



Folds of Honor Western Pa Intern/Marketing Assistant Description

The marketing assistant will work on projects for the chapter for a fixed fee. The position is virtual and work will be conducted on the marketing assistant's schedule. Regular check in calls/virtual meetings will be scheduled with chapter officers. The marketing assistant will submit invoices for payment for each project. Terms to be determined.

Project Goals/Deliverables: help create and launch marketing tactics for the chapter as detailed below.

Email newsletter – help establish a newsletter to promote chapter events, provide recaps and keep donors and others audience members up-to-date.

1. Meet to determine needs of organization and review brand guide
2. Research email marketing software and provide recommendations with cost, comparison of services
3. Set up three template options for e-newsletter and provide test emails for review by board
4. Build content for first e-newsletter
5. Build two other templates – event invitation and donor ask; test with board
6. Load database of contacts into email software platform
7. Create quarterly e-newsletter, test with board and schedule email for distribution
8. Build and launch automation series for new subscribers

Timeframe of Project is for Development 4 – 6 weeks

Deadline for launch of email newsletter is January 5

Payment for Project \$500

Social media – develop a library of assets for use by the chapter to promote the brand and message of Folds of Honor and chapter events and activities.

1. Review organization brand guide
2. Research marketing creative of national organization and other chapters on FoH Canva account and in public use
3. Propose creative ideas for graphics and messaging for library
4. Develop library of assets and load to FoH Canva and/or chapter One Drive
5. Propose schedule of posts and upon approval by board, schedule on chapter Facebook and Instagram accounts
6. Develop concepts for other online campaigns or creative concepts including use of video, live streaming or other ideas not currently utilized by chapter

Timeframe of Project is for Development 6 – 8 weeks

Deadline for loading of 2021 schedule is January 29

Payment for Project \$500



Website – provide ideas for website – understanding that the westernpa.foldsofhonor.org site is part of a templated nationally-developed website format.

1. Research national and chapter websites for ideas
2. Develop ideas for improvements to website content and functionality
3. Present to board for review

Timeframe of Project is for Development 2 – 3 weeks

Deadline TBD

Payment for Project \$150

Fundraising – develop fundraising ideas that the chapter can implement including grassroots (small or retail fundraising), large donation programs, and friend-raising campaigns.

1. Research national and chapters for fundraising ideas
2. Research other veteran, military and charitable organizations for fundraising ideas
3. Develop concepts for in-person and virtual fundraising opportunities
4. Present to board for review
5. Develop approved concepts including format, processes, budget and volunteer needs

Timeframe of Project is for Development 2 – 3 weeks

Deadline TBD

Payment for Project \$150

About Folds of Honor Western Pa.

Since 2007, Folds of Honor has carried forth this singular, noble mission: To provide educational scholarships to spouses and children of America's fallen and disabled service-members. Folds of Honor is a 501(C)(3) nonprofit organization, rated a four-star charity by Charity Navigator and platinum on Guide Star, that provides educational scholarships to the families of military men and women who have fallen or been disabled while on active duty in the United States armed forces. Our educational scholarships support private educational tuition and tutoring for children in grades K-12, as well as higher education tuition assistance for spouses and dependents.

The Western Pa. Chapter was founded in 2019 to provide scholarships to students in Western Pa. by serving two roles: developing donations through events, online campaigns and other means; and to create awareness about the Folds of Honor scholarship programs in the military community, media and general public.

Learn more about the chapter at westernpa.foldsofhonor.org

If interested in the position: send resume and creative samples to seckert@foldsofhonor.org