

# VISTA Assignment Description (VAD) Template

<b>Title:</b> Capacity-Building Associate and Engagement Coordinator VISTA
<b>Sponsoring Organization:</b> United Way of the Piedmont <b>Project Name:</b> VISTAs in the Piedmont <b>Project Number:</b> <b>Project Period:</b> 07/08/2019– 07/07/2020
<b>Site Name (if applicable):</b> Hub City Farmers Market
<b>Focus Area(s)</b> <b>Primary:</b> Economic Opportunity <b>Secondary:</b>
<b>Note:</b> <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:** The Hub City Farmers Market (HCFM) VISTA will serve low-income Spartanburg County residents and visitors by building the Hub City Farmers' Market's capacity to increase supply, demand, and access to healthy, local food. The VISTA will support HCFM by growing a volunteer management system, build tracking systems for client demographic information, assist in the recruitment of a social media intern, and increase community engagement through an education program and online marketing.

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

Improve the system for recruiting, managing, and retaining volunteers.

#### Member Activities:

1. Recruit 20 new individual volunteers and/or volunteer groups.
  - a. Market HCFM volunteer opportunities to the public via social media, e-blasts, Saturday Market booth, etc.
  - b. Work or continue to work with volunteer program organizers at local schools, universities, corporations and other business groups to recruit volunteers.
  - c. Schedule volunteers for Hub City Farmers' Market programs.
2. Organize, formalize, and improve the system for managing volunteers.
  - a. Evaluate and implement the formal training system for new volunteers with the volunteer handbook.
  - b. Evaluate and implement the organized digital system for tracking volunteer information
3. Design and implement a volunteer appreciation program.
  - a. Research best practices for volunteer appreciation & retention
4. Design and distribute a volunteer survey to track volunteer satisfaction.
  - a. Integrate existing volunteer data into database so all internal stakeholders have a clear picture of current and past engagement.

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

Collect demographic data about HCFM supporters and volunteers through a CRM (Customer Relations Manager research system)

#### Member Activities:

1. Design a survey to track demographic data about HCFM supporters.

2. Distribute survey to HCFM supporters and Spartanburg community at least bi-annually via Saturday Market, social media, e-blasts, etc.
3. Collect data and synthesize into report for major HCFM supporters.
4. Create three targeted mailing lists for supporters and volunteers to increase donor retention.

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

Coordinate, market and implement educational programming through 'Seed to Table' and field trips to the Urban Farm.

**Member Activities:**

1. Strengthen the programs and relationships with schools that were created by VISTA Year 2.
  - a. Research state educational standards.
  - b. Analyze 'Seed to Table' program.
  - c. Coordinate trips to local educational centers to present 'Seed to Table' program.
  - d. Develop field trip programs for Urban Farm that tie to state educational standards.
2. Market 'Seed to Table' programs and field trips to Urban Farm.
  - a. Design marketing materials for programs.
  - b. Distribute marketing materials to teachers and decision-makers across 7 school districts.
3. Schedule and lead at least six 'Seed to Table' presentations and five field trips to Urban Farm.

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

Assist with recruitment and management of a social media intern in order to develop and implement a comprehensive plan for engaging online audiences.

**Member Activities:**

1. Coordinate social media intern's role and responsibilities, as well as expectations for new position.
  - a. Develop plan for engaging online audiences through Facebook, Instagram, and HCFM blog for each program.
  - b. Build our current following base by 5%.
  - c. Benchmark current engagement against other similar agencies (regionally) and local nonprofits.
  - d. Present weekly posts on social media about diversity, inclusion, and community outreach.

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

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).