

**Yale University President's Public Service Fellowship
Summer 2021**

Proposal for Fellow working remotely for organization

- Organization: **Leila Day Nurseries, Inc**
- Full street address of organization: **100 Cold Spring St, New Haven, CT 06511**
- Website: **www.leiladay.org**
- Name and title of person who will be the Fellow's direct supervisor:
Kim Bohem, Executive Director (Yale SOM '94)
- Phone number and e-mail address of proposed direct supervisor:
203-624-1374, kim@leiladay.org
- Placement dates:
8 weeks: June 7-August 6 (not including week of June 21 when school is closed)
- Are placement dates flexible? Are you able to accommodate a Fellow working in a different time zone? **Dates are set as above. Must be in EST zone.**
- Proposed 37.5 hour per week work schedule: **9-4:30, M-F**
- Organization description:
Leila Day is a renowned New Haven early childhood program serving families from diverse socioeconomic, racial and cultural backgrounds in the greater New Haven region through exceptional outdoors-based preschool, kindergarten and afterschool programs. Learning environments, both indoors and in the natural world, are created with great intention in order to encourage curiosity, exploration, and experimentation and to support children to make discoveries, form ideas, and reach deeper understandings about themselves and their place in the world. If you have ever thought about working in a school or a nonprofit and are looking to gain practical experience with some of the nuts and bolts of nonprofit management in a progressive early childhood program making a difference in children's lives, we invite you to apply and contribute to this special community.
- Write a 1-2 sentence summary of the work that the Fellow would be conducting:
Assist our administrative team with key nonprofit management projects related to: 1) marketing and communications (including admissions and fundraising); and 2) Board development and orientation.

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

During the eight weeks, the Fellow would work directly with the Executive Director and other staff on the following projects:

- ✓ **Marketing and Communications:**
 - Help Leila Day rethink and refresh its communications and admissions/enrollment process heading into the Fall Admissions season. Project will involve reviewing and revising print and web-based materials and possibly updating our admissions video (depending on the status of the pandemic at that time).
 - Update and refresh Leila Day website and social media strategy.
 - Develop fundraising materials and strategies for two major annual fundraising campaigns: Fall Appeal and the online spring GreatGive.
- ✓ **Board Development, Orientation and Training:** Develop materials and help plan an orientation training session to onboard new Board members and orient them to their roles. Excellent opportunity to research and learn about expectations and best practices for nonprofit Board service.
- ✓ **Additional duties:** Depending on the skills and interests of the Fellow and our needs at the time, we will develop other projects.

- List specific skills/experience required for this work:

Excellent written communications skills. Design and/or website or social media skills a plus. Past experience in nonprofits, child care or teaching helpful. Ability to work independently, with high standards and strong attention to detail.

- Equipment/resources you will provide to help Fellow conduct work:

Since work will be remote, expect that Fellow will have access to computer and internet. Will provide @leiladay email.

- Briefly describe the work that Yale PPSF Fellows have done with your organization in the past and present. If you have not worked with Yale Fellows, describe any work that Yale students have done with your organization.

We have not had Yale Fellows in the past, but we have had Yale students serve as Afternoon Assistants in our Afterschool Programs for many years. We are delighted at the prospect of bringing on a Fellow who is interested in early childhood education and/or nonprofit management for the first time.