

Calgary tour de nuit Society



2015 Part-time Fund Development Intern

is one of Canada's most innovative cycling promotion organizations marketing urban bicycle commuting. A comprehensive and thorough stakeholder engagement process that is designed to shift public opinion to support a resource shift to active transportation and encourage healthy choices by transportation consumers drives our sponsorship and fund development initiatives. In 2011 Strategic Group made the largest corporate donation in the city's history. Cenovus, KonicaMinolta, SAIT provided the basis of an advanced IT network.

Although *Tour de Nuit* holds the (North American) record for the best implemented inaugural independent bike store sponsorship program and 2012 was a banner year, we require larger revenue streams to support effective marketing and other programs to promote commuter cycling and the healthy lifestyle it underpins. Successful staffing initiatives have accelerated our cashflow requirements. The growth of in kind sponsorship has been extraordinary and new financial revenues now need to be harvested to ensure our maximum effectiveness.

In the first three years of operations, the Calgary tour de nuit Society brought over quarter million dollars directly into the cycling promotion sector – up from nothing.

A fund development plan needs to be executed to compliment an innovative Bicycle Parking Inventory Study, Lakeview Spacing Report, existing programming and our other major projects. The Fund Development Intern will work with project teams to identify potential revenue sources and investigate leads.

In addition to participating in the acquisition of a CRM system to support operations in 2014 you will assist with balancing a sponsorship portfolio with cash contributions and project funding as well as maintaining in kind contributions.

The Intern's role is to:

- Create fund development plans that are synchronized with current projects
- Set revenue targets and develop revenue streams
- Execute warm calls in conjunction with project teams
- Make cold calls
- And other duties as assigned.

Qualifications:

- Excellent research skills and enrolment in a relevant post-secondary discipline
- Excellent verbal and presentation skills
- Ability to function in a team environment with multi-disciplinary members
- Creative thinker prepared to articulate and sell new concepts.

This position is available under the [Serving Communities Internship Program](#) and certain eligibility conditions apply. Schedule is a flexible 80 hours over the academic year. A \$1,000 bursary is paid upon completion. Apply to: staffing@morepeoplecycling.ca

