

Marketing and Development Intern (Volunteer)

Mission:

The mission of the American River Parkway Foundation Internship program is to work with ARPF staff lead and inspire the community to conserve and nurture the American River Parkway as a unique, accessible resource for everyone to enjoy.

Requirements:

- Background/interest in marketing or development
- Must be able to work independently
- Ability to write creatively
- Understand Social media

Description:

The Marketing and Development Intern will assist ARPF staff with outreach, development, and special events. Work will take place between Hazel Avenue and the confluence of the Sacramento/American rivers near Interstate 5. Work will be completed both indoors and outdoors

Skills Gained:

The intern will gain valuable skills and knowledge in the following areas:

- Social Media Marketing
- Grant Writing
- Cultivating donors
- Donor and grant research

Tasks:

Social Media

- Develop social media marketing content for ARPF programs and events.
- Develop one social media campaign
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Development

- Assist with developing grant calendar
- Provide support for program marketing
- Conduct prospect research on individual, foundation, and corporate donors
- Assist with donor databases and files, including logging donations, generating and sending donor acknowledgements, logging donor appreciation efforts
- Assist with tracking and evaluating all development efforts

Special Events

- Assist with silent auction – brainstorm packages, design package displays
- Assist with the marketing and logistics for fundraising events.

Misc tasks as assigned

- Other misc tasks as assigned

Additional Information:

Interns commit to working a minimum of 90 hours over a mutually agreed upon time period. Occasional weekend and evening work will be available but the bulk of the internship will be completed during standard business hours. The internship is an unpaid volunteer position although academic can be arranged dependent on school. Interns must notify and arrange for academic credit before starting the internship.