



DO GOOD INSTITUTE

2105 Susquehanna Hall
College Park, MD 20742
Email: dogood@umd.edu
Web: dogood.umd.edu

Impact Interns: Fall 2020

Organization Information

Organization Name:	Court Appointed Special Advocate (CASA)/Prince George's County
Address:	6811 Kenilworth Avenue, Suite 402 Riverdale, MD 20817
Website:	www.pgcasa.org
Organization Description:	Court Appointed Special Advocate (CASA)/ Prince George's County, Inc. is a volunteer-based organization that partners with the juvenile court to improve the lives of children living in foster care who have suffered from abuse and neglect. With a strong commitment to diversity, CASA/ Prince George's County trains and supervises volunteers from the community who advocate for the best interest of children, recognizing and respecting each child's individual needs. By providing a voice to children in the foster care system, it is our goal to help children and promote the timely placement of those we serve in safe, permanent homes.
Point of Contact: (Name, title, email)	Kara Bundy, Deputy Director, kbundy@pgcasa.org

Position Description

Internship Time Period:	<input checked="" type="checkbox"/> Fall 2020 <input type="checkbox"/> Other: _____
Hours Per Week:	11
Undergrad/Grad Intern Preference: (you may only select one per project description)	<input type="checkbox"/> Graduate <input checked="" type="checkbox"/> Undergraduate
Internship Description and Duties:	<p>This project is focused on communications and marketing. The intern will assist CASA's Marketing Team by developing a variety of written pieces such as press releases and text for social media posts. Intern will also interview CASA volunteers and write volunteer spotlights based on the interviews to be used on CASA's website and in other information pieces.</p> <p>Intern will be provided with access to CASA brand campaign materials, past samples and current statistics. In addition to being supervised and supported by the Deputy Director the intern will be provided with opportunities for free trainings through area partnerships.</p>



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<p>Description of long-term project the Impact Intern will lead or substantively contribute to:</p>	<p>CASA has a long-term plan to build capacity to be able to serve every child and youth in foster care in Prince George's County. In order to achieve that goal, we must work to grow our brand, increase resources and recruit a larger volunteer force representative of the community we serve. The intern will contribute to both short-term communication needs as well as help to develop pieces that will be used over time to effectuate this plan. Intern will interview staff and volunteers and develop a story bank with anecdotes and examples of the impact of the program to be used in fundraising and volunteer prospect pieces.</p>
<p>Qualifications and/or skills desired:</p>	<p>Must have strong written and oral communication skills. Internship will be remote so candidates must have ability to work independently. Prior journalism, communications or marketing coursework is preferred but not required. Experience writing content for websites or social media is a plus.</p>
<p>The following information is required from the intern:</p>	<p><input checked="" type="checkbox"/> Resume <input checked="" type="checkbox"/> Cover Letter <input checked="" type="checkbox"/> Writing Sample <input type="checkbox"/> Other: _____</p>
<p>Interviews will be conducted via the following methods:</p>	<p><input checked="" type="checkbox"/> Zoom <input type="checkbox"/> Google Hangouts <input type="checkbox"/> WebEx <input type="checkbox"/> Other: _____</p>