

VISTA Assignment Description (VAD)

Title: 20 Community Engagement Coordinator VISTA (CAC)

Sponsoring Organization: United Way of the Piedmont

Project Name: VISTAs in the Piedmont

Project Number: 20VSSSC001

Project Period: 03/29/2020 - 03/27/2021

Site Name (if applicable): Children's Advocacy Center of Spartanburg, Cherokee, & Union Counties

Focus Area(s)

Primary: Capacity Building

Secondary: Healthy Futures

VISTA Assignment Objectives and Member Activities

Goal of the Project: To increase Children's Advocacy Center of Spartanburg, Cherokee, and Union Counties' (CAC) capacity to serve all children in need of CAC services by increasing community engagement and awareness, developing new fundraising initiatives, and improving CAC's current system of volunteer management. The VISTA will expand the current social media and website outreach, develop and implement new fundraising strategies, and develop a volunteer calendar to further the impact of CAC volunteers.

Objective of the Assignment (*Period of Performance: 07/20/2020- 07/19/2021*)

Create and implement social media and website strategy.

Member Activity: 1. Review current social media use and analytics. 2. Research ideas for social media posts and educational materials to add to website. 3. Create social media content calendar. 4. Train staff regarding how to use social media content calendar

Objective of the Assignment (*Period of Performance: 07/20/2020- 07/19/2021*)

Develop and implement new fundraising strategies for the organization.

Member Activity: 1. Research successful fundraising events and strategies for similar organizations. 2. Discuss findings with director and special events committee. 3. Present two new fundraising ideas and strategies to director and board. 4. In partnership with director and/or board committees, begin implementation of new fundraising strategies.

Objective of the Assignment (*Period of Performance: 07/20/2020- 07/19/2021*)

Improve current system of volunteer management.

Member Activity: 1. Study current system of volunteer management. 2. Identify areas for improvement and discuss needed changes with supervisors. 3. Develop new volunteer calendar to manage and identify any gaps in volunteer coverage.

Objective of the Assignment (*Period of Performance: 07/20/2020- 07/19/2021*)

Complete VISTA community project.

Member Activity: 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).