

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

**Proposal for Fellow working remotely for organization**

- Organization: New Haven Ecology Project, dba Common Ground
- Full street address of organization: 358 Springside Avenue, New Haven, CT 06515
- Website: [www.commongroundct.org](http://www.commongroundct.org)
- Name and title of person who will be the Fellow's direct supervisor:

Kimball Cartwright, Director of Development

- Phone number and e-mail address of proposed direct supervisor:

203-675-8735, [kcartwright@nhep.com](mailto:kcartwright@nhep.com)

- Placement dates:

Tuesday, June 1 and Friday, August 13, 2021 would be perfect.

- Are placement dates flexible? Are you able to accommodate a Fellow working in a different time zone?

I am willing to craft a shorter fellowship timetable if desired. I am happy to accommodate a Fellow working in a different time zone.

- Proposed 37.5 hour per week work schedule:

I am flexible as to the timing of the work, but I anticipate a 37.5 hours work week on a Monday – Friday schedule between the hours of 8 am and 5 pm.

- Organization description:

Common Ground is a center for learning and leadership, inviting people across ages and identities to connect to their urban environment, build community, grow into their full potential, and contribute to a just and sustainable world. *We work toward this mission through active, authentic learning rooted in justice and our environment: a farm, in a forest, in a city.*

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

A Yale Presidential Fellow will work to help grow Common Ground's long-term sustainability through working to strengthen its fundraising activities. The Fellow will focus on research, writing and messaging projects that contribute to accelerating strategies designed to raise more money to support Common Ground's mission.

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

Common Ground is in the middle of revamping its development department to expand its fundraising base of support from people. A key piece of missing information for the new development strategies to work is more information. The Fellow's work will focus on producing reports of three specific types, with the vast majority of time spent researching individual people.

- Prospect Research – researching and compiling information about potential supporters that provides actionable insights into people's capacity to make a gift to Common Ground.
  - "Virtual" Events Research – in this COVID-19 time, the Development Manager for Special Events and Communications is tasked this summer with figuring out how to make our live events move to virtual formats. The Fellow will assist the Manager with research that allows her to make good decisions regarding options for online tools for conducting Common Ground's fundraising events
  - Social Media Planning – The Development Manager is also responsible for social media promotion at Common Ground and will ask the Fellow to help prepare mission aligned content that can be shared throughout the coming school year.
  - Resource guides – The Fellow will spend some of their time creating literature reviews of certain subjects, to inform Development Staff response to grant opportunities outside specific members' expertise.
  - Story Research – During the time period the Fellow will be at Common Ground, there will be opportunities to interview staff and high school students working over the summer, to generate stories that can be used in supporter communications.
- List specific skills/experience required for this work:

A successful Fellow will have the following:

- Love of research and for summarizing complex concepts in concise ways
  - Love of writing
  - Hunger to learn new things
  - Familiarity with spreadsheets and comfort leaning online tools
  - Access to a computer and high speed internet
- Equipment/resources you will provide to help Fellow conduct work:

The Director of Development will help onboard the Fellow to Common Ground's work through introductions, a couple of interviews, and an orientation to the work products needed by the end of the fellowship. The Director will schedule weekly check-ins with the Fellow to check on progress.

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The Director will work with Yale's Director of Prospect Research orient the Fellow to online tools for researching prospective supporters.

The Director will provide a business e-mail and work to create an internet-based phone number. Most of the Fellow's interactions with Common Ground staff will be through Zoom or Google Hangouts.

- 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.

For many years, Common Ground has engaged Fellows in the Environmental Education Center or Urban Farm components of its work, particularly in its work with young people. We have also engaged School of Management students in Board assessment.

