UIS Internship  Version 4, 12/11/2013
Management: Marketing – Public Relations – Event Planning

The Springfield Park Board approved a letter of understanding October 16, 2013, which will allow private fundraising to start for a dog park in Washington Park. The project needs to be revenue neutral to the Springfield Park District. Funds will be raised through the Springfield Parks Foundation for construction and ongoing maintenance with the goal of $100,000 over the next 12-18 months. The Springfield Park Board required a public hearing planned January 7, 2013. The Springfield Park Board will have final say in the design of the dog park.
The proposed internship would be under the direction and guidance of volunteers for the Washington Dog Park project. Karen and David Hoelzer are leading the grassroots effort to raise public support and to provide funding for the project. The intern would work under the supervision of David and Karen Hoelzer.

Time Commitment:
18-20 hours per week depending on student availability and the needs of the project

Requirements:
Commitment to the success of the Washington Dog Park Project.
The ideal successful candidate will have:
☐ Excellent people skills
☐ Organizational skills
☐ A love for dogs
☐ Computer database skills
☐ Honesty, dependability, and reliability
☐ Attention to detail
☐ Excellent verbal and written communication skills
☐ Initiative and follow-through, a self-starter

Internship Responsibilities:
The Washington Dog Park Intern will act as a Development and Volunteer Coordinator for the Washington Dog Park. This individual will work closely with volunteers for the Washington Dog Park Project. A stipend is available for successful completion of the internship with exemplary service.

Responsibilities may include but are not limited to:

Promotion of the benefits of the project to the Washington Park neighborhood, Springfield community at large, dog friendly businesses, and the Springfield Park Board Trustees.
Coordinate fundraising efforts with the help of volunteers. This will include
☐ Marketing materials/communications (brochures, business cards, ads, emails, website)
- Reaching out to dog friendly businesses for possible corporate sponsorship, donation of materials or discounts on materials for the dog park, and fundraising assistance through giftcards/items for donors to the dog park.
- Reaching out to the community/public through fundraising events. Ideas for events include a Bark in the Park Dog Walk, Dog Jog, Puppy Parade (Easter?), Dog Washes with perhaps the help of high school students needing community service hours or other groups (scouts?), Cocktails for a Cause, bringing in a national speaker to the Abraham Lincoln Presidential Museum and Library to talk about presidents and their dogs with an evening fundraiser for the dog park, possibly bringing in President Obama’s dog Bo for publicity about the presidents and their dogs speaker, sale of promotional items.
- Coordination with volunteers for promotion of the dog park and fundraising events.
- Help with maintaining and updating a database of volunteers and donors
- Work with the Park District and volunteers in the design/implementation of the dog park.
- Work with the Park District and volunteers in how to recognize donors to the dog park.
- Assist with grant applications to dog friendly national businesses that sponsor dog parks (for example Purina).
- Help to maintain and improve the Washington Dog Park website.
- Consider national marketing exposure through Indiegogo or a similar website

For more information on this project check out: [www.washingtondogpark.com](http://www.washingtondogpark.com).

**To Apply:** Please send a resume and cover letter that addresses your interest and qualification for placement to: Karen Hoelzer, [karen@washingtondogpark.com](mailto:karen@washingtondogpark.com)