

# Small But Mighty



The Life of an Operations Intern at the Lyons Community Foundation

"The Lyons Community Foundation exists to improve the quality of life, build a culture of giving, and create positive change in the greater Lyons area."

## Internship Components



Organizational Logistics



Marketing and Communications



Fundraising

This summer I worked with the Lyons Community Foundation in Lyons, Colorado to create a summer internship. In a town of 2,500 people, I was able to see how the foundation's summer concert series, fundraising efforts, and community projects directly impact the community. My two big projects were organizing the Summer Concert Series and working on the foundation's 2nd Annual Hootenanny, a community fundraising event.

## Summer Concert Series

Weekly concerts with local musicians at Sandstone Park in Lyons. Series hosted and organized by the foundation.



Organized canned food drive for the Lyons Food Pantry.



Introduced contactless payment option using Square.



Publicized the concerts through Facebook and Instagram.

**\$3,000 in donations solicited**

**6 concerts**

## 2nd Annual Hootenanny at Riverbend

Community fundraising event in Lyons, Colorado. Featured live music, dance performances, cornhole tournament, and a silent auction.

### Event Planning Logistics

- Coordinate directly with the board and town to plan events.
- Inspect venue and conduct walk-throughs.
- Act as secretary during board meetings, facilitate discussion around the event and problem-solve issues regarding timing, inventory, and finances.

### Solicitations and Partnerships

- Partner with the Lyons Emergency Fund (LEAF).
- Reach out to local business and solicit corporate sponsorships.
- Acquire items for silent auction through existing network and cold-calling.
- Maintain corporate sponsorship and silent auction databases on Google Sheets.

### Marketing and Communications

- Design and distribute a poster for the event.
- Develop and implement a marketing strategy for the event using Facebook and Instagram.
- Promote the event through discussions with the community during Summer Concert Series.

**14** Corporate sponsorships from local businesses

**70** Silent auction items/services

Sunday, August 28, 2020  
2 - 7pm  
501 West Main Street, Lyons, CO

## Future Outlook

Working with a foundation that is run by 10 board members and relies so heavily on volunteers, I saw how a driven team can truly make a difference. Planning and helping execute foundation's two most important fundraising events revealed that smaller non-profits and foundations operate on very small margins and have little room for error. After working with the board to make a summer internship, I am helping them build out a permanent summer internship program.



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