

## VISTA Assignment Description (VAD)

**VISTA Position Title:** Fundraising Coordinator VISTA

**Sponsoring Organization:** UNITED WAY OF THE PIEDMONT

**Project Name:** VISTAs in the Piedmont

**Project Number:**

**Project Period:** 07/20/2018 – 07/19/2019

**Host Site Name:** EMERGE Family Therapy Center & Training Clinic

**Focus Area(s)**

Primary: Healthy Futures

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:** To improve health outcomes for low income, under-insured adults by increasing the financial capacity of EMERGE Family Therapy Center to provide increasingly more affordable mental & behavioral health care to individuals who could not otherwise afford counseling services. The VISTA will improve current programs through the development & implementation of a fundraising event which will be hosted annually by EMERGE FTC and by expanding and improving existing programming.

**Objective of the Assignment (7/20/2018 – 07/19/2019)**

In coordination with the Board of Directors, assist in the planning & implementation of annual fundraisers so EMERGE can provide increasingly more affordable mental & behavioral health care to low income, uninsured adults.

**Member Activities:**

1. Assist Fundraising Event Committee Chair from the Board in developing and implementing strategy around events
2. Organize & engage in event committee
3. Market events
  - a. Design & distribute marketing materials for fundraiser (posters, t-shirts, sponsor kits, etc.)
  - b. Update social media platforms
  - c. Conduct presentations at local colleges & community groups
  - d. Update website

- e. Write & distribute press releases
4. Book event vendors & entertainment
5. Research & execute plan to solicit sponsors
6. Recruit volunteers
  - a. Create volunteer recruitment materials
  - b. Advertise volunteer opportunities through social media & other platforms
  - c. Maintain database of volunteers & coordinate their assignments
7. Coordinate logistics of the event
8. Attend board meetings to provide updates & seek approval
9. Create follow-up summary with successes & areas for growth, as well as timeline for next year

**Objective of the Assignment (07/20/2018 – 7/31/2019)**

Develop, implement, and manage Donor Care strategy.

**Member Activities:**

1. Work with Board and Executive Director develop a donor care pipeline
2. Build understanding of strategies for soliciting funds from community members
3. Research and develop best practices for soliciting funds
4. Work with Board and Executive Director to raise funds from community members
5. Provide follow-up upon receiving funds
6. Train staff on best practices for sustainability

**Objective of the Assignment (07/20/2018– 7/19/2019)**

Pursue grants to support the work of EMERGE.

**Member Activities:**

1. Research Grants to pursue
2. Continue development of resource files for grant writing process
  - a. Collect data regarding services/impact on community
  - b. Group data into meaningful and accurate soundbites to be used in grant writing
3. Write grants with assistance of program staff to fund ongoing efforts
4. Work with fellows to research and apply for grants specific to their specialties
5. Complete follow-up work on all grants awarded

**Objective of the Assignment (07/20/2018 – 7/19/2019)**

If time permits: Evaluate internal processes and make recommendation for improvements

**Member Activities:**

1. Research and develop best practices for internal processes
2. Make recommendations based on results of research

**Objective of the Assignment** (07/20/2018 – 7/19/2019)

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).