



AmeriCorps VISTA

VISTA Assignment Description (VAD)

Affiliate/Host Site Name: Habitat for Humanity of Sonoma County	Host Site Manager (HSM) Name: Kathy Hayes
Program: AmeriCorps VISTA Member Role: Resource Development	Will members engage in any of these programs? <input checked="" type="checkbox"/> Disaster Recovery <input checked="" type="checkbox"/> Neighborhood Revitalization <input type="checkbox"/> Veterans/Military Families <input type="checkbox"/> None
Service Week (days/times): Monday – Friday, 8:30 AM – 5:00 PM with occasional evenings/Saturdays/Sundays	Direct Supervisor Name: Misty Bastoni
Will this member be actively building on the construction site at least one day per week? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	

Goals: To increase efficiency and efficacy of donor management and engagement by developing Salesforce and other tools to provide donor management and stewardship.

Our affiliate is looking to grow. Since 1984 our affiliate has built 19 new homes. We currently have 36 homes in our pipeline. In October 2017 over 5,000 homes were burnt to the ground in Sonoma County. Over the past few months, our affiliate has received a record number of donations, and has committed to developing rebuild programs. In order to cultivate new donors and raise funds that will be needed to address the affordable housing crisis, the AmeriCorps VISTA Resource Development position will aid in the development of our fundraising department. The member will develop, document, and implement a plan for donor engagement, tracking, and recognition in order to increase the overall donor experience and donor buy-in to Habitat's mission, ultimately allowing us to serve more families. This VISTA member will be on the ground floor of creating a fund development department for the affiliate. The systems, processes and opportunities will provide the foundation to build relationships with existing donors that do not currently exist and create new donors and opportunities.

Outputs: Measurable targets must be included and should be targeted **PER MEMBER**. Please use the shared outputs below, inserting "0" if not applicable.

- \$250,000 cash and in-kind resources will be raised utilizing systems and opportunities identified and implemented by VISTA member (includes resources raised for home building efforts, as well as ReStores)
 - \$125,000 cash resources
 - \$125,000 in-kind resources
- 5 individuals will collaborate with VISTA member on projects related to this position. (Stakeholders, volunteers, community members, staff, etc.)
- 4 systems, processes, and/or tools created or enhanced by VISTA member that will increase capacity at the affiliate
- 2 additional projects that do not fall into one of the categories above created or enhanced by VISTA member that will increase capacity at the affiliate

Objective One (First Quarter)

EXPLORATION: Research the programs, policies, procedures and resources that are currently in place related to resource development and identify best practices from other programs. Document research and communicate findings to site leadership and gain further direction to move forward with developing a resource development strategy.

Member Activities (include specific outputs as appropriate)



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1. Research the existing resource development practices at the site and explore what aspects need improvement by talking with staff and board members. With direction from staff/board, conduct outreach to specific donors to gather feedback.
2. Research fundraising opportunities including individuals, corporations, faith communities, foundations, special events, peer-to-peer funding, grants, etc.
3. Research donor engagement, tracking (ex. software) and recognition resources available from HFHI, other affiliates, etc. Compare findings to current affiliate methods.

Objective Two (Second Quarter)

DEVELOPMENT - Based on the information gathered, develop a resource development strategy that will address the needs of the host site. This strategy may include improved donor engagement plans, selection of donor management software and donor recognition plans, but will be guided by the research completed in the exploration phase.

Member Activities (include specific outputs as appropriate)

1. Develop and document a resource development plan, including targeting local individuals, businesses, faith organizations, school groups, civic groups and other community organizations. Plan should include creation of a marketing plan. Inform plan with donor engagement resources available from HFHI, other affiliates, etc.
2. Develop systems, such as an online database, to track donor contacts and donations.
3. Develop and document a donor recognition plan to include items such as events, letters, site tours, as well as other smaller ways to recognize donor loyalty and/or milestones.
4. Develop and document a calendar of cultivation events and opportunities as well as a planning timeline for each.
5. Develop and document cultivation and event marketing materials as needed. Create templates that can be used in the future.

Objective Three (Third Quarter)

IMPLEMENTATION AND REVIEW - Implement the new resource development strategy. Assist the site in testing and evaluating the various parts of the resource development strategy and make revisions as needed in order to ensure success.

