

GirlForward Development Internship



SOCIAL JUSTICE INTERNSHIP PROGRAM

Avery Robbins, B.A. Advertising and Public Relations



Introduction

My internship at GirlForward was obtained through the Social Justice Internship program here at Loyola, a year-long program designed to pair students with various non-profit organizations in our community. GirlForward is a non-profit organization located here in Chicago and in Austin, TX. Their mission is to enhance the opportunities of highschool age girls who identify as asylum-seeker, immigrant, or refugee upon resettlement in the U.S. This mission is achieved through Education, Safe Spaces, and Mentoring programs. As the development intern, my work largely dealt with organizing donor databases, brainstorming innovative ways to fundraise, and working directly and indirectly with program donors to strengthen their relations with the organization.

Supervision & Learning Objectives

Rosie Tingpalpong
Supervisor



As the Development Manager at GirlForward, Rosie assigned and overlooked all of my work. At the beginning of the year, we set the following learning objectives.

1. Actively apply what I am learning through my course work at Loyola to my role as a development intern.
2. To develop my interpersonal skills by forming relations with donors and program participants.
3. To expand my hard skills through gaining proficiency with databases such as Kindful and Mailchimp.

Reflection

Enriching, exciting, and educational are just a few of the many ways I would describe my time at GirlForward. Through this internship, I not only gained hard and soft skills that I now carry with me for future endeavors, but I also gained life-long connections, a community of support, engagement with my neighborhood, and extensive knowledge about human migration. Working in a non-profit, and specifically, one as dedicated to the advancement of women as GirlForward, is endlessly rewarding. Special thanks to Jorion Tucker, for choosing me for this program and pairing me with this amazing organization, to Ashley Marine, the director at GirlForward, to Rosie Tingpalpong, my supervisor, and to all the GirlForward participants and staff, for teaching me and welcoming me with open arms.

Development Strategies

As the development intern, I learned how to effectively fundraise through strategies such as an annual appeal, social media efforts, retail partnerships within the community, and forming interpersonal relations with donors. GirlForward's annual appeal is one of the organizations largest fundraising efforts of the year. My supervisor, Rosie, and I worked directly with the Communications team to design and write the annual appeal. The appeal featured the most amazing story of one of GirlForward's participants, Grace. Through the appeal, Grace told her story of moving to the U.S.



Social Media is a powerful tool in fundraising, a fact that I did understand the extent of until working in the development role. social media campaigns on days such as giving Tuesday and International Day of the Girl were extremely successful.

Retail partnerships within our community not only assist in raising funds for GirlForward, but also provide long-lasting connections with the various companies in our geographical network. In my time at GirlForward, I reached out to various potential retail partners to ask if they would like to support GirlForward by donating a portion of profits on World Refugee Day to our organization. Then, I developed promotional materials to inform community members of the partnerships.



Lastly, through my internship, I learned that reaching out to donors on a personal level is an integral part of maintaining a strong presence as a non-profit. I often called donors to remind them of upcoming events, thank them for their support, or just to check in and talk about their relationship with GirlForward!