

Make a Difference This Summer: Design Internships with ClassWish.org

We are recruiting an outstanding graduate student or recent graduate as summer design intern to collaborate on the boldest nonprofit initiative we know. Applicants must have exceptional digital graphic skills. Most of the team will be in Manhattan, but we will also consider a virtual intern in another location.

Here is the problem we are tackling: K-12 schools in this country do not have enough resources to let children explore their potential and excel. Books, computers, art supplies, musical instruments, science equipment, sports equipment—and even paper for computers and printers—are all in desperately short supply. Teachers are spending their own money on supplies, and kids are peddling cookie dough and wrapping paper. The situation is unfair, disruptive, grossly inefficient, and entirely inadequate. We're going to change it.

ClassWish.org, an exciting new nonprofit, will use modern business practices and the latest marketing techniques to help 125,000 schools serving 56 million kids inform, inspire and engage supporters. We just launched the first phase: teachers create Wish Lists of the resources they need. People in the community can see exactly what is needed and how their tax-deductible contributions can help.

About Us: The people behind this campaign include such prominent education and business leaders as Adam Hirsch, COO, Mashable; Laurie Coots, CMO, TBWA; Scott Cutler, EVP, New York Stock Exchange; Esther Dyson, investor and philanthropist; Mark Linaugh, Chief Talent Officer, WPP; Betsy Morgan, former CEO, Huffington Post; Nancy Pelz-Paget, Director, Education and Society Program, Aspen Institute; Delia Pompa, VP of Education, National Council of La Raza; Sharon Robinson, CEO, American Association of Colleges of Teacher Education. In addition, Forbes Magazine liked our approach so much that they donated a full page of their March 15 issue to help raise awareness among businesses.

The work: Now, it's time to engage a tremendous numbers of teachers, parents, alumni/ae businesses, churches, civic organizations, nonprofits, local governments, media partners and celebrities. Our marketing and communications interns will work in small teams focused on outreach to particular audiences. We need a graphics intern to work with us on e-flyers, banners, micro-sites, etc. You should know InDesign, PhotoShop, CSS and html.

The result of your efforts? Teachers and schools will get the support they need. Parents and communities will be engaged in supporting schools and funding the things they care about. And all of us will be united in helping our children perform at their best.

If you want a great experience doing something you will always be proud of, please send a cover letter, resume and portfolio. Send us something that will knock our socks off. Impress us. This is competitive. Send it to interns@ClassWish.org.

FAQ

Is this a business or a nonprofit?

ClassWish is a nonprofit, but we use the latest techniques from the business world to make a leveraged, scalable and financially-self sustaining difference in the lives of tens of millions of children.

Is the plan entirely focused on attracting donations to schools?

Due to devastating budget cuts, schools' unmet funding needs are greater than ever. But that is just the first phase. Our comprehensive approach will attract all types of resources to schools: financial, material and human.

This sounds ambitious!

Daniel Burnham, the great Chicago architect, said "Make no little plans; they have not the power to stir men's souls." (Nor women's, we hasten to add). Little plans also do not have the power to provide a better education to 56 million kids who deserve more than they are getting today. We face a crushing need in schools, have a solid plan to address it, and with your help, we intend to grow this very large and very fast.

Where are you located?

We are in Manhattan. We will also hire a number of interns to work remotely from other cities.

What skills and experience are you looking for?

We seek a wide range of skills: graphic designers, programmers (Rails or PHP), tech stars, videographers, writers, researchers, creative thinkers, analytical sorts, community organizers, social media stars, people with great communication skills, MBA students, and more.

I looked at your site and have some suggestions.

Great! This is a collaborative project, and we want to hear from everyone.

Is this a paid internship?

We can offer a great experience, a great addition to your CV, academic credit (if your school allows), recommendations, and a chance to make a difference, but we are a start-up nonprofit, so can only offer unpaid internship positions. Of course, we will gladly support your application for campus housing or scholarship funding if it is available.

When will you select the interns?

We're agile. When we see a great candidate, we extend an invitation. We won't keep you waiting for a decision.

What dates will the internship run?

We are hiring spring and summer interns. If you can make a great contribution to the team, we will accommodate your schedule. Let us know what works for you.

What are the hours? Will I have time to explore New York?

You're welcome to work as many hours as you wish, but we don't expect you to work more than 40 hours a week. Go enjoy the City! Just avoid those hotdogs from the street vendors.

What will I need to bring?

Brains, heart, passion, energy, a notebook computer, and a passion to make an immediate improvement to the education of tens of millions of children.

Sounds exciting! How can I apply?

Please send us an impressive cover letter and a resume. Impress us. This is competitive. Send it to interns@ClassWish.org.