
2012 First Federal Internships

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5-15-2012

Yamhill County's Court Appointed Special Advocates

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First Federal Internship Program Yamhill County's Court Appointed Special Advocates

RETENTION RESEARCH,
ADVERTISING,
AND VIDEO PROJECTS

MICA PARKE
MAY 15TH, 2012



What is CASA?



I am for the child™



CASA

Court Appointed Special Advocates

FOR CHILDREN

2012 CASA Program in Numbers



- **Nationally**

- 955 Programs

- **State of Oregon**

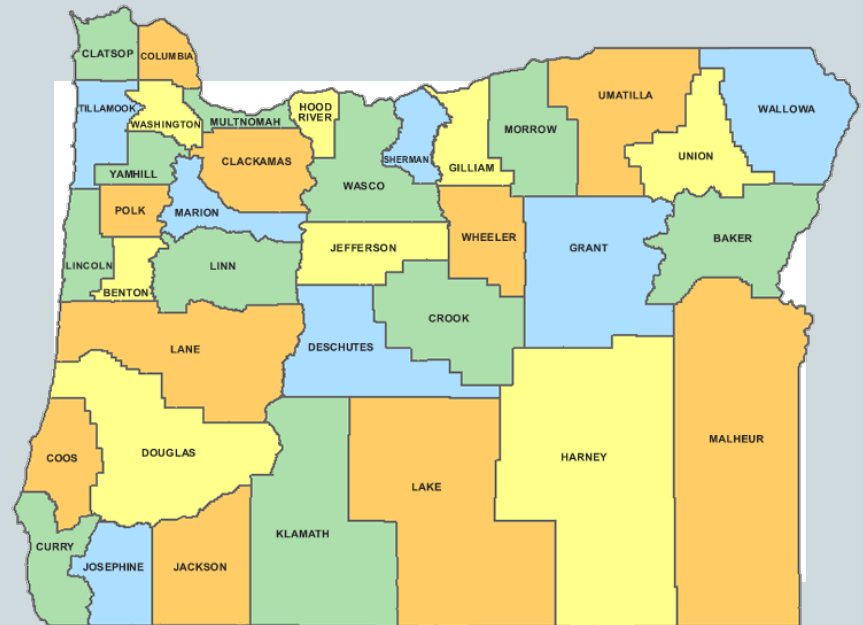
- 34 Programs

- **Yamhill County's Program**

- 3 Staff Members

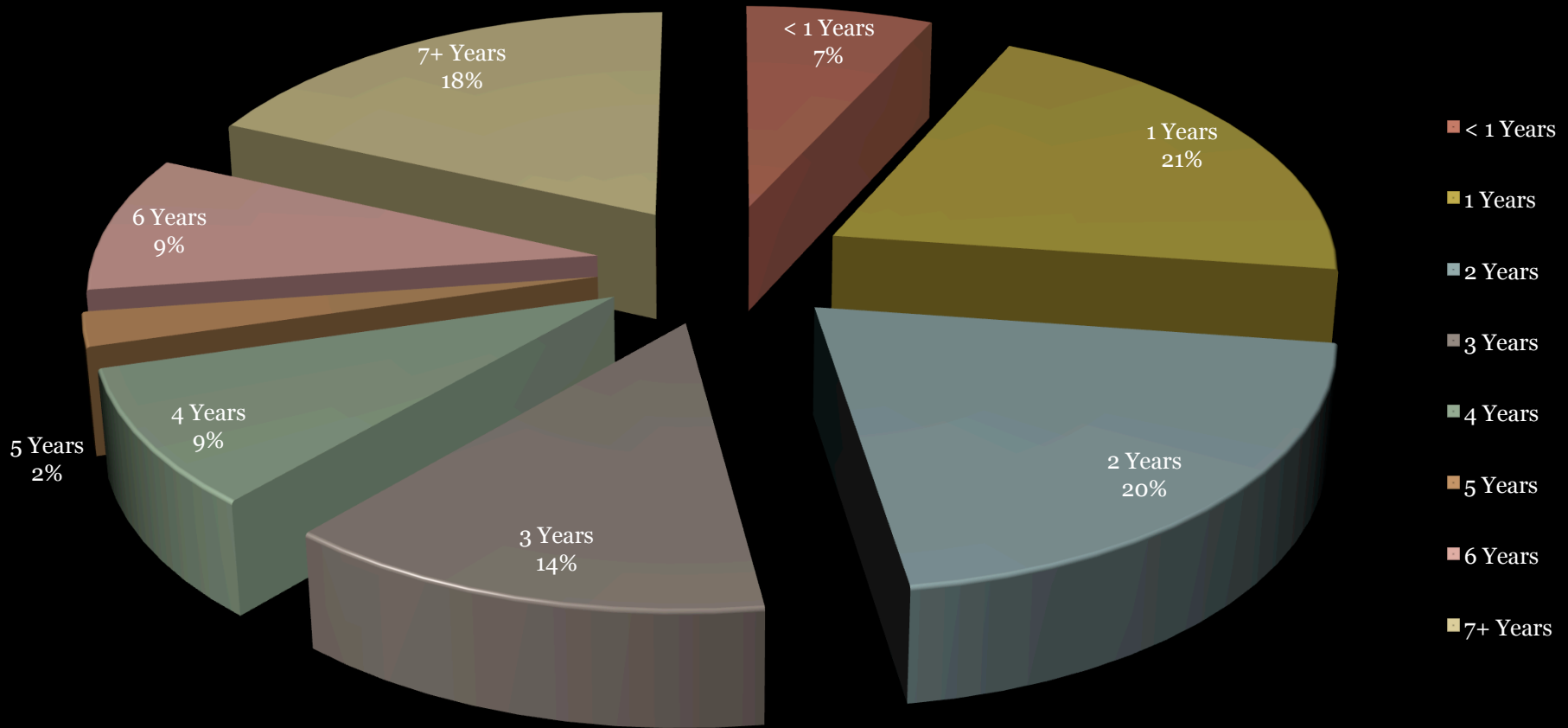
- 1 Intern

- 45 CASA Volunteers



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Majority of Current CASA Volunteers are in their 1st, 2nd, or 7+ year of Service (Retention Rate: 2.5)



Project #1 – Volunteer Retention Research



- Skills Developed
 - Hard skills
 - ✦ Gathering information
 - ✦ Presenting the information
 - Microsoft Excel
 - Soft skills
 - ✦ Communicating the needs of Yamhill County CASA

Project #2 – Advertising the CASA Auction

- Objective
 - Advertise for the 4th Annual CASA Auction
- The Process
 - Creating the flyer
 - Hanging flyers in McMinnville & Newberg business windows



Soaring to New Heights

The 4th Annual CASA Auction

SATURDAY, APRIL 21
MCMINNVILLE GRAND BALLROOM
6:00 TO 9:00 PM

Silent and Live Auctions
Wonderful Wine Raffle
Featuring Local Musicians
Catered by Harvest Fresh

yccasa.org
\$65
per person
to register

All proceeds benefit Court Appointed Special Advocates (CASA) of Yamhill County as they work to find permanent homes for abused and neglected children.

