

National Ice Cream Day - Employee Engagement Campaign

RBFCU | Event Marketing, Internal Communications & Vendor Coordination | 2026

Project Overview

As a Marketing College Intern at RBFCU, I supported the planning and communication of a National Ice Cream Day employee engagement event. The project included an on-campus paleta celebration for ASC employees and a separate celebration approach for branch teams during the same week.

My work covered multiple stages of the project, from vendor outreach and event logistics to internal promotional copy and day-of employee communications.

My Contributions	Project Scope
Vendor outreach & follow-up Event coordination Internal communications Copywriting Flavor & topping coordination Administrative follow-through	Employee engagement Two ASC locations Three-hour event window Approximately 800 paletas planned Branch participation during event week

Project Timeline

Step	Stage	What I Worked On
1	Planning	Helped shape the event plan, including audience, locations, timing and employee experience.
2	Vendor Outreach	Contacted the paleta vendor to confirm availability and discuss event needs for a large employee group.
3	Coordination	Communicated approved flavor and topping selections and followed up on event logistics and administrative needs.
4	Promotion	Developed internal Save the Date / intranet copy explaining when, where and how employees could participate.
5	Day-of Communication	Prepared a concise employee email with the event time, locations and key participation details.

Selected Vendor Communication - Anonymized

The original email chain contains employee and vendor names, email addresses, phone numbers, pricing, invoice/W-9 information and other internal administrative details. Those details are not reproduced here. The excerpts below are rewritten only to preserve the substance of my project coordination.

Initial outreach

Hello! My name is Ymani Bennett, and I'm a Marketing College Intern at RBFCU. As we're planning our National Ice Cream Day celebration for employees, we'd love to explore partnering with your team again. We're interested in paleta carts for our event and would like to learn more about availability and package options for a large employee group.

Confirming the event

Thank you for getting back to me! We'd love to move forward with the selected event date and three-hour window. We're currently finalizing our flavor selections and approvals and will send our finalized choices once they are ready.

Selections and follow-up

As promised, I've attached our approved flavor and topping selections, including quantities for each flavor. Please let me know if you have any questions or need anything else from me.

Administrative follow-through

I wanted to provide a quick update regarding our National Ice Cream Day event. The required payment documentation has been submitted for processing. Please also send the names of the team members who will be assisting with the event so we can complete the campus check-in process.

Event Selections

I also helped coordinate the approved paleta assortment. The planning sheet totaled **800 paletas** across milk-based, water-based and sugar-free options.

Milk-Based	Water-Based	Sugar-Free
Coconut Ferrero Fruity Pebbles Nutella Oreo Strawberry Pistachio Matcha Reese's Vanilla	Cucumber Mango Pineapple Strawberry Watermelon	Fruit & Yogurt

Internal Communications

Save the Date / Intranet Copy

"Beat the Heat with a Paleta Treat!"

I developed employee-facing intranet copy inviting ASC employees to take a break from the summer heat and enjoy handcrafted paletas. The message included the event date, time and locations, explained how branch employees would participate, and previewed the available flavors and toppings.

Day-of Employee Email

"National Ice Cream Day is Today!"

For the day of the event, I prepared a shorter reminder directing employees to the ASC I and ASC III lobbies between 11 a.m. and 2 p.m. The message emphasized a quick, easy-to-scan format with the event's what, when and where.

Event Day

A look at the employee experience the planning and communications supported.



Paleta served during RBFCU's National Ice Cream Day employee celebration, with toppings selected as part of the event experience.

What This Project Demonstrates

Event Marketing: supporting an employee engagement initiative from planning through execution.

Vendor Coordination: communicating event requirements, selections and follow-up needs with an external partner.

Internal Communications: developing intranet and email messaging for employees.

Project Management: tracking multiple moving pieces across planning, approvals, logistics and communications.

Copywriting: adapting tone and length for proposals, vendor emails, intranet content and day-of reminders.

Portfolio privacy note: This case study is a portfolio-safe summary created from my project materials. Personal names other than my own, direct contact information, internal file paths, financial details, tax documents, invoice information and other non-public operational details have been omitted. The original W-9 documents are not included.