

**Servant Leadership Summer Internship Placement Site  
Job Description Information Sheet  
Summer 2022**

**Organization Name:** Second Helpings Atlanta

**Address:** 970 Jefferson Street SW Atlanta, Georgia 30318

**Phone:** 678-894-9761

**Website:** <https://secondhelpingsatlanta.org/>

**Internship Supervisor:** Jessica Hedden, Development Manager

**Supervisor's contact information including e-mail.**

Jessica Hedden  
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706.366.9069

**Organization's Mission Statement:** Second Helpings Atlanta is a nonprofit food rescue organization whose mission is to reduce hunger and food waste in the Metro Atlanta area by rescuing surplus food and distributing it to those in need.

**Summary of organization's primary programs and services:**

With a community of over 200 volunteers, SHA serves as the link between our network of food donors and partner agencies who feed the hungry on a daily basis. The food we rescue every day gets diverted from landfills and is used to feed those in need, making Atlanta a more environmentally responsible metropolitan area.

**Programs:**

**Food Rescue Network:** The cornerstone of our work is rescuing fresh, healthy food that is destined for a landfill and delivering it to fellow nonprofit organizations with feeding programs. Our staff and volunteers are on the road seven days a week.

**Full Plate Project:** Through the Full Plate Project, SHA delivers meals for families. Whether the meals are fully prepared or delivered as kits for families to cook in their homes, the high-quality food is thoughtfully assembled and delivered.

**Corporate Engagement:** SHA partners with companies to engage employees in our food rescue mission. We offer a variety of touchpoints to build a stronger connection between corporate partners, SHA, and the community.

**Food For Thought:** We educate students about hunger and food waste through on-campus and virtual presentations, special programs, and meaningful projects. We encourage students, parents, and teachers to take action.

**Intern's title:** Development and Marketing Intern

**Number of interns requested:** 1

**Internship project/job description** (please include a virtual/socially distanced option if possible):

**Emory Summer Intern – Hunger Action Month Campaign**

Second Helpings Atlanta (SHA) is a nonprofit food rescue organization whose mission is to reduce hunger and food waste in Metro Atlanta by rescuing surplus food and distributing it to those in need. The 2022 Emory summer intern will work as part of the development and marketing team to design a direct mail, email, and social media campaign for Hunger Action Month (September). Serving as a key member of the team, the intern will gain an overview of SHA's work by attending staff meetings, participating in volunteer activities, and sharing in goal-setting conversations.

**Campaign Goals:**

- Work with SHA staff to determine the goals of the campaign, setting specific engagement and giving goals.

**Social Media Campaign:**

- Plan and schedule ~5 post social media campaign to accompany the Hunger Action Month mail campaign.

**Mailing list:**

- Audit Salesforce to ensure the data is clean including correcting addresses, eliminating duplicates, and ensuring consistency in the format of names
- Create a mailing list based on criteria developed with the Development Manager and Marketing and Outreach Coordinator

**Photographs:**

- Catalog SHA's digital photo files using SHA's organization system to maximize the usefulness and accessibility of the collection.
- Identify photos for Fall Direct Mail Campaign

**Food Waste and Hunger analysis:**

- Review data for metro Atlanta to identify trends in income, demographics, resources, and other factors that impact food security and hunger.
- Identify relevant statistics related to food waste and food insecurity in the US, Georgia, and metro Atlanta.
- Update SHA's statistics bank with relevant statistics.

**Operational Overview:**

- Attend SHA weekly staff meetings.
- Drive a food rescue route and attend weekly Meals with Meaning group volunteer days.

**Qualifications:**

Are there other requirements for this position (security check, drug screen, immunizations, etc.)? If yes, please note them here:

- Proof of Covid Vaccination (First and Second Dose) - this is required to enter the office, which the intern will do 1-2 days per week

Will the internship require that the student have a car?

- Preferred

Is placement site accessible by public transit or other transportation options?

- Yes