



## Special Olympics Colorado Events Intern Position

### Time Frame:

- October 2019- April 2020
- Flexible
- Between 15- 20 hrs a week

### General Internship Position Description, Duties May Include:

- Assist with the overall planning and implementation of SOCO events as needed
- Assist with identifying marketing and recruitment opportunities
- Help with drafting participant and recruitment communications
- Help identifying prospects for event sponsorship and vendors
- Attend event planning meetings with Special Events manager
- Develop a marketing and recruitment impact tracking system and help monitor/maintain throughout their internship
- Other duties related to the planning of SOCO fundraising events

### Projects:

- Polar Plunge Ambassador Engagement – includes:
  - Create a plan for recruitment and engagement of Polar Plunge Ambassadors
    - Draft materials to be used by Ambassadors
    - Draft timeline of activities for Ambassadors
    - Draft communications for communicating Ambassadors
    - Plan and organize Ambassador Meetings
  - Looking for creative ideas to engage Ambassadors
- Golf Tournament Auction System Review and Recommendations- includes:
  - Draft auction letter to be used for auction appeal
  - Create an auction prospect list
  - Conducting mass mailing and follow up on auction items
  - Other auction items as needed

### **Special Olympics Colorado**

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- Event Sponsorship Benefit Analysis – includes:
  - Conduct a competitive analysis by reviewing and reporting on other nonprofit events and their sponsorship levels and benefits offered. Compare to what SOCO offers for event sponsors
  - Review current events and make recommendations for any new benefits (if applicable). This includes communicating with event hosts to determine if there are other options available.
  - Create a prospect list of organizations that frequently sponsor community events.

**Benefits:**

- In depth experience with planning, marketing, implementing a nonprofit fundraising event
- Opportunity to utilize marketing and recruitment principles
- Opportunity to be creative
- Will learn about nonprofit fundraising strategies and how to approach funders
- Make a difference in the lives of individuals with intellectual disabilities

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*Created by the Joseph P. Kennedy Jr. Foundation for the benefit of persons with intellectual disabilities*