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The Nonprofit Alliance Foundation Accelerates New Internship Pathways Program

Organization Receives Grant Funding from Marketing EDGE

Washington (March 8, 2022): The Nonprofit Alliance Foundation (TNPAF) is accelerating the launch of Leading EDGE, a new internship program in partnership with nonprofit organizations, firms that work with nonprofits, and colleges and universities, after being selected to receive a multi-year grant. Leading EDGE follows the acronym “Elevating Diversity & Guiding Employment” to encourage and support college students exploring nonprofit sector career paths, with particular attention to students with diverse and non-traditional backgrounds.

A partnership grant from Marketing EDGE, a national nonprofit that connects students, academics, and professionals to resources and relationships, is speeding up TNPAF’s progress with multi-year funding for a dedicated staff member and other related expenses. Marketing EDGE announced today that it is winding down operations and selected five partners, including TNPAF, to carry forward aspects of its work developing innovative and imaginative approaches to launch the next generation of diverse and inclusive leadership. The “EDGE” in Leading EDGE’s name is a tribute to Marketing EDGE’s legacy, although the acronym was modified to align with TNPAF’s program focus.

“College students are not always aware of the myriad career options to make a difference in the world, beyond direct service,” states TNPAF CEO Shannon McCracken. “Through Leading EDGE, we are introducing pathways for students to leverage varied skillsets and interests and build their career paths in the nonprofit sector. Our selection by Marketing EDGE as a program partner means that we can move faster and deeper than we originally anticipated. With the challenges in today’s workforce, this could not be more timely.”

Leading EDGE will provide students with practical, paid experience and an early-career network of sector professionals to support their post-graduation entry into the workforce. Participating employers will benefit through their access to bright and talented soon-to-be college graduates, many of whom come from racially underrepresented or other marginalized populations that are too often missing from traditional candidate search efforts. Building a bridge between students and the nonprofit sector’s leading organizations and corporations will continue to close the knowledge gap between academic learning and the business world. Program planning is underway with three initial priorities:

- Outreach to schools with nonprofit programs and marketing, finance, policy, and other management and operations related majors
- Establish an advisory board consisting of members and constituents

- Launch a pilot in Washington D.C. with plans to expand to other areas

Shelby Truxon joined the TNPAF staff as Director, Internship Experience this month to lead the new program and further the work of TNPAF including increasing diversity, equity, and inclusion (DEI) in the nonprofit sector. Shelby brings 15-plus years of experience in nonprofit program design, marketing, and career development.

“I couldn’t think of a better place to share my love for the nonprofit sector and continue my commitment to advocating for those who are often underrepresented than right here at TNPAF,” says Truxon.

Leading EDGE will pilot at the end of this year with an official launch in 2023. For more information, visit tnpa.org/leading_edge/.

About The Nonprofit Alliance Foundation

The Nonprofit Alliance Foundation supports the educational priorities of The Nonprofit Alliance, an association that fosters the development and growth of nonprofit organizations and the donors, members, partners, and volunteers who support them. Members represent a diverse landscape of causes and include industry experts who help nonprofits in their public outreach, fundraising and resource development. For more information, visit tnpa.org.

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