



# TRI CYCLE FARMS

COMMUNITY THROUGH SOIL

SHARING | TEACHING | FARMING



**Position Title:** Events and Outreach Support Intern

**Organization:** Tri Cycle Farms

**Department:** Marketing Department

**Address:** 1705 N. Garland Ave. Fayetteville, AR 72703

**Supervisor Name:** Karley Kindberg

**Supervisor Contact:** volunteer@tricycelfarms.org ; (620) 249-4813

## TERMS OF EMPLOYMENT

**A. BACKGROUND CHECKS:** This position requires the following background checks.

a. Each intern is expected to provide one professional and two academic references.

### **B. ELIGIBILITY**

a. Be a currently enrolled, undergraduate student who will be returning to college as a full-time (12 credit hours) sophomore, junior or senior in the fall of 2020.

b. Submit written enrollment verification from their college or university confirming the student's enrollment status to United Way of Northwest Arkansas.

c. Applicant must be legally eligible to work. Preferably a student majoring in business, marketing or communications. Must have reliable transportation.

### **C. WORK SCHEDULE & CONDITIONS**

a. This is a full time, seasonal position, requiring 35-40 hours per week, from June 8th-July 31st, 2020.

b. This position is not eligible for sick, vacation, and holiday leave during employment.

c. This position will be full time, requiring a work week of 9am-5pm, with an hour lunch break, Tuesday-Saturday. Saturdays are always our biggest days for events, classes and volunteer workdays, so they are a required day of work for everyone on our team. This position will also require limited travel for outreach and meetings with potential sponsors, supporters and partners in the NWA region. The intern will be required to use their personal vehicle to travel to outreach events. This will require a valid driver's license and appropriate insurance. The intern will be reimbursed \$0.14 per mile traveled for work-related purposes. This does not include travel to and from work each day.

### **D. BENEFITS**

a. **SALARY.** The individual shall receive a \$3,200 salary distributed bi-weekly in equal amounts for the duration of employment.

b. **PROFESSIONAL DEVELOPMENT.** The United Way of Northwest Arkansas will provide an in-person orientation and three professional development opportunities to the employee.

c. One of the requirements of this internship will be participation in our Food Recovery Program one morning each week. Included in this program is an empowerment aspect, where we allow volunteers to take a share of the food that is collected to help supplement their own food needs. This intern will be allowed to take a share of up to 15lbs of food each time they help with Food Recovery. The intern will maintain a mileage log and receive the IRS 2019 standard mileage rate of 14 cents per mile driven in service of our charitable organization. This will be adjusted accordingly if 2020 IRS rates change.



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## E. EVALUATIONS

a. The employee will receive an evaluation of their performance at the end of their employment from their direct supervisor. The evaluation also includes a self-evaluation and program evaluation.

## RESPONSIBILITIES

### A. POSITION PURPOSE

a. This internship position will play a key role in amplifying and supporting the outreach and coordination for our end of summer/fall fundraising events: Roots Fest Farm Jamboree, Pesto Fest and Halloween Bash/Trick or Treat at Tri Cycle. This intern will work closely with Tri Cycle's Programs Manager and Events Committee chair. With the help and oversight of these two key Tri Cyclists, this intern will work to focus on three main goals: Increasing Tri Cycle's Sustaining Donor base, increasing the number of visitors to the farm, and increasing overall Pesto Fest and Halloween Bash sponsorships.

### B. DUTIES

a. The student who will fill this position will work closely with our staff to learn about Tri Cycle Farms' mission, history and future goals. Specific duties will include:

- Working in tandem with the VISTA team to increase awareness of our organization and our Sustaining Donor Campaign through media outreach and in-person visits to local businesses and schools
- Attending and taking notes at Event Committee meetings, assisting and supporting event organization and planning, and maintaining regular contact with members of the board regarding sponsorships
- Researching and applying for small grants
- Recruiting and organizing group and personal tours with potential donors and corporate sponsors
- Visiting local businesses and schools to increase outreach and awareness of organization and upcoming events
- Analyzing and evaluating donor database
- Mailing marketing and promotional materials to local businesses and schools for fundraising and educational events
- Organize and update current direct mailing list and Sustaining Donor list serve
- Ensuring follow up and fulfillment of sponsorships
- Produce a blog posting the last week of the internship describing the range of experiences at Tri Cycle Farms

### C. COMMUNITY IMPACT

a. The impact this position will have on the community includes increasing outreach to key sponsors, donors and supporters to increase involvement in our organization's events and programs. They will also help to increase awareness of our organization's mission to educate and empower our community members on issues surrounding food and environmental justice.



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## QUALIFICATIONS

**A.** The main duties of this role will be centered around marketing and communications to increase individual and corporate giving from our NWA community.

- Experience working with or volunteering for Tri Cycle Farms or other non-profits.
- Reliable transportation.
- Experience with Canva, WordPress and Microsoft Suite.
- Must have excellent written and verbal communication skills.
- Knowledge and experience with Facebook, Instagram and other social media platforms.
- Strong attention to detail and organizational skills.
- Ability to both work with a team and independently.

## LEARNING OBJECTIVES

### A. CAREER DEVELOPMENT

**a.** Throughout this internship, we hope to help this student build their working knowledge and understanding of nonprofit management, marketing, community engagement, event management and outreach and networking.

### B. SKILL DEVELOPMENT

**a.** Professional skills developed throughout this internship will include time management, self-motivation, written and oral communication skills, analytical and research skills, problem solving, and decision making.

### C. PERSONAL GROWTH AND DEVELOPMENT

**a.** Throughout this internship experience, we hope to provide this student with many different opportunities to grow and develop skills to help them as a student and in their future careers, including increased confidence, critical thinking, adaptability, interpersonal skills, collaboration, accountability and responsibility.

**SIGNATURE** (this will be signed at the point of employment with the student)

Employee Name:

Supervisor Name:

Employee Signature:

Supervisor Signature:

Signature Date:

Signature Date: