

Community Awareness & Video Storytelling Intern

Ideal Majors

- Communication Studies
- Marketing
- Digital Media
- Journalism
- Sociology

Project

Develop a multimedia community awareness campaign that addresses misconceptions about homelessness and poverty among women and families while showcasing the real stories, impact, and programs of Transitions. The intern will create educational and story-driven video content designed to increase community understanding, volunteer engagement, and donor support.

Deliverables

- Campaign messaging framework focused on homelessness, poverty, and pathways to stability
- 5–10 short-form social media videos featuring Transitions programs, volunteer experiences, and community impact
- 2-3 Donor impact videos
- Educational social media content series
- Video editing templates and content guidelines for future use
- Awareness campaign toolkit that can be used across social media, fundraising, and advocacy efforts

Value to Transitions

This internship would help Transitions educate the Spokane community, reduce stigma surrounding homelessness and poverty, and strengthen awareness of the organization's mission and programs. The resulting videos and campaign materials can be repurposed for fundraising, volunteer recruitment, advocacy, community presentations, donor communications, and social media throughout the year, creating lasting value beyond the six-week internship. Transitions' work with Women's Hearth, supportive housing, and New Leaf Café provides powerful stories and examples that can help the community better understand both the challenges participants face and the opportunities for hope, stability, and self-sufficiency.