Member Activities (include specific outputs as appropriate)

1. Implement the resource development strategy. Create and document all development resources, including appeal letters, grant templates, marketing materials, event timelines, etc. Implement the donor tracking system. Gather feedback on the new system and make changes as needed.
2. Implement the donor recognition plan, evaluate success and make changes as needed.

* Note that while VISTAs cannot regularly build on the construction site, the VISTA member may have the opportunity to engage in active building no more than one time per month to serve alongside donors the member may have helped to develop, as well as to help inform donor engagement and the overall resource development strategy.

Objective Four (Fourth Quarter)

SUSTAINABILITY - Ensure that the resource development strategy is sustainable and will continue at the host site after the completion of the VISTA term by documenting the plan and training staff/volunteers.

Member Activities

1. Develop a manual of resources and directions for maintaining the resource development strategy in its entirety including donor engagement, tracking, recognition, special events, in-kind donations, etc.
2. Recruit and train volunteers/staff on use of new donor tracking system and the resource development strategy as a whole, and ensure there is a transition plan for ongoing maintenance of systems and support of the plan.

Required Meetings, Trainings and Events: Minimum expectations are outlined below, with the understanding that further trainings may be required as determined by HFHI, CNCS or the Host Site.

- Pre-Service Orientation (provided by CNCS)
- On Site Orientation to local host site
- HabitatLearns "Foundations of Habitat" series
- Lockton Safety Courses



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- Build-a-Thon (spring)
- National Days of Service (MLK Day required, 9/11 Day of Remembrance and AmeriCorps Week encouraged)
- HFHI Host Site Monitoring Reviews and periodic check-in calls
- Monthly meeting with HSM (minimum)
- Bi-weekly meeting with direct supervisor (minimum)
- Life After AmeriCorps Training (LAFTA)
- Staff meetings, Board meetings and home dedications, as appropriate
- Annual staff/AmeriCorps team build day
- Resource Development Committee meetings (one evening a month)
- Online Raisers Edge training
- Individual and/or group professional development trainings may be available based on AmeriCorps interest, HSM/supervisor recommendation and budget
- Host Site Events, including Breakfast Fundraiser (December); Golf Tournament (June); Human Race (May). Participation in these events will be in line with AmeriCorps program regulations/restrictions.

Education/Experience/Knowledge/Skills

Required:

- Valid driver's license and ability to meet host site's insurance requirements.
- Microsoft Office Suite (especially Word/Excel)

Preferred/helpful:

- Knowledge of, and willingness to promote, the mission and activities of Habitat for Humanity and AmeriCorps
- Strong written and verbal communication skills
- Strong research skills
- Detail oriented and highly organized
- Ability to work with a diverse group of people
- Experience working as a member of a team
- Marketing experience is highly desirable

Physical requirements for this position

Ability to sit at a desk and computer for extended periods of time

- About 20% of this position requires outreach in the community, including visiting buildings and homes that may have stairs, as well as serving on project sites that might have uneven terrain.

Service Site Environment: Members will serve in an open-space office and will share space with other staff and/or AmeriCorps members. Each member will have a desk, computer (with email and internet access), and a phone for service-related tasks. Shared resources include a printer, copy machine, fax machine as well as office supplies.

Personal vehicle required? No Yes

A Personal Vehicle may be used for AmeriCorps related trip, community outreach meetings and visits with Bay Area affiliates. If a personal vehicle is used, mileage reimbursement will be provided. If a personal vehicle is not available, other transportation options will be used.

Habitat.org posting blurb:

Serve, learn, lead and explore in the beautiful Wine Country, less than an hour north of San Francisco! Our AmeriCorps members play an integral role in providing leadership on our project sites, engaging volunteers to become champions for our mission, and creating new tools and systems to build capacity. During a year of service with Habitat Sonoma County, AmeriCorps members gain insight to the inner workings of a non-profit organization and gain hands-on experience in



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leadership, public speaking and community development. In your off hours, hike the beautiful Sonoma Coast, explore the Wine Country and spend time getting to know nearby cities including San Francisco and Oakland. Join our Habitat family and form lasting relationships, while creating affordable housing solutions with hard-working families in Sonoma County. <https://www.habitatsoco.org/>