

Dreamers Run Club - Internal Communications Feature

RBFCU | Internal Communications & Event Storytelling | 2026

Project Overview

As a Marketing College Intern at RBFCU, I wrote an internal feature highlighting the Dreamers Run Club 2-Year Anniversary Celebration held at Travis Park in downtown San Antonio. The article focused on community wellness, connection and engagement while highlighting RBFCU's involvement in the event.

My Contributions	Content Focus
Internal communications Feature writing Event recap writing Brand-focused storytelling Community messaging	Community wellness Employee participation Event engagement RBFCU community involvement

From Event to Story

Rather than simply listing what happened at the event, I shaped the recap around the larger story of community impact. The article connected the anniversary run, local organizations, families and employee participation to themes of health, wellness and meaningful community engagement.

"RBFCU Helps Dreamers Celebrate Two Years of Community Wellness"

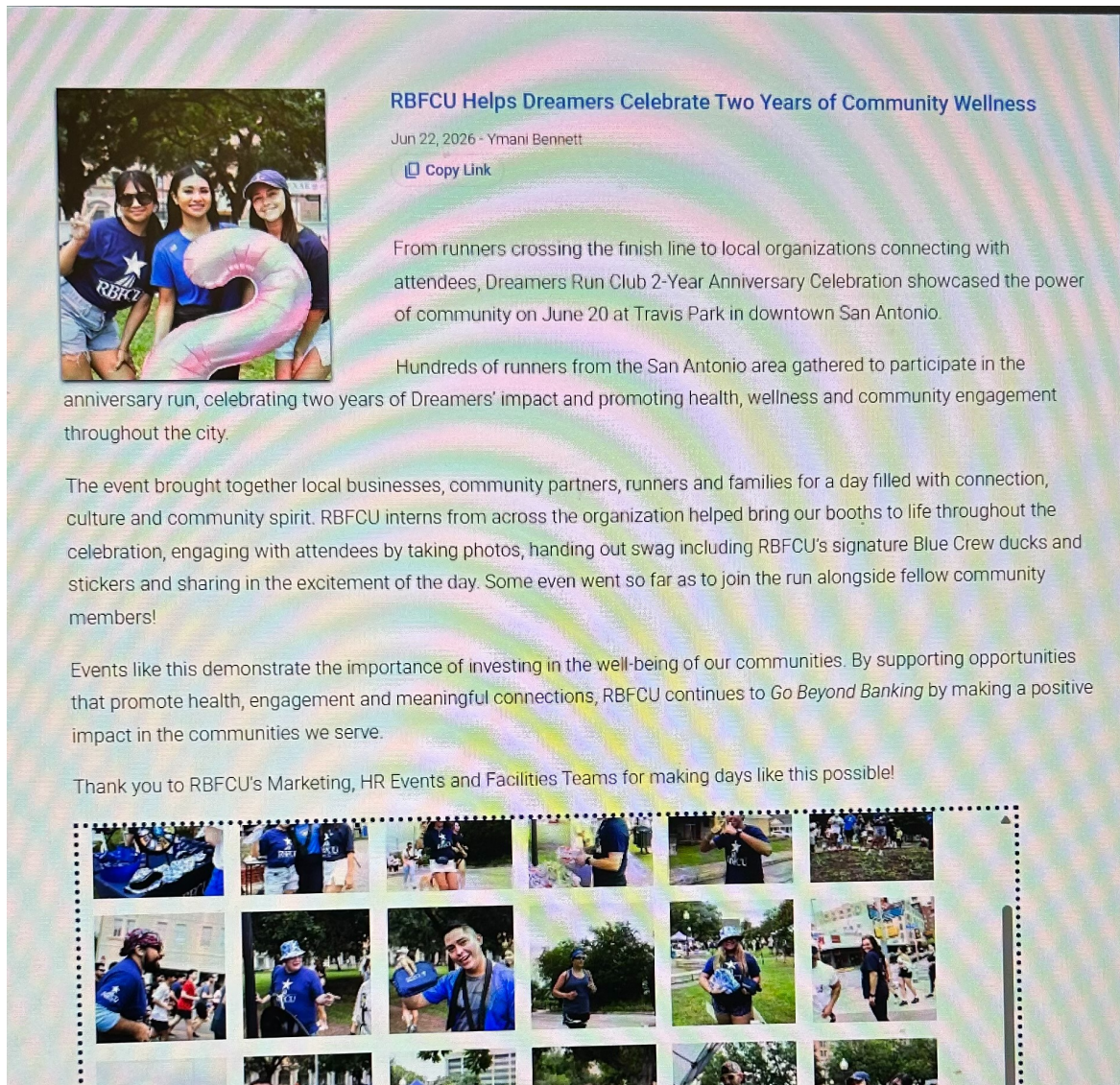
The finished story connected the event back to RBFCU's broader community-focused messaging and its "Go Beyond Banking" theme.

Writing Development - Portfolio-Safe Summary

Format	Internal employee intranet feature.
Story Angle	Community wellness, engagement and the impact of the Dreamers Run Club anniversary celebration.
Brand Connection	Connected RBFCU's participation in the event to its broader commitment to community involvement and meaningful connections.
Writing Approach	Event recap transformed into an audience-focused feature with a clear community narrative.

Internal file paths, workflow information and other non-public operational details have been intentionally omitted.

Published Internal Feature



Screenshot of the completed article as published internally on RBFCU's employee intranet. The screenshot shows the article title, publication date, author byline and event photography.

Skills Demonstrated

Internal Communications: developing employee-facing content around organizational and community activity.

Feature Writing: turning event details into a cohesive, audience-focused story.

Event Storytelling: highlighting people, participation and community impact rather than simply documenting an event.

Brand Messaging: connecting community involvement to RBFCU's broader messaging.

Content Development: organizing event information into clear, engaging narrative copy.

Portfolio note: This case study presents a limited screenshot of an internally published piece and a portfolio-safe summary of the writing process. It does not reproduce internal workflow materials or provide access to RBFCU's employee intranet.