



**Ronald McDonald House Charities® of Metro St. Louis
Internship Opportunities
Spring/Summer 2010**

The mission of Ronald McDonald House Charities of Metro St. Louis is to provide a "home-away-from-home" for families of seriously-ill children being treated at area hospitals, and to support organizations that serve the needs of children. Our two Houses are designed to bring the comforts of home to families far away from their own home. Our Family Rooms are an extension of Ronald McDonald House services into area hospitals. We offer families a kitchen, dining area, showers and laundry facilities, and an area for TV, reading or conversation in a welcoming and comfortable environment away from the hospital setting.

PR/Marketing internships are available in the spring/summer of 2010 to support the public relations and marketing efforts for Ronald McDonald House Charities, primarily for fundraisers and community events. Intern would also be greatly involved in RMHC's marketing efforts of creating awareness for our third house, opening September 2010, being built at St. John's Mercy Children's Hospital. *Contact: Stephanie Stangl*

Assignments include:

- Writing/producing newsletter content
- Writing press releases and feature stories
- Redesigning collateral materials to match the new RMHC brand
- Assist with online marketing efforts
- Helping update all social media sites including Twitter, Facebook, MySpace, and the RMHC blog
- Assisting with the update of the media clippings binder and media log

Necessary skills:

- Microsoft Office, including Word and Excel
- Experience with Adobe Creative Suite, including Adobe InDesign and Photoshop a plus
- Experience writing various types of copy including press releases, feature stories, and web site copy

Market Research internships are available in the summer of 2010 to conduct market research and implement communication plan of organization programs, including the Volunteer Program and Family Room. *Contact: Alison Kaspar*

Assignments include:

- Support of all volunteer recruitment efforts
- Implementation of volunteer recruitment plan including creating and revising communications and marketing pieces for the West County Ronald McDonald House
- Conduct Market research and report on target audiences including:
 - Volunteer incentive and trends
 - Online recruitment and technological advances
 - New resources to recruit volunteers in various areas
- Assist Volunteer Coordinator with new volunteer scheduling, orientations and training as needed

Development/Fundraising internships are available in the spring/summer of 2010 to support the Development Office for Ronald McDonald House Charities, primarily for fundraisers and community events. *Contact: Amy Collard*

Assignments include:

- Support all aspects of fundraising events
- Research grant and foundation opportunities for RMCH
- Assist with direct mail campaigns
- Attend company visits for our Time Talent Treasure Campaign
- Aid in online fundraising efforts
- Helping update all social media sites including Twitter, Facebook, MySpace, and the RMHC blog

Please send resumes to contact person:
3450 Park Avenue
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First initial last name@rmhcstl.com