

VISTA Assignment Description (VAD) Template

Title: RENEW: Community Outreach & Development
Sponsoring Organization: United Way of the Piedmont Project Name: VISTAs in the Piedmont Project Number: VSSSC001 Project Period: 07/20/2018 – 07/19/2019
Site Name (if applicable): Greer Relief
Focus Area(s) Primary: Financial Stability Secondary:
Note: <i>If your VAD is not accepted, the State Office will note the reason(s) why here.</i>

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 and by developing a new fundraising event. RENEW addresses access to health, financial, and life skills education and helps individuals take steps toward financial stability. VISTA will promote awareness of the RENEW program to two target audiences: low-income residents and community supporters in the Greater Greer community. VISTA will aid in the development of a new event as well as promote growth of current events with the goal of raising enough funds to hire a Financial Stability Coach to provide long-term stability for the program.

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

Increase financial capacity of Greer Relief through fundraising and event coordination in collaboration with the Marketing and Event Committee of the Board of Directors.

Member Activities:

1. Help develop new fundraising 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 (07/20/2018 – 07/19/2019)

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

Member Activities:

1. Conduct outreach to low income residents of the Greater Greer community

- a. Develop an Outreach and Marketing plan based on research performed by the University of South Carolina's Master of Social Work program and including concrete recommendations.
- b. Implement Outreach and Marketing plan
2. Network to current and potential supporters of Greer Relief/RENEW
 - a. Webinars and other professional development will provide training on how to network.
 - b. Communicate and set-up opportunities to present the RENEW program to current Greer Relief supporters (churches and networking groups, for example)
 - c. Identify and contact untapped resources and potential community partners

Objective of the Assignment (07/20/2018 – 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).