



Position: 1418 Outreach and Research Intern

Team: DPI

Location: Oakland, CA

Dates: 05/29/18 - 08/03/18

Desired Major(s): Economics, Public Policy, Political Science, or Business

Education Level: Undergraduate or Graduate

The Organization:

Self-Help is a leading national community development financial institution (CDFI) headquartered in Durham, NC. Founded in 1980, Self-Help has provided over \$7 billion in financing to 131,000 families, individuals and businesses underserved by traditional financial institutions. It helps drive economic development and strengthen communities by financing hundreds of homebuyers each year, as well as nonprofits, child care centers, community health facilities, public charter schools, and residential and commercial real estate projects. The Self-Help family of non-profit organizations includes North Carolina's Self-Help Credit Union, Self-Help Federal Credit Union, Self-Help Ventures Fund and the Center for Responsible Lending, a national policy and advocacy organization addressing abusive lending practices. Through its credit union network, Self-Help serves over 129,000 people in North Carolina, California, Chicago and Florida and offers a full range of financial products and services. Learn more at www.self-help.org, www.self-helpfcu.org and www.responsiblelending.org.

Internship Program:

Self-Help/CRL offers a 10 week summer internship program that is designed to give students valuable experience in a professional setting while broadening their knowledge of Community Development Financial Institutions (CDFI's). Along with each specific intern project, the intern will participate in a series of brownbag lunches to learn more about Self-Help and the Community Development industry as a whole. Interns will also be given the opportunity to network with one another and other Self-Helpers through a variety of planned events.

Internship Description:

Research deposit raising opportunities for Self-Help from organizations and high net worth individuals across the state of California. Focus on research, messaging and outreach in various sectors across the state to promote our credit union products and services for institutions and organizations in the following sectors: Green, Faith, Education, Healthy Foods, Housing, Cooperatives, LGBTQ, Women, Immigrants, African Americans. Support new initiative in the DPI Department in Oakland to launch Bay Area "GoLocal" Specialty CD, which might include (but not limited to): research, organizational outreach, support on marketing/promo materials, data collection in the local Bay Area region.

Key Deliverables:

- Complete research on organizations, institutions and foundations across the state that intersect with Self-Help's mission as targets for deposit-raising. Research will include asset size, mission fit, history of past deposits & grants to similar organizations, board of directors/staff mapping, and other discreet focus areas which paint a picture of investment likelihood.
- Write memo on deposit-raising research that will be circulated internally to branch/area managers and other relevant staff in regions across CA.



- Support targeted messaging/communications to different types of potential organizational depositors (faith, foundations, environmental/economic justice/immigrant justice NGOs, and banks). Produce original content for review by the Marketing Communications team.
- Help launch the Bay Area “GoLocal” Specialty CD with DPI West: Create a work plan for public launch by August 2018; prepare promotional materials; compile list of Bay Area partners/organizations for outreach; collect data on Self-Help impact in the Bay Area; support on event planning and execution for official Launch.

Essential Responsibilities:

- Outreach/communications, research, writing.
- Interest in community development and impact-oriented finance.

Minimum Qualifications:

- Excellent analytical/writing skills; experience in organizational outreach & partner development; knowledge of Bay Area networks & organizations.
- Proficient with Excel, Power point, Word.
- Self-starter, able to take initiative and complete tasks with little supervision.

Desired Qualifications:

- Graphic design experience; marketing experience; fundraising experience; event planning.

Physical Requirements:

Frequently requires use of manual dexterity and repetitive motions, primarily with the wrists, hands, and/or fingers. Must be able to occasionally lift and exert force of up to 10 pounds.

Compensation:

Competitive nonprofit salary

Application:

Please submit a thoughtful cover letter describing why you are interested in this internship and a resume to internships@self-help.org with the internship title as the subject by **February 26, 2018**.

Self-Help is committed to providing equal employment opportunities to all persons regardless of race, color, class, age, gender, religion, disability that can be accommodated, marital status, ancestry, nationality, family status or sexual orientation.