



The philanthropy fellow at [La Crosse Area Community Foundation](#) will become a key member of the Foundation's team of professionals who are focused on doing good in La Crosse County. For over 90 years, the Foundation has worked with donors to build funds that support local nonprofits by way of grants and other nonprofit resources. The Foundation actively participates in community collaborations, creates free and low-cost professional development opportunities for area nonprofits, hosts a competitive grant program that awards over \$1,000,000 a year, and provides donors with the highest level of service in support of their charitable giving.

Philanthropy is for everyone! Majors from all disciplines are invited to apply as the job scope can be tailored based on the interests and skills of the fellow. However, majority of the job responsibilities will be focused on communication and social media engagement. Preference will be given to students who express interest and can share experiences of how to leverage social media with a large community. Duties and responsibilities will provide experiential learning opportunities across the full continuum of services and core operating functions of a grantmaking Foundation. The philanthropy fellow will:

1. Social Media Content Creation and Management

- **Develop Content:** Create and schedule engaging content for various social media platforms (Instagram, Facebook, LinkedIn)_including graphics, videos, and posts that align with LACF's mission.
- **Content Calendar:** Partner with LACF's Public Relations and Marketing consultant in maintaining a social media content calendar to ensure consistent and timely posting.
- **Branding Consistency:** Ensure all posts are on-brand by utilizing and implementing LACF Brand Guidelines.

2. Community Engagement and Interaction

- **Monitor Social Media:** Regularly monitor social media accounts, respond to comments and messages, and engage with followers in a positive and supportive manner.
- **Community Building:** Help grow the online community by engaging our current constituent groups while also attracting more participation from donors, fund holders, nonprofits, and community members.
- **Promote Events & Initiatives:** Assist in promoting educational events, fundraising campaigns, and other LACF initiatives on social media platforms.
- **In-Person Engagement Coverage:** Attend events and/or visit local nonprofits to take pictures and create a social media presence of LACF engagement in the community. If applicable, help manage live social media coverage for events, workshops, or other important milestones.

3. Research and Outreach

- **Competitor Analysis:** Research other community foundations to observe social media trends, best practices, and content ideas.

- **Volunteer/Donor Outreach:** Help in creating social media content aimed at the donor personas identified in LACF's strategic plan.

4. Content Review and Website Support

- **Website and Social Media Sync:** Assist in updating and maintaining consistent information across social media channels and the LACF website.
- **New Website Implementation:** Serve as a member of the implementation team in upgrading the LACF website by partnering with internal and external partners.
- **Proofreading:** Review social media posts, blogs, or other communications to ensure accuracy and alignment with the nonprofit's message.

In addition to the responsibilities above, the LACF Philanthropy Fellow position has flexibility to craft an individualized and impactful professional development experience. Some of the opportunities fellows can explore include:

- Engage with local nonprofits to understand their needs to help the Foundation be more responsive and equitable
- Support the Foundation's competitive grantmaking program, including involvement in the evaluation and award process
- Help with implementing fundraising and donor stewardship strategies
- Help with database management to ensure full utilization of accounting, donor relations, and grantmaking software
- Take an active role in curating, designing, and implementing programming offered to local nonprofits through the Foundation's Nonprofit Resource Center
- Learn how to interact with a board of directors and support board engagement activities
- Assist with the Foundation's multi-channel marketing and communications plan, that includes website updates and creating new content for website and social media accounts
- In collaboration with all team members, support the execution of emerging Foundation projects and initiatives, and participate in ongoing strategy development and implementation
- Support overall foundation team cohesion and coordination, including modeling the [core guiding principles](#) of the Foundation, as well as exhibiting the career readiness competencies of [The Eagle Advantage](#), at all times

Hear what current and previous fellows have to say about their experience:

Nainil "NJ" Jariwala: "As my community engaged fellowship continues, I reflect on the skills I've developed in data analysis, project management, and nonprofit operations. These skills have flourished in the nurturing environment provided by the LACF team. I am deeply grateful for the opportunity to learn and grow within such a supportive organization, and I carry these lessons with me as I step forward on my journey."

Paige: "Going into this position with little to no knowledge on what a Community Foundation does and what true philanthropy looks like was intimidating but I quickly learned the ropes with the support of the staff at LCF. The knowledge I've gained on the La Crosse community, nonprofits, and overall technical work has been invaluable. I can confidently say this has been the best experience I've had during my time at UWL."

Gretta: "My fellowship at the La Crosse Community Foundation helped me gain so much information surrounding nonprofits. Not only did I learn the back end of nonprofits and how they function, but also about all the great organizations in La Crosse county. With everything I've learned at LCF, I was able to

get a job post-grad at a local nonprofit as a Community Health Worker. I wouldn't have even known about the organization and their successes without LCF.

Interested in learning more about La Crosse Community Foundation before applying? Email erin@lacrosseareafoundation.org to register for an information webinar February 8 at 8 AM or 3:30 PM. Please indicate which session you'd like to attend in your email.

Want to ask the current philanthropy fellow questions about the position? Contact NJ: fellow@lacrosseareafoundation.org

