

## VISTA Assignment Description (VAD)

**Title:** Boys & Girls Club Resource Development and Communications

**Sponsoring Organization:** Boys & Girls Clubs of Bloomington

**Project Name:** Boys & Girls Clubs of Bloomington Expansion

**Project Number:** 18VSNIN006

**Project Period:** 10/27/2019 - 01/30/2021

**Site Name (if applicable):** Boys & Girls Clubs of Bloomington

**Focus Area(s)**

**Primary:** Education

**Secondary:**

### VISTA Assignment Objectives and Member Activities

**Goal of the Project:** The goal of the VISTA Project is to support the growth of the organization. VISTAs will create protocols, procedures, and plans to build the foundation that will sustain the organization's facilities and programming expansions that were completed in 2018.

## **Objective of the Assignment (*Period of Performance: June 2020 - June 2021*)**

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.

**Member Activity:** Activity 1: Orient the VISTA to the Boys & Girls Clubs of Bloomington. Step 1: VISTA will receive training and on-boarding that all full-time professional staff and interns receive. Step 2: VISTA will be introduced to the Board of Directors and will become familiar with them and how to work with them. Step 3: VISTA will receive job specific training for their tasks, such as training on the donor database, website, etc

**Member Activity:** Activity 2: Implement donor Stewardship/Cultivation tracking protocol. Step 1: Conduct review of current donor stewardship protocol with Board and Resource Development (RD) Director. This could include interviews of stakeholders to determine what we do well and what needs improvement, changed or added. Step 2: Research will be done about best practices and to see what other organizations do in this area. Step 3: Use the review and the research to revamp the protocol to effectively and appropriately combine stewardship/cultivation for existing and prospective donors. Step 4: Implement the protocol. Track stewardship/cultivation activities. Provide RD Director, Board members, and other staff members with examples of the materials they will need to execute the protocol. Step 5: Regularly review and update protocols as needed. Step 6: To ensure sustainability, work with current staff and interns to update and keep current the policy and procedure manual with best practices based on what is learned during the first year implementing the protocol.

**Member Activity:** Activity 3: Streamline external communications. Step 1: Conduct review of current external communications including newsletters for volunteers, staff, parents, and donors; blog; and social media campaigns, in order to outline gaps and areas of improvement. This could include interviews of stakeholders to determine what we do well and what needs improvement, changed or added. Step 2: Research will be done about best practices and to see what other organizations do in this area as well as ideas for streamlining external communications. Step 3: Use the review and research to create an efficient external communications strategy and an editorial calendar. Step 4: Share external communications strategy with key staff members to train them on how to implement it. Then help them implement the plan. Step 5: With staff, generate templates and examples for 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 7: To ensure sustainability, work with core staff and interns to ensure continuity of external communications tasks, based on those best-practices in the guide.

**Member Activity:** Activity 4: Develop marketing materials. Step 1: Conduct a review of current marketing materials and branding. This could include interviews of stakeholders to determine what we do well and what needs improvement, changed or added. Step 2: Research will be done about best practices and to see what other organizations do in this area. Step 3: Use the review and research to establish an annual schedule for the development of marketing materials including winter appeal, annual report, and other fundraising materials. Step 4: With staff, work the marketing schedule including examples of how to: 1) design flyers and web banners to promote donating, volunteering and Clubs programs; 2) collect news stories, pictures and videos on the Clubs events and programs; and, 3) 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: To ensure sustainability, work with core staff and interns to assign clear marketing tasks, based on best practices, to be implemented annually.

**Member Activity:** Activity 5: Donor Management. Step 1: Become familiar with current grant database and donor management system. Step 2: Conduct a review of current donor management

system. 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: Research will be done to look at donor management systems and which ones might integrate best with our organization and why. Step 5: Work with the RD Director to recommend a grant and donor management system. Step 6: Implement that system. Step 7: To ensure sustainability, provide training and technical assistance to staff on donor database and donor management system and create a manual for how to best use the system.

**Member Activity:** 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: Conduct a review of the current system to outline gaps and needs for all steps of events. This could include interviews of stakeholders to determine what we do well and what needs improvement, changed or added. Step 3: Research will be done about best practices and to see what other organizations do in this area. Step 4: 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 5: Build partnerships with local businesses through talking with volunteers who have connections and setting up meetings with potential partners/supporters. Step 6: Set up a recruitment plan for event volunteers and use it to recruit event volunteers. Step 7: Attend events to evaluate the systems put in place. Step 8: To ensure sustainability, train core staff and interns on the event and volunteer recruitment plans.