# AmeriCorps\*VISTA Assignment Description (VAD)

**Boys & Girls Clubs of Bloomington**

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| **VISTA Project:**  Boys & Girls Clubs of Bloomington | **VISTA Member Name:** |
| **Site Name:**  Boys & Girls Clubs of Bloomington | **Assignment Area:**  Resource Development and Communications | **Date:**  12/12/2018 |

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| **VISTA Member Activities and Steps** |
| **Goal**  *The VISTA will consolidate systems for fund development created by the previous VISTA with marketing and communications plans in order to expand quality services to at-risk youth.* |
| **Activity 1: Implement donor Stewardship/Cultivation tracking protocol**  Step 1: Conduct review of current donor stewardship protocol with Board and Resource Development (RD) Director.  Step 2: Conduct review of marketing and communications plan with the Board and RD Director.  Step 3: Revamp the protocol to effectively and appropriately combine stewardship/cultivation for existing and prospective donors.  Step 4: Implement the protocol. Track stewardship/cultivation activities.  Step 5: Update and keep current the policy and procedure manual with best practices based on what is learned during the first year implementing the protocol.  Step 6: Provide RD Director, Board members, and other staff members with support and materials for donor meetings and marketing based on new protocols.  Step 7: Review and update protocols as needed. |
| **Activity 2: Streamline external communications**  Step 1: Meet with staff members to discuss existing external communications including newsletters for volunteers, staff, parents, and donors; blog; and social media campaigns, in order to outline gaps and areas of improvement.  Step 2: Research methods for streamlining external communications.  Step 3: Work with the RD Director to create an efficient external communications strategy and an editorial calendar.  Step 4: Share external communications strategy with key staff members.  Step 5: With staff, generate external communications including newsletters, social media updates, etc.  Step 6: Create a best practices guide for external communications based on what is learned in the VISTA service period.  Step 6: Assign clear external communications tasks, based on best practices, to core staff and interns to continue to execute when the VISTA’s term is completed. |
| **Activity 3: Develop marketing materials**  Step 1: With RD Director, establish an annual schedule for the development of marketing materials including winter appeal, annual report, and other fundraising materials.  Step 2: Collect news stories, pictures and videos on the Clubs events and programs.  Step 3: With staff, coordinate the design of flyers and web banners to promote donating, volunteering and Clubs programs.  Step 4: Create engaging online content, including videos, photography, audio, and text.  Step 5: Create a best practices guide for marketing based on what is learned in the VISTA service period.  Step 6: Assign clear marketing tasks, based on best practices, to core staff and interns to continue to execute when the VISTA’s term is completed. |
| **Activity 4: Donor Management**  Step 1: Become familiar with current grant database and donor management system.  Step 2: Meet with the RD Director to discuss strategies for better tracking and organizing donors and donor information.  Step 3: Outline plan to lay out goals, tasks, timelines, and responsibilities for donor management.  Step 4: Set-up a grant and donor management system and implement it.  Step 5: Provide training and technical assistance to staff on donor database and donor management system. |
| **Activity 6: Organize Fundraising Events and Work with and Recruit Volunteers**  Step 1: Attend annual events and various committee meetings to assess current state of events.  Step 2: Outline gaps and needs for all steps of events(s).  Step 3: Work with Events Coordinator and RD Director to draft and edit events plans, including event logistics, and create templates for event tracking and reporting.  Step 4: Build partnerships with local businesses through talking with volunteers who have connections and setting up meetings with potential partners/supporters.  Step 5: Set up a recruitment plan for event volunteers and use it to recruit event volunteers.  Step 5: Work at event and organize other event volunteers. |