

# VISTA Assignment Description (VAD)

**Title:** Resource Development VISTA

**Sponsoring Organization:** United Way of the Dutchess-Orange Region

**Project Name:** United Way of the Dutchess-Orange Region

**Project Number:** 20VSANY001

**Project Period:** 11/10/2019 - 01/02/2021

**Site Name (if applicable):**

**Focus Area(s)**

**Primary:** Capacity Building

**Secondary:**

## VISTA Assignment Objectives and Member Activities

**Goal of the Project:** The Resource Development VISTA will foster long-term sustainability planning and measures for continuation of the project and success thereof. They will expand the capacity of partner nonprofits devoted to creating pathways out of poverty with regards to housing, employment and reducing other barriers that struggling families face. They will be charged with identifying and securing funding to secure the future of the vital Financial Stability Project.

### **Objective of the Assignment** (*Period of Performance: 3/15/2020-3/15/2021*)

Identifying funding sources that align with Financial Stability Project goals and objectives with a sustainability focused mindset.

**Member Activity:** 1. Develop a list of potential funding organizations as well as corporate entities who provide funding to anti-poverty related programs locally and regionally. 2. Create a template ask letter and related materials to convey the importance of the Financial Stability Project. 3. Develop a timeline to begin outreach to funders/corporate entities to leverage support. 4. Submit funding proposals as needed to meet individual financial goal.

### **Objective of the Assignment** (*Period of Performance: 3/15/2020-3/15/2021*)

Put together an implementation plan to solicit companies for in-kind support with VISTA succession planning and organizational sustainability focused measures.

**Member Activity:** 1. Formulate a list of potential companies who may offer in-kind support to the Financial Stability Project. This may include items to aid in the overall Project or support for related Financial Stability Project events and initiatives. 2. Create a template and extensive plan regarding what in kind support is needed for CASH coalition meetings/trainings, financial literacy meetings/trainings, Taskforce meetings/trainings and volunteers Days of Caring. 3. Reach out to companies in accordance with plan detailed above. 4. Develop a sustainability plan for future in-kind support as per the calendar of Financial Stability Project events and initiatives.

**Objective of the Assignment (Period of Performance: 3/15/2020-3/15/2021)**

Responsible for all marketing and promotion of Financial Stability Project with enhanced recruitment in the corporate sector and aligned with a long-term strategy.

**Member Activity:** 1. Research and assess various platforms that could be beneficial to promoting the Financial Stability Project to the greater community.2. Select the forums that are most useful to promoting the Project, including paper form, media, social media and digital.3. Create accounts related to marketing and promotion of the Project, update the community on events and initiatives and work to increase interest in the Project.4. Identify potential partnerships as a result of marketing work, foster existing relationships through marketing and promotion strategies. 5. Increase overall community engagement through strong marketing and promotion strategy.

**Objective of the Assignment (Period of Performance: 3/15/2020-3/15/2021)**

Formulate financial sustainability strategy.

**Member Activity:** 1. Provide a schedule for future staff when soliciting funding from funders and companies related to monetary support.2. Ensure knowledge is appropriately passed on to United Way with regards to companies who provide in kind support to the project. 3. Strengthen relationships with community partners, funders and companies to ensure continued success and long-term future support of the Financial Stability Project.