



Camp Twin Lakes Special Events Internship Fall 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 \$1.85 million each year to fund its programs. We are seeking two interns to each work 20-30 hours per week in our Atlanta office helping with fundraising events and promotions during the fall semester. Dates are flexible. Schedule is negotiable but preferred schedule is Monday-Friday, 10am-4pm. The internships typically run for 12 weeks and coincide with a college semester.

Responsibilities

In addition to getting valuable hands on and practical experience by working with a non-profit, two Special Events interns will work together as a team on various projects:

1. **Shopping & Dining Program:** Special Events intern will assist the Partners Card Associate with the Partners Card Program. Partners Card is Camp Twin Lakes' signature fundraising event. A Partners Card may be purchased for \$60. For ten days in October, card purchasers may use their Partners Card to receive a 20% discount at over 500 participating retail stores and restaurants. This program raises over \$300,000 for Camp Twin Lakes annually. Interns will work directly with the Partners Card Associate and Project Manager, helping to:

- Prepare for the Partners Card program kick-off event
- Assist in leading training sessions for participating retailers
- Assist in training for retail liaisons
- Communicate with volunteer card sellers and retail liaisons
- Assist in following up with volunteer card sellers
- Recruit volunteers to become card sellers around the city
- Help prepare Partners Card materials for stores and kickoff events
- Help arrange Partners Card events & attend as Camp Twin Lakes representative
- Focus on grass-roots marketing, public relations, and social media presence of the program

2. **Spin for Kids:** Special Events interns will also work closely with the Special Events Coordinator and the Marketing & Events Manager to assist with Camp Twin Lakes' annual bike ride fundraiser, Spin for Kids:

- Work with volunteers to help with planning/event logistics including routes, rest stops, post ride expo, etc.
- Assist in rider recruitment ride by coordinating marketing efforts with bike shops, local teams and clubs, 3rd party websites, call lists, and other cycling events.
- Assist in grass roots marketing campaign and develop new and innovative ideas to "get the word out."
- Assist in the social media campaign of the ride including the use of Facebook, Twitter, Youtube and other media.

3. 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.

4. 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, outgoing personality and ability to handle multiple tasks.
3. Strong written and oral communication skills.
4. Good computing skills.
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 or fax resume and cover letter to: Adam Cohen, Special Events Coordinator
adam@camptwinlakes.org | Fax: 404-577-8854