

The Community Foundation of Middle Tennessee provides donors an efficient, safe channel through which to give to those in need. Serving the 40 counties of Middle Tennessee, CFMT manages both charitable funds and various community initiatives in the hopes of addressing the needs of the citizens within its scope. This summer, I served on the Community Initiatives team and worked on the online initiatives NowPlayingNashville.com and GivingMatters.com. As a communications intern, my work concerned marketing these two initiatives in an effort to increase traffic to the two websites. In this respect, a major part of my daily duties consisted of managing a portion of the social media for both sites. Both websites also require extensive data entry and organization; thus, I spent a significant amount of time entering information into the “back end” of each site. While these two tasks accounted for the bulk of my workload, my daily work varied greatly and always kept me intrigued and learning.

NowPlayingNashville.com is an online events calendar that provides free event listings for both for-profit and nonprofit arts and entertainment entities in Middle Tennessee. On a daily basis, I managed NowPlayingNashville.com’s Google Plus and Pinterest pages and had a portion of the site’s admin duties. My daily expectations for the NPN team included status updates and pinning in order to drive traffic to the website along with updating the site’s back end with new event data. Most of the time, though, my tasks varied dramatically. Throughout the year, I had a plethora of responsibilities that kept me very busy yet unwaveringly interested. When I joined the team in late May, The Country Music Association Festival in downtown Nashville was looming and the Community Initiatives team was flooded with pending tasks. The timing of my arrival fit the team’s schedule well and gave them another pair of hands to take on some of the

heavy workload. During this hectic time on the Community Initiatives calendar, I kept up with my daily duties but also kept track of NowPlayingNashville.com's giveaway inventory, assisted in running the NPN booth at Brew at the Zoo at the Nashville Zoo at Grassmere, and helped set up our booth in the "Buckle Zone" near Riverfront Park. CMA Fest arrived quickly and required that I stay at our booth all day Saturday and Sunday of the festival weekend, a daunting yet rewarding task. My work at CMA Fest helped sharpen my organizational skills and also aided in developing my verbal marketing skills. During the weekend, I was required to manage all on-site inventories and volunteers, coordinate with CMA Festival staff regarding logistics, and communicate NowPlayingNashville's mission and utility to over a thousand visitors. It was a great management experience that I know will be applicable in my future endeavors.

The fun and constant engagement never stopped in my work with NowPlayingNashville.com. After CMA Fest, my task list for the summer still had a number of assignments left to be completed. Over the next few months, I filmed and edited several how-to and meet-the-team videos for the NPN YouTube page, though I had little previous editing experience. This task utilized my ability to learn quickly and gives me confidence that I will be able to adapt to and execute future undertakings even if they have an element of unfamiliarity. In addition to my work with the YouTube page, I aided in two booth appearances at Frist Friday at the Frist Center for the Visual Arts, helped teach the website's mechanics to nonprofits at a training seminar in Sumner County, and completed many other tasks that helped take some pressure off of the other team members while also allowing me to learn more about working in the nonprofit arts

sector. I had a wonderful time working for NowPlayingNashville.com because I was always busy but I was never bored.

GivingMatters.com is a database of over 1,300 nonprofits in Middle Tennessee through which donors can easily give to the nonprofit of their choice with just the click of a button. The site provides transparency to donors by displaying vital documents like Form 990s that facilitate informed giving. My task list for GivingMatters.com was not quite as long the list I had for NowPlayingNashville.com, but it was just as interesting. During the summer, I created an Excel spreadsheet that compiled the Needs Statements of the more than 1,300 nonprofits served by GivingMatters.com into an aesthetically-pleasing, easy-to-use document to direct donors of certain goods to the right charities. I also updated all of the capital campaign report information for the nonprofits listed on GivingMatters.com. The most exciting assignment I completed for GivingMatters.com, though, was an "Issue Overview" that I wrote for the website's "Learn" tab. I extensively researched recidivism and the various organizations working to reduce the rate of prisoners reoffending. Once I completed my research, I authored an article that currently lives at the following link (<http://legacy.cfmt.org/givingmatters/offender/>). I am truly proud of this work and hope to remain informed and involved in prisoner rehabilitation as I enter the workforce. In the end, my work for GivingMatters.com was also very rewarding and helped solidify my appreciation of the nonprofit sector.

I really could not have asked for a better internship. I was always busy with fun, meaningful tasks that kept me learning for all ten weeks. In addition, the people at The Community Foundation of Middle Tennessee were like family. I am truly grateful for the funding I received and the chance I was given to learn more about nonprofits and meet

these wonderful people. I hope to one day work in the nonprofit sector and have the same significant, positive impact on people that the staff at CFMT has on the citizens of Middle Tennessee.