

# VISTA Assignment Description (VAD)

**Title:** Resource Development and Communications

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

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

**Project Number:** 18VSNIN006

**Project Period:** 02/13/2022 - 02/11/2023

**Site Name:** Boys and Girls Clubs of Bloomington

## Focus Area(s)

**Primary:** Education

**Secondary:**

## VISTA Assignment Objectives and Member Activities

**Goal of the Overall VISTA Project:** Clubs across the country have seen success in breaking the cycle of poverty by investing in the lives of youth. Boys and Girls Club organizations have had success with the VISTA programs because it allows us to expand programming that is designed to meet the needs of low-income youth to give them the tools and opportunities they need to navigate out of poverty long-term. The VISTA project would give us the capacity to expand the programming to meet the need, by assisting with Marketing, Resource Development, Volunteer Management and Recruitment, Program Quality and Data Tracking, and more! The programming at the Club works, we just need to continue to expand it to meet the demand that will lead to success in our anti-poverty outcomes.

### Objective of the Assignment

Orient the VISTA to the Boys & Girls Clubs of Bloomington

**Member Activity (06/06/2022 - 02/11/2023):** Step 1: VISTA will receive training and onboarding 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 (06/06/2022 - 02/11/2023):** Implement donor Stewardship/Cultivation tracking protocol. 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. Research will be done about best practices and to see what other organizations do in this area. Use the review and the research to revamp the protocol to effectively and appropriately combine stewardship/cultivation for existing and prospective donors.

**Member Activity (06/06/2022 - 02/11/2023):** 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. Regularly review and update protocols as needed. 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.

## Objective of the Assignment

Streamline external communications.

**Member Activity (06/06/2022 - 02/11/2023):** 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.

**Member Activity (06/06/2022 - 02/11/2023):** 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.

**Member Activity (06/06/2022 - 02/11/2023):** 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.

## Objective of the Assignment

Develop marketing materials

**Member Activity (06/06/2022 - 02/11/2023):** 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.

**Member Activity (06/06/2022 - 02/11/2023):** 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.

**Member Activity (06/06/2022 - 02/11/2023):** Step 6: To ensure sustainability, work with core staff and interns to assign clear marketing tasks, based on best practices, to be implemented annually.

## Objective of the Assignment

### Donor Management

**Member Activity (06/06/2022 - 02/11/2023):** 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.

**Member Activity (06/06/2022 - 02/11/2023):** 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.

**Member Activity (06/06/2022 - 02/11/2023):** 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.

## Objective of the Assignment

### Organize Fundraising Events and Work with and Recruit Volunteers.

**Member Activity (06/06/2022 - 02/11/2023):** 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.

**Member Activity (06/06/2022 - 02/11/2023):** 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.

**Member Activity (06/06/2022 - 02/11/2023):** 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.