

The following project proposal was created by a community partner of the Upstate Institute to describe the way they would like to engage with a Colgate student this summer. The research project proposed will be a full-time research project conducted by a Field School Fellow this summer. Below, the partner describes their organization and the research project, as well as a statement of benefit derived by the community for this project. The proposal also mentions logistical considerations and required skills for a student interested in doing this work.

Fiver Children's Foundation (Camp Fiver)

Address: 519 8th Avenue, 24th Floor, New York, NY 10018

Summer Address: 7464 Mill Street, Poolville, NY 13332

www.fiver.org

CNY Special Events Coordination and Improvement

Mission:

The Fiver Children's Foundation is a comprehensive youth development organization that makes a 10-year commitment to children from underserved communities throughout New York City and central New York (CNY). Through character-building summer and year-round out-of-school programs, Fiver empowers children to make ethical and healthy decisions, to become engaged citizens, and to succeed in school, careers, and life.

Fiver provides children in our program with a residential summer camp experience. Children begin the program when they are 8-years-old and continue free of charge until they are 18. Our central New York campers have the opportunity to interact with diverse peers from New York City, allowing them to learn the skills necessary to succeed in a multicultural world.

Project Description:

1. What is the current impact of our year-round CNY events that focus on donor engagement?
2. How can we maintain as well as increase community engagement and giving through these events?

Four years ago, Fiver created a CNY steering committee with the hopes of increasing awareness and engagement of our Fiver program with the local community. With the help of this committee, we have solidified two main fundraising events, community engagement events and an annual appeal. Through these activities, we have started to develop a loyal donor base that directly supports the programming of Fiver youth coming from Central New York. Additionally, in 2019, Fiver is entering its 20th year. We plan on using this anniversary as a catalyst to capture new supporters as well as build on the current support we receive from the CNY community.

Fiver is seeking an organized and motivated fellow to document, coordinate, and enhance engagement opportunities for our CNY supporters. Our goal for this special events coordinator would be to create a CNY special events manual that includes a calendar with specific task and target dates, marketing templates, an outreach plan, and identify specific ways to engage the steering committee in the planning and implementation of these events. The fellow would also be responsible for putting the plan in action and helping to coordinate events that happen during their fellowship and shortly thereafter, including any engagement events centered around the 20th anniversary.

Our fellow would be responsible for communicating and working with the Fiver staff and steering committee to make improvements on current systems/events and would be tasked with laying out

a plan of action for all engagement and fundraising activities (plan includes: timeline, task list, projected budget, and communication templates). The fellow would be responsible for creating an evaluation process that measures the success of each engagement activity and includes projected target numbers for the next three years.

Statement:

This project will benefit the Central New York region by raising awareness through fundraising and engagement events of the Fiver programs and the local youth we serve. This project will enable us to create a system that will help us capitalize and grow our CNY efforts. Through increased engagement and fundraising, we will be able to continue to provide and enhance our programmatic services for CNY youth and their families for years to come.

Logistics:

We prefer to have the student work full-time and at our camp facility as much as possible. Working at camp allows the fellow to be immerse in Fiver culture resulting in the most positive experience. It would be helpful for the student to have assistance from individuals familiar with fundraising and engagement practices that could assist them in creating the special events manual. The fellow will be directly supervised by the Camp Director, Mary Lee Dinski as well as by the Development Director, Melissa Benjamin.

Training & Skills:

The Fellow should be comfortable interacting with and speaking with both children and adults. The student should have strong verbal and written communication skills, be organized and have an analytical mind. An interest in non-profits, special events, development or programing is a plus.

The fellow will be encouraged to come to Fiver's week of staff training prior to the arrival of the campers, as well as in-service training throughout the summer. Through this experience, the fellow will gain an insight into youth development, the non-profit sector, event planning, marketing and event analysis. The fellow will also have the opportunity to practice and further develop the following skills: leadership, taking initiative, team work, productive communication, and problem solving.

We are seeking an individual who is comfortable working as part of a team as well as independently. Lastly, the fellow should be flexible and appreciative of diversity.