

# Yale University

## President's Public Service Fellowship

### Proposal for Fellowship Placement Summer 2024

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#### Organization information

<i>Name of organization</i>	Beulah Land Development Corporation
<i>Full street address</i>	774 Orchard Street, New Haven, CT 06511
<i>Website or link to social media page</i>	<a href="http://www.beulahlanddevcorp.org">www.beulahlanddevcorp.org</a>

#### PPSF Fellow's direct supervisor

<i>Name</i>	Darrell Brooks
<i>Title</i>	Chief Executive Officer
<i>Cell phone number</i>	203-865-2640
<i>E-mail address</i>	<a href="mailto:dbrooks@beulahlanddevcorp.org">dbrooks@beulahlanddevcorp.org</a>

**What is the best way for prospective student applicants to contact you with questions about your proposal?**

- Send an e-mail to set up a 15-meeting phone call to discuss

**Placement dates (8-11 weeks between Tuesday, May 28, 2024 through Friday, August 9, 2024)**

Tuesday, May 28th - Friday, August 9th

**Are placement dates flexible? Are there any dates on which your Fellow must work?**

Flexible

**Proposed work schedule (*work week should equal (and not exceed) 37.5 hours per week*)**

Monday and Friday from home, Tuesday, Wednesday, Thursday in the office

**If a hybrid schedule is offered at your site, please describe:**

Monday and Friday from home, Tuesday, Wednesday, Thursday in the office

**Organization description**

Established in 1994, Beulah Land Development Corporation is a faith based non-profit organization, originating from the Beulah Heights 1st Pentecostal Church community, created to develop affordable housing for low-to-moderate income individuals and families in the city of New Haven. It is BLDC's belief that all persons, regardless of creed, color, or nationality are entitled to live in a neighborhood void of blight, systematic poverty, and reckless crime. BLDC believes that by reaching out to residents of a given neighborhood on this premise, we can help to change the quality of life for an entire community.

BLDC's goal is to diminish the impact of poverty and blight in our local neighborhoods, and to utilize community development as a tool to re-establish the concept of the family community. BLDC seeks to accomplish this by transforming dilapidated, absentee-owned housing structures and vacant infill lots into beautifully renovated, affordable properties.

**Write a 1-2 sentence summary of the work that the Fellow would be conducting.**

The PPSF Fellow will be working on number strategies to advance the overall mission, goals and objectives of BLDC by doing the following: creation of new fundraising strategies, increasing the organization's social media presence, reach and visibility. The PPSF will support the CEO with the day to day activities as it relates to the BLDC's projects.

**Write a more complete description of the specific project you propose and list the duties/outcomes expected of the Fellow.**

The Fellow can pick one (or any combination of the following projects)

1. The development and creation of new fundraising strategies to support the overall mission and objectives of BLDC. - A fundraising strategy to be introduced to the Board of Directors and in place for BLDC fiscal year. Online fundraising is one of the most popular ways for nonprofits to raise money. Social media is an increasingly important channel for charities and

social enterprises. Integrating social media into Beulah Land's overall strategy for development, community and donor engagement. Embedding social media throughout the fundraising process through innovative online fundraising ideas that Beulah Land can use to attract donors. The strategy developed by the PPSF should extend to potential supporters that would create a culture of continuous real-time donor engagement, internally and externally. Ultimately, the incorporation of a social media strategy around partner and consumer (followers) count and engagement, volunteer sign-ups, and donations transforming social media into a powerful tool where you can get people involved, start conversations with followers, promote fundraising and development events and campaigns, as well as ask followers to donate to the organization. Development of a strategy for the 2024 "Give Greater" fundraising campaign and review and strengthening of the "Give Greater" organizational profile. - An increase the number donors for this year's campaign by 50% or more.

2. Development and creation of a new marketing strategy to increase the reach, visibility and social media presence of BLDC. - An increase of visits to Beulah Land's website (updated with our most recent projects), Facebook and/or any other social media source by 30% or more. Refine the data base for project donors and or foundations and the cultivation of relationships with said foundations and/or donors. – Increase the number of donors or potential donors Beulah Land can engage regarding, giving in affordable housing campaign or volunteering in the Dixwell community.

3. Provide administrative support and assistance as needed with the day to day operations of the pipeline projects. Preparing reports and/or applications for various projects. Participating in project meeting(s) under the direct supervision of the CEO.

**List any specific skills/experience required for the project**

- Self directed/motivated
  - Ability to research best practices and evidence based strategies around fundraising that best serve non profits.
  - Knowledge of fund development/fund raising campaigns & events.
- Ability to communicate both orally and written to a cross section of public and private donors and funders.  
Innovative & creative ways of using social media around marketing with funders and potential clients.

**Additional requirements**

The PPSF Fellow will have access to free parking daily. In the event, the PPSF should need a car to travel to appointments and/or events mileage will be reimbursed at the standard rate per mile driven in services of charitable organization.

**Briefly describe any work that Yale PPSF Fellows and/or Yale students have done with your organization.**

Yale students hosted by BLDC have been extremely significant in the progress and success of the organization's past and current projects. Some of their successes include but not limited to: grant writing increasing the organization's general support by 75%; coordinating and developing a low to moderate income first-time Home buyers retreat and day-long seminar; compiling pertinent project and agency data for federal, state and local funders; creating and coordinating marketing materials and events for the agency; assistance with grant writing and project funding research; and program management for agency's homebuyer's down payment/closing cost and IDA programs. Architectural Renderings, City proposals, Mayoral meetings and briefings, Board appointments.