



## 2023 Marketing Intern Work Plan – Goals and Objectives Summary

### Three Primary Goals and Objectives:

- *Create a digital and paper annual report for use on website.*
- *Develop a presence and plan for increased awareness of the foundation in the community and on social media.*
- *Develop and plan National Philanthropy Day fundraising campaigns for the next 2-3 years.*

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### Marketing the Foundation

- Increase the community awareness by evaluating and improving the foundation’s presence on social media platforms, website, monthly donor/fund representative communications, ads, and general marketing efforts.
- Develop a consistent message through social media platforms and website.
- Update the foundation’s donor legacy photos on the front entrance TV greeting.
- Develop a list of swag items.
- Enhance the foundation’s contact with and develop a marketing campaign for the Noble Legacy Society members for the current year and the next 2-3 years.
- Contact past scholarship recipients to capture their “after college life” stories to share with donors. Develop list of survey questions for students who receive scholarships as a follow up through our software system.

### Organizing

- Assist with daily projects in the office such as organizing and assisting other staff members.

Updated 1/17/2023.

