**UWL Philanthropy Fellowships 2024-2025** |**Track:  Strategic Engagement**

**The Strategic Engagement fellow will work with University Advancement teams to convey the impact of donor philanthropy at UWL through communications, marketing and event planning.**This fellowship awards up to $12,000 over the course of the year with full-time hours in the summer and 10-12 hours a week during each semester. (Read more on how this position is paid at the bottom of this page).  
  
**Strategic Engagement fellowship duties include but are not limited to the following:**  
  
•**Communications & Marketing: work to share our story and build a culture of philanthropy on campus.**

* Create, update and display digital signs through an online platform that contain philanthropy fast facts, information on named spaces, and donor highlights.
* Facilitate the Faces of Philanthropy program. Research and correspond with donors to feature on posters and signs around campus that highlight why donors support UWL.
* Assist with putting together the Annual Report, acquire stats, draft content and manage distribution lists and mailings.
* Provide marketing and social media support for new My Dues for UWL ongoing campaign and life member transition. Brainstorm benefits and work to retain loyal donors through emails, social media and monthly solicitations. Includes oversight of annual alumni calendar project.
* Establish a framework for communicating impact to donors who have contributed to Margins of Excellence related funds, calendar of touchpoints, draft emails and invites.

**• Event Support: work with staff to execute special events and programs.**

* One Day for UWL is the university’s largest philanthropic event. Be a part of the planning team to put on campus events, generate social content, discuss incentives, mail donor packages and help with general marketing and campus activities.
* The UWL Alumni & Friends Golf Outing is another major fundraiser. Produce and promote the silent auction portion of the event using the online platform. Write package descriptions, email drafts and social media posts to promote the auction.
* Help plan Retiree Breakfasts for each semester. Lineup informative guest speakers, choose menu items, send invitations and reminders, track RSVPs and nametags.
* Support Advancement staff during Lunch & Learn opportunities with event logistics including invitations, reminders, RSVPs, etc.
* Create a video of impact for Eagle Excellence week to celebrate donors and scholarship recipients—to be played for certain audiences. Help with overall event logistics.

**• Meet weekly with the Donor Relations Coordinator to set priorities, goals and report progress.**  
  
*This position can be tailored to meet student skills and goals.*  
  
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**ABOUT THE UWL PHILANTHROPY FELLOWSHIPS:** The UWL Foundation is pleased to partner with donors to offer the UWL Philanthropy Fellowships. Designed to provide students (graduate or undergraduate junior or senior) with in-depth, real-world professional development experience, these fellowships provide opportunities to develop and enhance skills in areas such as communications, planning, data analysis, budgeting, and stakeholder and financial research—skills that employers value to support fundraising activities that are critical to many types of organizations including non-profits, educational foundations, nongovernmental organizations, the arts, medical research, etc.  
   
The year-long fellowships will include full-time work (June 1-August 31) followed by 10-12 hours/week during fall and spring semesters. Each fellowship will award the recipient up-to $12,000 over the course of the year. Only students who are available full-time during the summer and will be enrolled at UWL in both semesters will be considered. ***Please note: The fellowship payment counts as financial aid, and this may affect FAFSA aid eligibility.***

**To express your interest in these fellowship positions please answer the questions, attach your resume, and submit to complete your application.**  
  
**Deadline: Sunday, March 3, 2024. *On-campus interviews to follow.***

Please email any questions to Janie Morgan, jmorgan3@uwlax.edu.