



**AMERICAN CITIZENS ABROAD**  
**EDUCATE, ADVOCATE AND INFORM**

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## **Internship with American Citizens Abroad, ACA, Inc.**

### **The Organizations**

American Citizens Abroad (ACA, Inc.) mission is to educate, advocate and inform both the US Government and US Citizens living and working overseas on issues of concern to the overseas US Citizen community.

ACA works to find practical solutions to resolve issues impacting overseas US Citizens and communicates results to constituents stateside and abroad. ACA is the premier thought-leader on issues affecting US Citizens living and working overseas.

- ACA educates both the US Government and US Citizens living and working overseas on critical issues impacting the overseas American community.
- ACA advocates for practical, implementable solutions that allows the community of US Citizens overseas to thrive, while continuing to contribute to the US society and economy. ACA solutions are driven by the following criteria; achievability, practicality and ease of implementation.
- ACA informs the community of US citizens overseas by monitoring legislation, engaging in dialogue with the Legislative, Administrative and Judicial branches of the US government and, by listening to US Citizens living overseas, gathering knowledge from globally-minded professional experts in the field, gaining input from our Country Information Managers, monitoring the media and fielding research projects via our sister organization American Citizens Abroad Global Foundation (ACAGF).

ACA, Inc. is a membership organization representing Americans living abroad. It is incorporated as a nonprofit its structure and operations fall within the rules applicable to an exempt social welfare organization ( 501)(c)(4).

Alongside it is American Citizens Abroad Global Foundation (ACAGF), organized as a publicly supported charity under section 501(c)(3). Its purposes are to promote the well being of US citizens living outside the US, to identify issues and activities that affect them, to develop information about these subjects, to provide this information to Americans abroad and to governments, including the US government, and to disseminate this information widely. In short, it is a supporter of education and research on issues affecting Americans abroad.

Both ACA, Inc. and ACAGF headquarters are located in the Washington, DC area however, the Board of Directors and Executive Committee sit both in

Washington, DC, in other cities of the US and overseas. Work is managed through monthly virtual Executive Committee meetings and by small task groups headed by Operational Directors.

**Description of the Internship/Requirements:**

ACA is looking for a junior/senior year (or graduate level) Marketing and Communications major to assist with marketing, communications, fundraising and outreach projects for both ACA, Inc. and ACAGF. The marketing projects will focus on increasing awareness of the organization, membership in the organization and revenue for the organization. Interest/expertise in non-profit management and politics a plus but not required.

The candidate will work under the supervision of the Executive Director who will meet with the intern on a regular basis (twice per week) at a shared space office setting in downtown Washington, DC. Individual project work will be directed by the Executive Director in conjunction with the Director of Business and the Marketing Director. The intern will interface with these two Directors and be assigned to small groups and/or tasked with direct independent project work.

Given the very independent nature of the work, the intern must be a self-started, have excellent time-management skills and work independently with minimal supervision. There will be no on-site manager however, project work will be expected to be delivered on a timely basis.

The candidate should possess excellent communications skills; both oral and written and have strong proficiency in Microsoft Word, Excel and Power Point.

This is an unpaid internship, full time internship (20 hours per week) but could be applicable for academic credit. Candidates should check with their academic advisors and/or appropriate office for more information on this.

**Responsibilities:**

Performing analytical reviews and conducting marketing research.

Assisting with the development and deployment of informational webinars.

Assisting with the development of monthly members-only video updates on ACA topics.

Assisting with content creation for the ACA, Inc. and ACAGF websites, social media outlets and quarterly newsletter.

Helping with the development and deployment of on-site meetings (Town Halls) in local markets (London, Geneva, Paris, Madrid)

Working on the creation of marketing and communications for membership drives.

Researching and developing programs for corporate sponsorships and advertising programs.

Researching potential for federal grants, funding opportunities, either on-site events (speaker, auction, etc.), direct solicitation campaign or online opportunities for ACA, Inc. and ACAGF

### **Sample projects:**

#### **1. ACA members only webinars**

ACA is in the process of providing members with quarterly members only webinars on topics of interest to the community of Americans living and working overseas. Currently we know that the community is most interested in topics related to tax filing and compliancy. However, ACA would like to expand these webinars to other topics areas such as; educational issues for Americans overseas, access to social security benefits, setting-up business overseas, etc.

In your role as intern you would help the Marketing Director and New Business Director in identifying the topic area, finding qualified professionals in that topic area to speak, organizing the calendar for deployment of the webinar: setting the delivery timing for the presentations, reviewing presentations with management, organizing the set-up of the webinar via online tools, assisting with the management of the event.

#### **2. ACA fundraiser event in Washington, DC**

ACA is looking to host a fundraising event on-site in one of its major markets, Washington, DC being the most desirable given the scope of ACA's work. However, markets such as Paris and London, where large concentrations of Americans are located are also in consideration.

In your role as intern you would assist the Marketing Director and New Business Director in identifying market potential for a fundraiser and developing a theme for the event: well-know author to speak on a book written on a topic of interest to overseas Americans, ex-politician or government employee to speak on an interest of concern (internet security and voting from abroad), etc. You would also work with the ACA Director's to help secure a venture, find and engage

speaker(s), solicit seed funding needed to set-up the event, manage the eventual deployment of the event itself.

### **3. ACA Town Hall Evening in Mexico**

ACA has identified Canada and Mexico as markets where significant numbers of Americans resident. Issues of concern in these markets vary from those facing Americans in Europe and in some of the traditional markets where ACA has held “on-site” Town Hall Evenings (Madrid, Switzerland, London). Most Town Hall Evenings have centered on bringing in experts in tax and compliancy (also investment) and providing guidance on the latest changes in tax law, compliancy, etc. to the community.

Mexico presents a market where more retired, aged Americans reside and therefore issues for this community are more related to Social Security and Medicare, access to these benefits, taxation of these benefits, etc.

Working with the ACA Directors, you would be responsible for identifying the issues of concern to the Mexico market, resourcing professionals who can speak on these issues, securing a venue for the Town Hall and helping to manage the eventual deployment of the event.

### **4. Corporate Sponsorships/Advertising Programs**

ACA is looking to increase its revenue stream through corporate sponsorships and the selling of advertising space on the ACA home page.

Currently ACA hosts a Tax Preparer Directory where professionals involved in the business of tax preparation and advising can list their services with three levels as options; Bronze, Silver and Gold.

ACA is also looking to create a similar directory for Foreign Financial Institutions that will take on American customers.

Outside of these providers there are other services providers that meet the needs of the community; relocation agencies, health care providers, etc. that would be interested in advertising on the ACA website.

In your role as intern you would assist the Marketing Director in reviewing the current advertising rate scale, creating a target list of potential companies/services to solicit for advertising, creating a communication and value proposition for the sale of advertising space and actively sell-in.

Separately there is an opportunity for ACA to create a Corporate Sponsorship program offering companies with deep pockets, opportunities to sponsor ACA. For these sponsorships, ACA is looking for large donations (\$25,000+) by

creating a sponsorship package that goes beyond offering them a logo placement on the ACA home page.

In your role as intern you would assist the Marketing Director in developing a value proposition for companies looking to support the valuable work of ACA (beyond their simply receiving publicity), develop a proposal for sponsorship (home page logo placement, banner at all ACA events, etc.), create a target list of potential sponsors for solicitation and actively assist in the sell-in.

For more information contact: Marylouise Serrato, ACA Executive Director