Administrative duties involved with submitting applications.</li></ul>
<b>Additional support work:</b> <ul style="list-style-type: none"><li>- Some additional administrative work may be required, such as data entry onto our database.</li></ul>