

# VISTA Assignment Description (VAD)

<b>Title:</b> Capacity Building Associate
<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> 08/04/2017-08/03/2018
<b>Site Name (if applicable):</b> Hub City Farmer's 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 Farmer's Market (HCFM) Capacity-Building Project 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 Capacity-Building Associate will support HCFM by developing a volunteer management system, build tracking systems for donations and client demographic information and increase community engagement through a field trip program and online marketing.

### Objective of the Assignment (08/04/2017-08/03/2018)

Create a system for recruiting, managing, and retaining volunteers.

#### Member Activities:

1. Recruit 50 individual volunteers and 8 volunteer groups.
  - a. Market HCFM volunteer opportunities to the public via social media, e-blasts, Saturday Market booth, etc.
  - b. Market HCFM volunteer opportunities to civic and business groups via social media, e-blasts, Saturday Market booth, etc.
  - c. Schedule volunteers for Saturday Market, Urban Farm, etc.
2. Create a system for managing volunteers.
  - a. Create a training system for new volunteers.
  - b. Create an organized digital system for tracking volunteer information.
  - c. Design and implement a volunteer appreciation event.
  - d. Design and distribute a volunteer survey to track volunteer satisfaction.

### Objective of the Assignment (08/04/2017-08/03/2018)

Create and implement a plan for tracking and increasing donations.

#### Member Activities:

1. Create a system for tracking donors and donations.
  - a. Research donor tracking systems.
  - b. Work with Executive Director to choose a donor tracking system.
  - c. Input donor information into the donation tracking system.
2. Create and implement a plan for increasing donations.

- a. Create plan for increasing donations.
- b. Implement plan for increasing donations and raise donations by at least 20% from 2016.

**Objective of the Assignment (08/04/2017-08/03/2018)**

Collect demographic data about HCFM supporters.

**Member Activities:**

1. Design a survey to track demographic data about HCFM supporters.
2. Distribute survey to HCFM supporters at least bi-annually via Saturday Market, social media, e-blasts, etc.
3. Collect Data and synthesize into report.

**Objective of the Assignment (08/01/2017-08/01/2018)**

Create, market, and implement educational field trip programming at HCFM Urban Farm.

**Member Activities:**

1. Create field trip programs for Urban Farm.
  - a. Research state educational standards.
  - b. Create field trip programs for Urban Farm that ties to state educational standards.
2. Market field trip programs for Urban Farm.
  - a. Design marketing materials for field trips.
  - b. Distribute marketing materials to teachers and decision makers across 7 school districts.
3. Schedule and lead at least three field trip programs at Urban Farm.

**Objective of the Assignment (08/04/2017-08/03/2018)**

Develop and implement a comprehensive plan for engaging online audiences.

**Member Activities:**

1. Develop plan for engaging online audiences through Facebook, twitter, Instagram, etc.
2. Work with HCFM staff to assign social media marketing responsibilities.

**Objective of the Assignment (08/04/2017 – 08/03/2018)**

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).