

VISTA Assignment Description

Title: Community Engagement VISTA

Sponsoring Organization: UNITED WAY OF THE PIEDMONT
Project Name: VISTAs in the Piedmont
Project Number:
Project Period: 07/22/2019– 07/21/2020

Host Site Name: United Way of the Piedmont

Focus Area(s)
Primary: Economic Opportunity

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 Engagement team to increase the number of organizations implementing effective volunteer practices and increase the number of community volunteers successfully placed by United Way of the Piedmont (UWP). The VISTA will develop volunteer opportunities to support UWP's Financial Stability work.

Objective of the Assignment (07/22/2019– 07/21/2020)

The VISTA member will increase the number of organizations implementing effective volunteer practices.

Member Activities:

1. Research volunteer management best practices
2. Complete training on Get Connected volunteer matching portal
3. Develop a series of learning opportunities for local nonprofits to share best practices, improve use of Get Connected, and promote collaborative problem-solving
4. Work with Sr. Director of Engagement to implement volunteer management learning series
5. Develop & deploy training assessments; analyze results and make future recommendations

Objective of the Assignment (07/22/2019– 07/21/2020)

Expand community involvement in Quarterly Projects and Days of Service.

Member Activities:

1. Evaluate past community involvement and identify areas for growth
2. Develop a targeted outreach & communication plan in collaboration with Corporate Engagement Associate, Director of Marketing, & Sr. Director of Engagement.
3. Deploy outreach plan, collaborating with other UWP departments as appropriate
4. Update Get Connected site and coordinate all community volunteers recruited through the site
5. Facilitate logistics for community members and collect feedback, impact stories, and

appropriate data for internal assessment

Objective of the Assignment (07/22/2019– 07/21/2020)

Integrate existing volunteer engagement data into StratusLive (Customer Relationship Management [CRM] software) so all internal stakeholders have a clear picture of current & historical engagement.

Member Activities:

1. Complete training in StratusLive (SL)
2. Using 18-19 VISTA's Strategic Implementation Plan, import and update volunteer engagement data
3. Design and implement reporting processes to demonstrate impact and value of volunteerism
4. Make recommendations for process improvements
5. Train UWP staff and volunteers on data-hygiene and strategic plan

Objective of the Assignment (09/01/2019– 05/31/2020)

Engage students at the nine higher education institutions in the United Way of the Piedmont footprint to develop future advocates and donors.

Member Activities:

1. Identify existing collegiate service groups across the region
2. Convene a meeting to discuss how UWP can support collegiate service and how service groups can collaborate
3. Facilitate ongoing engagement in volunteer and advocacy opportunities
4. Evaluate engagement strategies and effectiveness
5. Develop a strategic engagement plan to involve college students in UWP's work, specifically financial stability work
6. In collaboration with the Sr. Director of Engagement, implement plan

Objective of the Assignment (09/01/2019– 07/21/2020)

Increase resources available to support volunteerism in the community.

Member Activities:

1. Research other United Ways to identify methods of generating revenue or sponsorship support for volunteerism
2. Make recommendations to Sr. Director of Engagement for revenue-generating activities
3. In collaboration with Corporate Engagement Associate and Resource Development team, identify potential engagement sponsorship opportunities (e.g., branded bags for Bags of Love)
4. Write proposals, grants, and make pitches to corporate partners
5. Develop and implement impact tracking tools to deliver results back to funding partners

Objective of the Assignment (04/01/2019– 07/21/2020)

Document departmental processes and procedures to ensure sustainability.

Member Activities:

1. Shadow all members of the Engagement team and key members of the Resource Development, Community Impact, and Administrative teams to learn how activities are interrelated and success is measured
2. Document departmental procedures for key tasks to create an “Intern Handbook”
3. Identify inconsistencies, omissions, or duplications of processes or procedures and create a plan to address; present findings to Sr. Director of Engagement

Objective of the Assignment (07/22/2019– 07/21/2020)

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).