Paige Reid

12/6/2017

Fall 2017 Internship Reflection

Institute for Nonprofit Innovation and Excellence

Not many people know about the nonprofit sector, and I was definitely one of those people when I decided to come to INIE. The Institute for Nonprofit Innovation and Excellence is a place that I have had the pleasure of watching it flourish, as a brand-new company, from the beginning in the summer of 2016. One day I was on the Facebook page for my sorority, and had found that a woman in my chapter had posted about an internship focused around PR/Communications/Writing. I was extremely new to the major of EWM due to the fact that I had just switched from Pre-Med that year, so I decided to give it a shot and apply. I made it through the interview process and was offered a spot as an intern that summer. I decided not to do the internship for credit at that time, so I could see what I was going to be doing at the office and to be able to experience my first internship fully. I think something that I experienced that not many other students have is working for not only a non-profit organization, but also a brand-new organization. The Institute for Nonprofit Innovation and Excellence is a nonprofit organization designed to help other local nonprofit organizations in the Tallahassee community. At first, this organization was geared more towards beginning nonprofits, but now has members from all different levels of background experience. The main idea of INIE is for nonprofits to be able to utilize and support one another in the community, and to be able to gain the tools that they need to create the most success in their organization. Membership benefits are limitless, and there are multitudes of seminars, events, and conferences held throughout the year that create a comfortable environment and train nonprofit owners to be as professional as possible. During that summer, I was taught how to use graphic design mediums such as Canva, and something that I had always really appreciated about INIE was that they allowed me to learn alongside them, and they allowed me to be very open in terms of finding what I was good at and what I wasn’t.

I was lucky enough to be here for the grand opening of INIE in July of 2016. After putting in all of the hard work in terms of graphics, newsletters, PR, and the actual set up of the office it was an amazing feeling to see all of it come to life. The event was amazing, and although I knew that I was leaving after the event I knew I would be back working with INIE sooner or later to further my experience. Come this summer, I had decided to go back to INIE and to do my internship credit this fall. Before I had been doing the internship for credit, I was sort of used as a person to do all sorts of things. My directors think I am a very strong writer and communicator, but also have an eye for graphic design and computer programming. Although I loved making all of the graphics for INIE events on top of my published work, writing is something that I needed, and wanted, to do most and that is something that they allowed me to do a lot of at my time at INIE. When I had originally started at INIE, there wasn’t much to do in terms of communication at the time due to the lack of members. But, by the time I came back, there were thousands of members that were involved with the organization and created an immediate audience for me to be able to publish my works on a daily, weekly, and monthly basis. Something that was my main job at INIE was doing the monthly newsletters. The newsletters were extremely important for not only member retention, but also for allowing members to have a place to refer to for all of INIE’s upcoming events, community events, jobs in the community, and things such as funds and awards to apply for. I was sent mostly all of the information from my directors, and from there it was my responsibility to come up with a format that was most efficient to display all of this information and to word it as professionally as possible. Mail Chimp is a website that I got to know very well throughout my time during this internship. This was the website and formatting that I was told to use in order to send basically all of the work that I had published over the last semester that I was here. It took a while to get used to, and there were times that I needed help, but it eventually became something that I really enjoyed and I take a lot of pride in all of the work that I have done. When thinking back on the experience as a whole, I think that it is really amazing that I was able to reach such a large audience over such a long period of time, and through Mail Chimp I was able to view how many people had opened and clicked onto the links that I had provided throughout the newsletters. My boss likes to refer to INIE as the cheerleaders for the nonprofit sector, and therefore I had to follow a strict brand and tone throughout all of the writing I had been producing. Keeping that in mind, I needed to be able to get people excited about the events that were coming up and intrigue them to learn more about INIE as a whole along with upcoming events. Being able to physically see the success of my works not only through the data collected, but also through the increased turn out of events over the last 6 months is something that I am super proud of.

Besides doing the newsletters, I had also been assigned to do small PR releases and proposals for companies here and there. Being able do to these as well was a nice refresher from the newsletters because it provided new information and a completely different style of writing. Overall, I think this internship had taught me a lot about the importance of deadlines, stepping out of my comfort zone, and the importance of branding in terms of online journalism. I definitely grew as a writer from this experience, and being able to learn about so many things in the nonprofit sector was also something really exciting for me.

**Word Count for Self-Evaluation: 1,096**

**Word Count Information Fall Internship 2017:**

Newsletters

August Newsletter: 501

September Newsletter: 360

October Newsletter: 619

November Newsletter: 766

December Newsletter: 817

SOP’s:

SOP Total: 1,235

* Uploading INIE Events to Tallahassee Democrat, Uploading INIE Events to Tallahassee Council on Culture & Arts (COCA), Uploading INIE Events to Tallahassee Chamber of Commerce, and How to create Monthly Newsletter in Mail Chimp

Proposal Agreements:

EXECUTIVE SEARCH SERVICES PROPOSAL/AGREEMENT: 620

TRAINING & SERVICE PROPOSAL/AGREEMENT: 349

E-mail Word Count:

September:

Tech Talk E-mail: 90

Hardy Smith E-mail: 97

Cascades Celebration E-mail: 212

Nonprofit After Dark E-mail: 100

Executive Director Roundtable E-mail: 127

October:

Sector Forward Save the Date E-mail: 138

Sector Forward Registration E-mail: 165

Nonprofit Last Call E-mail: 103

Festivals Looking for Nonprofit Partners E-mail: 315

Giving Tuesday Social Media Ambassador E-mail: 294

Tech Talk E-mail: 127

Final Roundtable E-mail: 129

Grant Writing Workshop Announcement E-mail 1: 100

Grant Writing Workshop Announcement E-mail 2: 108

November:

Giving Tuesday 3 weeks E-mail: 103

Strategic Storytelling E-mail 1: 153

Strategic Storytelling E-mail 2: 146

Strategic Storytelling E-mail 3: 108

December:

Hardy Smith E-mail: 84

Total Word Count: 6,997