

# VISTA Assignment Description (VAD) Template

**Title:** VISTA Fundraising & Marketing Coordinator

**Sponsoring Organization:** Chelan-Douglas Community Action Council

**Project Name:** Chelan-Douglas Community Action Council

**Project Number:** 16VSPWA001

**Project Period:** 09/04/2018 – 09/03/2019

**Site Name (if applicable):** YWCA NCW

**Focus Area(s)**

**Primary:** Economic Opportunity

**Secondary:**

**Note:**

*If your VAD is not accepted, the State Office will note the reason(s) why here.*

## VISTA Assignment Objectives and Member Activities

**Goal of the Project:** 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.

The VISTA will build capacity in YWCA's Development Department by conducting activities listed here. The objective is to develop a thriving fundraising and marketing program to increase organizational capacity for YWCA NCW. Activities related to fundraising events, generate vital funds that fund services for homeless and low-income individuals. The VISTA will build sustainable fundraising through events, online giving, friends asking friends and grant writing. The VISTA will fight homelessness and poverty by increasing YWCA's fundraising capacity that generates vital funds which serve homeless and low-income individuals.

The VISTA will create marketing and communications for current and future events which build awareness for our organization as a whole.

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

**1<sup>st</sup> Objective: Build capacity in the areas of marketing and communications.**

#### Member Activities:

1. Create communications for our organization.
  - a. Create content including electronic presentations.
  - b. Conduct communications for programs and events.
  - c. Create content, distribute materials and promote YWCA programs and events.
  - d. Create awareness through outreach and events.
2. Prepare communications for marketing and fundraising.
  - a. Create content for web site, social media, annual report, and other electronic communications.
  - b. Develop board member training program to include topics such as fundraising.
3. Prepare fundraising and marketing print media and packaging.
  - a. Facilitate graphic design and outside printing services as needed.

4. Learn Illuminate marketing platform for use in YWCA marketing and fundraising, efforts, and then train staff/volunteers on how to use it.

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

**2nd Objective: Plan and market current and new fundraising activities and events.**

**Member Activities:**

1. Promote new fundraising events calendar / update community calendars.
2. Secure corporate sponsors for fundraising events/activities.
3. Recruit volunteers for fundraising events.
4. Organize communications with volunteers.
5. Facilitate “volunteers in a friend asking friends” campaign.
6. Develop crowd rise fundraising through electronic communications.
7. Write small grant proposals for general operating funds as assigned.

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

**3<sup>rd</sup> Objective: Plan and market current and new volunteer recruitment and retention activities and events.**

**Member Activities:**

1. Plan new volunteer recruitment events.
2. Plan the annual volunteer recognition holiday party and create a written and/or electronic guide to be used by staff and/or volunteers in the future planning of volunteer recognition holiday parties.
3. Design, write content for and establish an electronic “volunteer newsletter” and then train volunteers and/or staff on how to sustain it.
4. Facilitate monthly “Elevate” meeting which includes creating the agenda, running the meeting and coordinating volunteer efforts with the correct department to identify best practices, and then create a manual and train a volunteer to for sustainability of “Elevate” meeting facilitation.