



Special Olympics Colorado Events Intern Position

Time Frame:

- September 2019- May 2020
- Flexible
- 3 Days a Week (3-5 hours per day)-Reports to SOCO office

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

12450 East Arapahoe Road, Suite C, Centennial, CO 80112 Tel 720 359 3100 Fax 303 592 1364
www.SpecialOlympicsCO.org

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

- 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:

- **Includes a daily stipend (for gas, etc.) of \$20/day**
- 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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