



JAPANESE AMERICAN CITIZENS LEAGUE / JACL

Headquarters: 1765 Sutter Street, San Francisco, CA 94115

DC Office: 1828 L Street NW, Suite 802 • Washington, DC • 20036

Phone: (415) 921-5225 • Fax: (415) 931-4671 • E-mail: mbr@jacl.org

The JACL is Covered: Paving the Way for a Healthier Tomorrow

Purpose:

JACL wants to insure as many young members of the greater community as possible in order to mitigate the negative consequences of the uninsured lifestyle among this high-risk demographic; and to encourage social responsibility by providing a cheap option for health coverage.

Internship Summary:

The JACL is a membership-based educational and advocacy-oriented organization. The strength of the JACL's mission, as articulated through its programs and other efforts, is largely reliant upon the local grassroots efforts of its constituents. Currently, the JACL is seeking to innovate and progress to keep up with the needs of the community. In order to do this, there must be an upsurge of young members to reinvigorate and redirect the organization on the local level. The JACL views the reduced -rate Active Choice Plans as a viable stimulus in the JACL's efforts to develop its membership.

The Active Choice Intern will be a part-time intern with a negotiable time frame beginning the week of January 4, 2010; receive a stipend of \$1,000 per month; and will report to the JACL National Membership Coordinator at the National JACL Headquarters in San Francisco.

Intern Tasks:

- Create a database documenting all UC and CSU SHIP costs, contrasting them to comparable plans in the market and the JACL Active Choice Plan
- Coordinate with JACL Membership Coordinator and JACL Health Benefits Trust Blue Shield Office to create a comprehensive marketing plan
- Engage potential student subscribers in on-campus meetings
- Work with Consul General's office in reaching out to exchange students, and the Shin-Issei community
- Pursue an aggressive social media campaign utilizing online networking sites
- Develop language-specific advertising in coordination with the JACL Health Benefits Trust office
- Some travel will be required*

Outcomes/Goals:

- Recruit 1,000 new JAACL members through an appeal to the Active Choice PPO Plans
- Promote social responsibility and wellness among the 18-39 year old demographic

Skills Required:

- Good written and oral communication skills;
- Experience with spreadsheets and database management;
- Familiarity and comfort with public speaking and good one on one interactive skill
- Some creative design experience

Please send all materials by December 23, 2009 to:

JAACL National Headquarters
Attn: Active Choice Internship
1765 Sutter Street
San Francisco, CA 94115

mbr@jacl.org
415.921.5225