



Camp Twin Lakes Special Events & Communications Internship Spring Semester Description

Camp Twin Lakes is a nonprofit organization that makes transformative camping experiences possible for thousands of children with serious illnesses, disabilities and challenges. For more information about Camp Twin Lakes, please visit www.camptwinlakes.org.

Camp Twin Lakes raises \$4 million each year to fund its programs. We are seeking one intern to work 10-15 hours per week in our Midtown Atlanta office to assist with fundraising events and communications during Spring 2018, beginning January 22. Schedule is negotiable. The internship typically coincides with a college semester.

Responsibilities

In addition to getting valuable hands on and practical experience by working with a non-profit, a Special Events & Communications intern will work within our team on various projects:

1. **Partners Card:** Interns will work closely with the Event Coordinators to assist with the Partners Card program, Camp Twin Lakes' premiere shopping fundraiser. Partners Card is a dining and shopping discount program; for ten days in October, card purchasers may use their Partners Card to receive a 20% discount at over 400 participating retail stores and restaurants. This program raises over \$300,000 for Camp Twin Lakes annually. Interns will be helping to:

- Assist in recruiting participating retailers
- Follow-up with past participants and manage blue forms
- Keep Partners Card website up-to-date
- Create images for Partners Card social media
- Focus on grass-roots marketing, public relations, and social media presence of the program

2. **Spin For Kids:** Interns will work closely with the Event Coordinators to assist with Camp Twin Lakes' annual bike ride fundraiser, Spin For Kids, taking place on October 21. Interns will be helping to:

- Assist in digital marketing campaign to recruit new participants and establish brand presence online
- Assist in rider recruitment by coordinating marketing efforts with bike shops, local teams and clubs, and other cycling events
- Provide support and resources to Team Captains who are recruiting and fundraising
- Assist in daily social media management
- Work alongside event coordinators to develop and implement peer to peer fundraising strategies

3. **Golf:** Interns will work closely with the Event Coordinators to assist with Camp Twin Lakes' annual Golf Tournament, taking place on April 16. Interns will be helping to:

- Assist in recruitment and organization of participants
- Assist in logistics surrounding the event
- Recruit and support Camper families to attend the event

4. Interns will also be expected to participate as members of the Camp Twin Lakes staff and will be treated as such and may be asked to help out in other areas as well.

5. In addition to the special events listed above, interns will be given a "road map" with goals and objectives that cover an array of areas in our organization including fundraising, programming, technology, marketing, and administration.

Qualifications:

1. Excellent interpersonal and organizational skills
2. Detail-oriented and able to handle multiple tasks
3. Strong written and oral communication skills
4. Microsoft Office Suite; Adobe Suite (preferred)
5. Willingness to assist occasionally during events on nights and weekends
6. Desire to learn about many aspects of a nonprofit organization

Salary: This is an unpaid internship.

Application Process: Please email resume and cover letter to marygage@camptwinlakes.org