

# VISTA Assignment Description (VAD)

**Title:** Volunteer Coordinator

**Sponsoring Organization:** United Way of the Piedmont

**Project Name:** VISTA in the Piedmont

**Project Number:**

**Project Period:** 07/23/2018– 07/19/2019

**Site Name (if applicable):** BirthMatters

**Focus Area(s)**

**Primary:** Healthy Futures

**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:** The VISTA will develop and nurture a volunteer program for BirthMatters which will strengthen community partnerships and increase awareness of services for children and youth in need.

**Objective of the Assignment ( 07/23/2018– 07/19/2019 )**

Manage the volunteer process to increase community engagement.

### Member Activities:

1. Conduct community outreach to recruit volunteers
  - a. Research local groups, clubs, churches, etc.
  - b. Identify current partnerships and seek to build new ones
  - c. Develop outreach materials as needed
2. Provide consistent screening and training to volunteers
  - a. Interview volunteers
  - b. Complete screen process
  - c. Provide volunteer introduction training
3. Cultivate current volunteers to build their relationship with BirthMatters
  - a. Provide guidance and support to volunteers
  - b. Handle routine logistics of volunteer scheduling
  - c. Communicate regularly with volunteers
  - d. Serve as liaison between volunteers and the Volunteer Committee of the Board of Directors
4. Research volunteer recognition & retention best practices
  - a. Present findings to supervisor and Volunteer Committee
  - b. If approved, implement plan
  - c. Track volunteer retention

**Objective of the Assignment ( 07/23/2018– 07/19/2019 )**

Increase public awareness of BirthMatters.

### Member Activities:

1. Develop newsletter to recruit and spotlight volunteers
  - a. Create process for staff to contribute to newsletter
  - b. Collect photos or artwork
  - c. Design newsletter quarterly

2. Conduct community outreach to build awareness
  - a. Identify current community partnerships and seek to build new ones
  - b. Actively solicit invitations for BirthMatters staff and volunteers to speak to community groups
  - c. Develop outreach materials as needed

**Objective of the Assignment ( 07/23/2018– 07/19/2019 )**

Increase internal capacity to serve clients

**Member Activities:**

1. Ensure process to track referrals for service
  - a. Develop a process for staff to document all referrals
  - b. Review data monthly with supervisor
  - c. Report on progress quarterly to all staff
  - d. Make recommendations for further improvements as needed
2. Support fundraising and donor development efforts to increase organizational capacity to serve clients
  - a. Attend planning meetings and events for fundraiser
  - b. Create Prezi or PowerPoint presentation to be used at speaking engagements
  - c. Increase use of Constant Contact with newsletters and other announcements

**Objective of the Assignment ( 07/23/2018– 07/19/2019 )**

VISTAs will spend 10% of their service participating in a supplemental project designed to foster collaboration and problem-solving for (a) community-wide issue(s). The VISTA team will gather one half-day each week to share different perspectives and experiences gained through their work on-site and work together on (a) project(s).