



LEAGUE OF WOMEN VOTERS®
OF
LOS ANGELES



Marketing Internship Announcement
June 2010

The League of Women Voters of Los Angeles is a nonpartisan political organization that promotes informed and active participation in government and influences public policy through education and advocacy. Internships with LWVLA provide unique opportunities for partnering with us in many areas and with different kinds of activities.

**** Prepare a summary report on our current marketing status.** Work with LWVLA executive director to gather information about our target audiences, how our current marketing tactics are performing, and what barriers we may need to overcome these barriers in the summer and fall.

**** Development of basic marketing goals.** Assist with the development of goals to achieve by the end of the calendar year. Identify the leadership and staffing needs to achieve the goals. Prepare descriptions of the roles and responsibilities for each.

****Development of a short-term implementation plan.** This short-term plan will need to consider the strengths and weaknesses from a leadership, staffing, and financial perspective. So now it's time to compare what you want to do with the actual levels of support you have available. Do you have the time, talent, and treasure needed to pull off the plan? Figure out how to get more of what you need (quickly, realistically) or adjust your plans accordingly.

****Prepare recommendations for approval by the board of directors.** A proposed plan will require board approval. This plan will need to consider the organization's short- and long-term priorities.

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