

DECEMBER 24, 2021

Connecting With Chrysalis Center's Values

AN INTERN BLOG POST



Getting Help...Getting Better...Giving Back.

BY KATIE COTTANI

CHRYSALIS CENTER COMMUNICATIONS INTERN

My name is Katie, and I am a senior at Trinity College. I am a Psychology major and a writing, rhetoric, and media studies minor. Over the summer I was on the search for an internship opportunity that incorporated my interest in mental health and passion for digital design.

When I came across an internship opening at Chrysalis Center, I was overjoyed. I felt so lucky to have received the opportunity to work as a communications intern at a nonprofit organization like Chrysalis Center, dedicated to helping people to lead better lives. I was fortunate enough to have had the ability to work in person at Chrysalis Center, which amplified my experience here so much.



One of my first assignments was to accompany my boss to an interview with one of Chrysalis Center's clients. She was sharing that Chrysalis Center was a type of "safe harbor" for her, a place she could go and engage with supportive community members who wanted her to succeed in her lifestyle goals. I would not have had that experience had I been remote, and I realized how important these interactions were in terms of forming relationships and more completely the role of Chrysalis Center in its clients' lives.

In addition to creating social media content for Chrysalis Center, I also had the opportunity to volunteer at events that Chrysalis Center held. This was so important for my experience as an intern because I was not only able to work on my digital marketing and design skills, but I was also

able to participate in other areas of this organization that were so important to its mission.

As Philanthropy Chair for my social organization at Trinity, I was able to direct our resources to the Butterfly Bash fundraiser to help the Center. I was happy to introduce my friends, through volunteering the day of the event, to this very impressive organization and to help fundraise furthering Chrysalis Center's goals.

My experience at Chrysalis Center taught me how important it is to fully understand an organization through its people and goals in order to create a truly effective social media marketing campaign which reflects the organization's personality and mission. By having the opportunity to participate in the events that were held at Chrysalis Center, I was able to grow closer to the organization and connect with all of its values.

As I gained a better understanding of Chrysalis Center, through attending the events and interacting with its members, I was able to shape my social media designs to reflect these values and goals. I appreciate how interconnected Chrysalis Center is because it allows everyone to unite with each other and with the organization itself.