PICS
NEW DOOR VENTURES
SUMMER 2020
New Door Ventures is a non-profit organization based in San Francisco, California. New Door Ventures primarily works to serve opportunity youth ages 16-24 by offering workshops, internships, and education programs. New Door Ventures provides skills training, meaningful jobs, education assistance and personal support to help disconnected youth get ready for work and life.
MY WORK

1. **Detailed Accounting**
   - Responsible for gift-processing and financial administration through Salesforce and iWave, while keeping a detailed record of data, donations, and receipts.

2. **Marketing**
   - Created social media posts that were directly related to the Glow Up Awards, securing sponsorships, and tracking participants.
   - Reached out to local businesses within the Bay Area for sponsorships and inkind donations.
   - Worked with drafting emails, securing donations, keeping track of gifts while maintaining good relationships with our partners.

3. **Research**
   - Drafted ambassador council position summaries, thoroughly searching for background and financial information of each applicant and writing a 1-2 page summary for each.
   - Researched virtual event and bid platforms extensively for the Glow Up Awards and drafted proposals for each.
I found that, especially during the summer of 2020, my internship found many different ways to incorporate both systemic social change and an educationally enriching experience for me. With the surgence of Black Lives Matter this summer, I found more emphasis on the work I was doing with the Glow Up Awards and partnering with local businesses within the Bay Area, especially those of BIPOC-owned small businesses. I learned through my work that all the behind-the-scenes work contributed to setting these opportunity youth for life while also supporting local businesses within the community.
RESULTS

Detailed Accounting

- Innovated an established tracking method during database migration through Microsoft Forms and Excel.
- Organized financial records through Microsoft SharePoint and logged daily transactions in SalesForce and Classy.

Marketing

- Built meaningful relationships with local, BIPOC businesses in the Bay Area and established new partnerships with these businesses.
- Designed social media graphics for New Door’s website and social media accounts, attracting new followers and sponsors.
- Raised over $20k for the Glow Up Awards within 2 weeks of launch.

Research

- Researched virtual platforms & prices for event planning, introducing BigMarker as our final choice for the Glow Up Awards.
- Extensively used iWave & LinkedIn as tools to research potential board members and sponsors for New Door’s Ambassador Council.
- Incorporated social & cultural emphasis in partnering with BIPOC business in the Bay Area through research and marketing.
GROWTH THROUGH
LESSONS AND
EXPERIENCE

new door
ventures
KEY TAKEAWAYS

Professional
- Developed new skills in SalesForce, Microsoft Suite, iWave and Adobe Acrobat.
- Learned and experience a virtual working environment.
- Expanded various communication methods to ensure teamwork, projects, and tasks.
- Progressed existing skill sets through work and experience.

Educational
- Learned company values, mission, goals through work and service through New Door Ventures.
- Understood target audience through extensive research and cultural interpretation on subscribers, sponsors, and program members.
- Learned through my service that every single opportunity presented can be directed towards the greater good of humanity and the nation.

Personal
- Recognized my position as a Princeton student and member of New Door to use resources and advantages to help those less fortunate.
- Narrowed down job interests and future career fields through my time with New Door.
- Developed close relationships with team members and PICS alumni partners.
Recap 1
Don’t be afraid to take initiative on projects and tasks! Learn to be a self-starter and independent team member.

Recap 2
Communication is key! Especially in a virtual working environment, it is necessary to keep your team members in the loop.

Recap 3
Incorporate your interests into your work, and consciously find meaningful contributions in every assignment you complete.

Recap 4
Have fun and enjoy your time with PICS and your team members! It is truly an once-in-a-lifetime opportunity.
Memories

Having an internship during the summer of 2020 was unforgettable. Not only are you able to improve yourself as both a professional and individual, but you really see the connection between your work and current national issues. Even through my internship, I focused on aiding these BIPOC communities by building relationships and business partnerships with local businesses within the Bay Area. In minute ways, every conscious decision we make everyday contributes directly to how we want this country to look like in the future.
THANK YOU!

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