Project #2 – Advertising the CASA Auction

Yamhill County CASA's 4th Annual Auction

soaring to New Heights

Saturday, April 21st

6:00 – 9:00 pm

McMinnville Grand Ballroom



Featuring:

- ~Live & Silent Auctions
- ~Willamette Valley Wines
- ~Catering by Harvest Fresh
- ~Musical Guests & Entertainment

\$65 per person

For more info or to register, visit yccasa.org

• The Process

- Reader Boards
 - ✦ First Federal Bank
 - ✦ Hagan Hamilton Insurance
 - ✦ MAC Theater
 - ✦ Carstar
 - ✦ Your Space Storage
- Advertising in the newspaper
 - ✦ News Register
 - ✦ Newberg Graphic
- Local newsletters
 - ✦ McMinnville Downtown Association
 - ✦ West Hills Retirement Center
 - ✦ Local churches
- KLYC Radio
- MCM 11 Events
- Online Event Calendars

Project #2 – Advertising the CASA Auction



- Skills Developed

- Hard Skills

- ✦ Creating an event flyer & newspaper ad
 - Adobe Photoshop Elements
- ✦ Creating advertisements
- ✦ Researching various advertising outlets

- Soft Skills

- ✦ Communication with businesses
- ✦ Organizational skills

Project #3 – Video Editing & Compilation

- Objective
 - Create a 7-8 minute video to be shown at the auction
- The Process
 - Searching for videos on National CASA YouTube
 - Combining and editing 4 videos as 1
 - ✦ PowerDirector software



Project #3 – Video Editing & Compilation



- Skills Developed
 - Hard Skills
 - ✦ Downloading videos off YouTube
 - ✦ Using Power Director software
 - Soft Skills
 - ✦ Utilize resources
 - ✦ Flexibility
 - ✦ Creativity

The 4th Annual CASA Auction

April 21, 2012





CASA raised \$30,000 that night!



Conclusion



- Positive Learning Experience
 - Now, Discover Your Strengths by Marcus Buckingham and Donald Clifton
 - ✦ Harmony, Focus, Fairness, Responsibility, and Achiever


Conclusion



- Skills I have gained
 - ✦ Communication development
 - ✦ Preparing an event flyer
 - ✦ Gathering information
 - ✦ Effectively presenting information
 - ✦ Advertising for non-profit organization
 - ✦ Data entry
 - ✦ Video editing

What a Difference Experience Can Make!

• From this...



Levels of Corporate Sponsorship

Bronze - \$250 ✓ Placement in thank-you ads in NewsRegister & Newberg Graphic ✓ Company Logo on event registration	\$812 Value
Silver - \$500 ✓ Placement in thank-you ads in NewsRegister & Newberg Graphic ✓ Company logo & link on event registration website ✓ Company logo on CASA website for one year	\$1,172 Value
Gold - \$1,000 ✓ Prominent placement in thank-you ads in NewsRegister & Newberg Graphic ✓ Company logo & link on event registration website ✓ Company logo & link on CASA website for one year ✓ Advertising in quarterly CASAGRAM for one year	\$1,332 Value



Thank you!

Yamhill County CASA | 1945 NE Baker St. | McMinnville, OR 97128 | 503.434.6668 | office@yccasa.org

• To this...



**Yamhill County CASA:
Corporate Sponsorship**

Sponsorship Levels :

Bronze — \$250 • Placement in thank-you ads in NewsRegister & Newberg Graphic • Company Logo on event registration website • Company Name listed in auction catalog	\$500 est. value
Silver — \$500 • Placement in thank-you ads in NewsRegister & Newberg Graphic • Company Logo & Link on event registration website • Company Logo on CASA website for one year • Company Name & Logo listed in auction catalog	\$1000 est. value
Gold — \$1000 • Prominent placement in all print advertising • Company Logo & Link on event registration website • Company Logo & Link on CASA website for one year • Advertising in quarterly CASAGRAM for one year • Company Name & Logo in catalog • Large center display of Logo at event	\$1500 est. value



Thank you!

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Special Thanks to...



- ❖ First Federal Bank
- ❖ Amy Bissonnette, Program Director of Yamhill CASA
- ❖ Professor Jeff Peterson
- ❖ Kristi Mackay

References



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c=mtJSJ7MPIsE&b=5331473&raw=>](http://www.casaforchildren.org/site/apps/kb/cs/contactsearch.asp?c=mtJSJ7MPIsE&b=5331473&raw=>)>.