

VISTA Assignment Description

Title: Donor Communications Specialist VISTA

Sponsoring Organization: UNITED WAY OF THE PIEDMONT
Project Name: VISTAs in the Piedmont
Project Number:
Project Period: 07/08/2019– 07/06/2020

Host Site Name: United Way of the Piedmont

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: The VISTA member will support and increase the capacity of the Resource Development team to provide funding for United Way of the Piedmont's work. The VISTA member will effectively engage donors to increase financial resources, document departmental processes and procedures to ensure sustainability, and contribute to social media marketing to build brand awareness to ensure UWP has resources to help eliminate poverty.

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

The VISTA member will engage individual and corporate donors through print, digital, and in-person communications and connect donor interests to UWP work.

Member Activities:

1. Attend community meetings to identify donor interests
2. Attend fundraising, storytelling and public speaking webinars and trainings.
3. Assist staff in presenting United Way of the Piedmont's work to community stakeholders.
4. Assist in fund development efforts, such as corporate campaigns, donor prospecting and appreciation events, and public events.
5. Evaluate and identify existing corporate campaigns for growth potential, create a growth strategy for the individual campaigns, and aid in implementation.
6. Coordinate with the Corporate Development Director to research new opportunities and recruit for corporate campaigns.
7. Work with Marketing Director to create or update print donor communications materials.
8. Develop and update outreach materials used in community presentations.

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

Document departmental processes and procedures to ensure sustainability.

Member Activities:

1. Complete training in StratusLive Customer Relations Management software
2. Shadow all members of the Resource Development team and key members of the

- Accounting and Finance team to learn how data is entered, used, and connected
3. Document processes related to StratusLive in a user guide and collaborate with other staff members to ensure usability.
 4. Develop Standard Operating Procedures Guide for Click Dimensions marketing software to ensure sustainability and effective use by staff.
 5. Shadow Resource Development staff at all stages of a corporate campaign.
 6. Document and update departmental procedures for key tasks to create a “New Campaign Manager Handbook”
 7. Compile a resource guide of marketing resource materials for future VISTAs.
 8. Identify inconsistencies, omissions, or duplications of processes or procedures and create a plan to address; present findings to VP of Resource Development

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

Create and curate social media marketing materials to build brand awareness.

Member Activities:

1. Shadow Community Impact staff to gain thorough understanding of UWP’s work
2. Research and attend marketing webinars and training to stay up to date on technologies and trends.
3. Gather impact stories digitally and in print
4. Collaborate with Community Impact, Engagement, and Resource Development departments to gather impact data
5. Work with Marketing Director to create and update UWP social media tone guide
6. Create social media content and manage posting schedule
7. Track social media and engagement analytics and present data monthly and quarterly to Marketing Director and Marketing Committee

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).