

Ü SHADOW COMMUNICATIONS

DEADLINE: Monday, February 15th @ 11:59 PM

THIS ASSIGNMENT IS ONLY PART OF THE APPLICATION; BE SURE TO INCLUDE THESE ASSIGNMENTS AS AN ATTACHMENT ON YOUR FORM

BRIEF

Approaching our first anniversary, Umlaut Foundation has established itself among the Californian foster youth community as a resource for mentorship and materials. In a commitment to our youth, we are looking for students that can help Umlaut Foundation redefine its full potential. To maximize our growth, we are looking for candidates who will surpass Umlaut's expectations and expand its capabilities.

Umlaut's program is a unique opportunity for hands-on experience in problem-solving, marketing, communication, teamwork, and leadership. We strive to create a flexible and welcoming environment for our board, our volunteers, and our foster youth.

Becoming a board member of Umlaut is not only a rewarding experience, but it is a **time commitment**. We meet **around once a month** to discuss and properly plan for Umlaut's upcoming events. Most of your work time will come from individual work I will assign.

Let me introduce myself. I am Chloe Fields, and I am the current Chief Communications Officer. I am a highschool senior at Amador Valley. Most of my work involves writing newsletters, answering emails, and reaching out to caretakers/liaisons. As the CCO, it is important to be timely, organized, and well-spoken. As my shadow, I will be assigning you newsletters to write and other emails to draft.

If you have any questions, please direct your email to *Chloe Fields* at umlautfoundation@gmail.com!

INSTRUCTIONS

Please upload **assignment one** to the form as a **pdf** titled “**SCO-newsletter**”

Please upload **assignment two** to the form as a **pdf** titled “**SCO-volunteerQuestion**”

Please upload **assignment three** to the form as a **pdf** titled “**SCO-emailSubscription**”

You should be thinking to yourself:

- What is Umlaut’s mission?
- How can we educate others on our mission?
- How can we present Umlaut in a positive, helpful way?

Remember, as the Chief Communications Officer, you are looking to create a professional and positive PR. This means being *friendly*, but *not overtly casual*.

Disclaimer: any situations are hypotheticals

ASSIGNMENT ONE

Write a newsletter about any topic relating to the foster youth community. To give you some ideas, you could write about the Biden administration's foster youth policies (or other state/regional legislation), the effects of the pandemic on the foster youth community, or feature another non-profit working to help the community. Please embed links to any resources you use. Listed below are some helpful sites. Linked is also one of my favorite newsletters I have written in June of 2020 to give you more guidance. Your newsletter does not have to be as long as mine; half a page is plenty. Make sure to show off your writing skills!

- [Foster Care Facts](#)
- [Foster Youth Services - Parents/Family & Community \(CA Dept of Education\)](#)
- [Children Now - Giving Kids Power](#)
- There are plenty of websites and information out there! Explore and learn something new during this assignment.

[EXAMPLE NEWSLETTER](#)

ASSIGNMENT TWO

Using the information found on Umlaut's website, write an email answering the following question from a caretaker*.

- Mr. Caretaker has reached out in search of a math tutor for their foster youth. How should he go about requesting for a tutor?
- Use proper business formatting
 - It is okay if the information isn't completely accurate. This is more to show your understanding of how to interact with others through email and clarity of wording.

ASSIGNMENT THREE

Write a newsletter about an upcoming event.

- Umlaut is holding an online event with short lectures from volunteers who specialize in extracurricular activities (art, music, digital art, etc.)
 - Make sure to include information for both volunteers AND caretakers/liaisons*
 - You can create details yourself. Again, don't worry about anything being completely accurate or plausible. This is to show your advertising skills.

**caretakers are the guardians in charge of foster youth and act as the foster parent*

**liaisons are social workers who help place foster youth into homes and complete other administrative work*