

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:

Project Period: 07/08/2019 – 07/06/2020

Site Name (if applicable): Greer Relief

Focus Area(s)

Primary: Economic Opportunity

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: 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 by reaching out to community supporters and stakeholders in the Greater Greer community. RENEW addresses access to health, financial, and life skills education and helps individuals take steps toward financial stability.

VISTA will aid in the development of a small event as well as 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.

Overall, the VISTA will create and strengthen community partnerships, increase RENEW participation, and help increase funding.

Objective of the Assignment (07/08/2019 – 07/06/2020)

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 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 (07/08/2019 – 07/06/2020)

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
 - 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 (07/08/2019 – 07/06/2020)

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).