

## VISTA Assignment Description (VAD) Template

<b>Title:</b> VISTA Donor Engagement Coordinator
<b>Sponsoring Organization:</b> Chelan-Douglas Community Action Council <b>Project Name:</b> Chelan-Douglas Community Action Council <b>Project Number:</b> 16VSPWA001 <b>Project Period:</b> 9/04/2018 – 09/03/2019
<b>Site Name (if applicable):</b> YWCA NCW
<b>Focus Area(s)</b> <b>Primary:</b> Economic Opportunity <b>Secondary:</b>
<b>Note:</b> <i>If your VAD is not accepted, the State Office will note the reason(s) why here.</i>

### VISTA Assignment Objectives and Member Activities

**Goal of the Project:** The VISTA will develop a thriving donor relations program for YWCA NCW. The VISTA will build capacity through donor development activities to prepare for annual fundraising and capital campaign. This includes activities related to successfully stewarding donors. This will kickstart YWCA NCW's new donor development department which is staffed by an experienced Development Director. The VISTA will fight homelessness and poverty by increasing YWCA's fundraising to generate vital funds which serve homeless and low-income individuals. The VISTA will build financial capacity to sustain new and ongoing development efforts.

YWCA's mission is to eliminate racism and empower women and promote peace, justice, freedom and dignity for all. Our YWCA accomplishes this mission through critical services surrounding homelessness, economic empowerment, job training, social justice, and equality through advocacy, direct service and education.

Our VISTA member will create a new donor development plan, plan a new major fundraising event and work with donors in regard to fundraising events. To build awareness through new donor get-to-know you events.

**Objective of the Assignment (09/04/2018 – 09/03/2019)**

**1<sup>st</sup> Objective:** The VISTA will conduct research and development determining an individual donor's capacity to give.

**Member Activities:**

1. Learn to steward donors through donor research and activities, including follow up with donors from fundraising events and activities.
  - a. Plan donor related functions
  - b. Create annual appeal mailing for year-end donors (paper & electronic)
  - c. Plan donor stewardship events with the Development Director.
  - d. Learn to research donors and potential donors to determine their giving capacity.
2. Prepare donor communications.
  - a. Create and distribute donor centered electronic and print communications.
  - b. Research and work on new age donor solicitation for generational coverage.
3. Prepare campaign print media packaging
  - a. Facilitate graphic design and outside printing services required for campaign readiness.
4. Research grant prospects and update grant schedule for application time line.
5. Learn to write small grant proposals for general funds.
6. Learn and develop industry standard donor development practices.

**Objective of the Assignment (09/04/2018 – 09/03/2019)**

**2<sup>nd</sup> Objective:** The VISTA will plan and develop current donor planning, activities and events.

**Member Activities:**

1. Plan & host new donor events.
2. Compile information for the annual development plan.

3. Secure sponsors for donor events and activities.
  - a. Learn to capture and update donor data for best donor development outcomes.
  - b. Communicate with donors on a regular basis, as directed.
4. Facilitate new donors from fundraising events into donor events.
5. Create donor related print and electronic media projects and packaging.

**Objective of the Assignment (09/04/2018 – 09/03/2019)**

**3<sup>rd</sup> Objective:** The VISTA will conduct various capacity building activities.

**Member Activities:**

1. Work to build partnerships with other homeless service providers.
2. Attend outreach meetings as related to YWCA – program area.
3. Facilitate monthly “Elevate YWCA” meeting, create agenda, take minutes, coordinate with elevate members to direct their capacity building efforts.
4. Conduct policy review and revision to accurately reflect our mission of diversity and inclusion.
5. Coordinate new engagement opportunities for our constituency.
6. Conduct grant writing activities.