

# VISTA Assignment Description (VAD)

**Title:** 20 RENEW: Community Outreach & Development (GR)

**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):** Greer Relief

**Focus Area(s)**

**Primary:** Capacity Building

**Secondary:** Economic Opportunity

## VISTA Assignment Objectives and Member Activities

**Goal of the Project:** Provide program sustainability by cultivating and promoting the RENEW (Reaching Every Neighbor Every Way) program to low-income individuals and families, with the goal of increasing participation and attendance. VISTA will also build support for the RENEW program, aid in the development of a small event, promote growth of current events with the goal of raising enough funds to hire a Stability Navigator to provide long-term stability for the program.

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

Develop a small fundraising event and increase effectiveness of current fundraisers

**Member Activity:** 1.Help develop and grow newest event a.Provide operational support to the Marketing and Event Committee b.Seek event partnerships and sponsorships c.Market and promote the event to the community 2.Increase public awareness of current fundraisers a.Create social media campaign for promotion of fundraisers b.Create and/or distribute marketing materials such as flyers and promotional gifts 3.Build capacity of current events a.Seek sponsorships for all events b.Build relationships with potential vendors and sponsors c.Promote awareness to increase attendance at events.

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

Conduct community outreach to two target populations in order to increase RENEW program effectiveness and reach.

**Member Activity:** 1.Conduct outreach to low income residents of the Greater Greer community a.Develop an Outreach and Marketing plan i.Determine best practices and best ways to engage target population of the RENEW program. ii.Plan should include ways to interact with the community b.Implement Outreach and Marketing Plan c.Collect data and compile sustainable resources for the future 2.Network to current and potential supporters of Greer Relief/RENEW a.Communicate and set-up opportunities to present the RENEW program to current Greer Relief supporters (churches and networking groups, for example) b.Identify and contact untapped resources and potential community partners

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

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).

**Member Activity:** 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).