5-15-2012

Yamhill County's Court Appointed Special Advocates

Mica Parke
Linfield College

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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

CASA
Court Appointed Special Advocates
FOR CHILDREN
What is CASA?
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
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
Project #2 – Advertising the CASA Auction

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
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...

- To this...

Levels of Corporate Sponsorship

**Bronze - $250**
- Placement in thank-you ads in NewsRegister & Newberg Graphic
- Company Logo on event registration website

**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

**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

Thank you!

Yamhill County CASA
1945 NE Baker St.
McMinnville, OR 97128
Phone: 503.454.6668
Email: office@ycsca.org

Lift up a child’s voice. A child’s life.
A child has rights. We fight for them. Join our movement

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

- **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

- **Gold — $1,000**
  - Placement in all advertising
  - Company Logo & Link on event registration website
  - Company Logo & Link on CASA website for one year
  - Prominence in quarterly CASAGRAM for one year
  - Company Name & Logo in catalog
  - Large canvas display of Logo at event
Special Thanks to...

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