

ReStore development

AmeriCorps VISTA assignment description



Host site (local Habitat organization)	Habitat of Sonoma County
Program	AmeriCorps VISTA
Member role	ReStore development
Host site manager	Nichole Wimbiscus
Direct supervisor	Wayne Kleefeld
Service week (days/times) Example: Tuesday-Saturday, 8:30 a.m.-5 p.m. with occasional evenings or Sundays	Monday-Friday: 9:00am-5:30pm
Will member engage in any of the following?	<input type="checkbox"/> Disaster response <input type="checkbox"/> Neighborhood Revitalization <input type="checkbox"/> Veterans or military families <input checked="" type="checkbox"/> None
Will member be actively building on the construction site at least one day per week?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Goals

The ReStore development VISTA develops, documents and implements plans to mobilize more funds for local house building through the development of ReStore opportunities and operations. This position may involve developing ReStore business processes, creating a volunteer staff plan, recruiting and training volunteer staff members, publicizing and promoting the store and evaluating the ways the store meets the needs of the low-to-moderate income community while increasing funding for Habitat for Humanity. This member will also help to research and devise a plan to open a second ReStore location in Sonoma County. Another key goal will be to help create and establish a plan to market, recruit and receive more donated goods for the new Playhouse Program that will be set in our new prefab factory. This member will play a key role in defining the needed logistics and resources to promote this program to a wider volunteer and sponsor base as well as establishing training and operation standard operating procedures (SOPs) for the continued success of the program in the new location.

Outputs

*Measurable targets must be included and should be classified **per member**. Please use the shared outputs below, inserting the appropriate number in the left-hand column or "0" if not applicable. These outputs may **not** be adjusted; the wording must remain as is for reporting purposes.*

\$100000	Total cash and in-kind resources (breakdown listed below) will be raised utilizing systems and opportunities identified by the VISTA member. This includes resources raised for home building efforts and ReStores.
\$20000	Cash resources.
\$80000	In-kind resources.
25	Individuals who collaborate with VISTA member on projects related to this position (stakeholders, volunteers, community members, staff, etc.)
3	Systems, processes and/or tools created or enhanced by VISTA member that will increase capacity at the local Habitat organization.
1	Additional projects that do not fall into one of the categories above created or enhanced by the VISTA member that will increase capacity at the local Habitat organization.

Objective one – Exploration

Explore the ReStore volunteer, marketing, donation programs, Playhouse Program and resources that are currently in place, identifying best practices from other programs. Identify what additional needs the project requires. Document research and communicate findings to the project sponsor to gain further direction to move forward with developing an enhanced ReStore program.

Member activities

- Research ReStore-specific volunteer management and resource development resources available from Habitat for Humanity International and other local Habitat organizations. Compare findings to current methods. Look specifically for methods that would increase the number of repeat volunteers serving in the ReStore and/or the amount of donations. Research sources within the community to recruit volunteers and identify additional donation opportunities.
- Research ReStore marketing plans focused on increasing community awareness of ReStore operations. Research promotion opportunities, such as local news outlets, print, media and online opportunities.
- Research local businesses and community partners that would be ideal recurring donors or volunteers for the ReStore.
- Research standard policies and procedures for operating a ReStore and assess areas of improvement (donation guidelines, cash handling guidelines, etc.).
- Research funding opportunities that support volunteer engagement and store development.

Objective two – Development

Based on the information gathered, the VISTA member will develop and document an enhanced ReStore volunteer program, as well as marketing and donor plans that will address the needs of the host site.

Member activities

- Develop a ReStore-specific volunteer recruitment, orientation, training and recognition plan that increases the number of repeat volunteers serving in the ReStore. Create a ReStore volunteer directory database to capture volunteer data.

- Develop marketing and outreach strategies and materials designed to increase visibility of the ReStore in the community and increase unrestricted revenue because of increased purchases and donations. Develop a media directory database. Develop materials that are relevant to the various media outlets within the media directory database.
- Develop ReStore donor outreach plan to increase recurring donations. Create a ReStore donor directory database of local businesses and community partners that would be ideal donors. Establish a system to recognize repeat donors in a public forum.
- Create new or updated ReStore procedures and policies that are in line with standard ReStore operating procedures identified as best practices.

Objective three – Implementation and review

Implement the enhanced ReStore volunteer program, establish sustainable volunteer recruitment plan for Prefab Factory Playhouse Program and marketing and donor plans. Assist the site in testing and evaluating the various parts of the program and plans; revise the program as needed to ensure success.

Member activities

- Implement the ReStore-specific volunteer recruitment, orientation, training and recognition plan that increases the number of repeat volunteers serving in the ReStore. Implement the use of the ReStore volunteer directory database to capture volunteer data.
- Implement marketing and outreach strategies and materials designed to increase visibility of the ReStore in the community. Implement use of the media directory database, using it to distribute relevant materials to each outlet.
- Implement ReStore donor outreach plan to increase recurring donations. Implement use of the ReStore donor directory database of local businesses and community partners that would be ideal donors. Utilize volunteers to reach out to partners through request, presentations, and donation pick-ups.
- In collaboration with ReStore staff, implement new ReStore procedures and policies. Gather feedback and make changes as needed. Aid in establishing, and training volunteers and staff on Salesforce implementation.
- Draft grants and track their progress using the current systems; make recommendations for improvements to those systems as needed.

VISTA members 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 or volunteers they are trying to cultivate for the ReStore, as well as help inform the overall ReStore development strategy.

Objective four – Sustainability

Ensure that the ReStore development program is sustainable, continuing at the host site after the completion of the VISTA term by documenting the plan and training staff and volunteers.

Member activities

- Develop a manual of resources and directions for maintaining the ReStore program, including volunteer recruitment and development, marketing and outreach, store policies and procedures and donor development. The member will also create and document procedures for recruiting, marketing volunteers

and tracking revenue for the Prefab Factory Playhouse Program and establish a plan to grow the program through community outreach and utilizing existing ReStore volunteers and donor connections.

- Recruit and train volunteers and staff on use of new systems and procedures to ensure there is a transition plan for ongoing maintenance of systems and support of the program. Draw up comprehensive instructions on the use of Salesforce in all areas of ReStore programs.

Required meetings, trainings and events

Minimum expectations are outlined below with the understanding that further trainings may be required, as determined by the host site, Habitat for Humanity International or the Corporation for National and Community Service.

- Pre-service orientation provided by the Corporation for National and Community Service.
- Onsite orientation to local host.
- Salesforce Training
- Habitat Learns – “Foundation of Habitat” online series.
- Lockton safety online courses.
- Annual sponsored blitz build - Habitat AmeriCorps Build-a-Thon.
- National days of service:
 - Dr. Martin Luther King, Jr. Day (required).
 - September 11th National Day of Service and Remembrance and AmeriCorps Week (encouraged).
- Host site monitoring reviews and periodic check-in calls.
- Monthly meeting with host site manager.
- Bi-weekly meeting with direct supervisor.
- Life After AmeriCorps training.
- Staff and board meetings and home dedications, as appropriate.
- Annual staff or AmeriCorps team build day.
- Bi-monthly Restore team meetings.
- Individual and/or group professional development trainings may be made available based on budget, member interest and recommendation of the host site manager or direct supervisor.
- Host site events (i.e. holiday fundraiser, art auction, Healthy Habitat Walk-a-Thon). Participation in these events will be in line with AmeriCorps program regulations.

Experience, knowledge and skills

Required

- Experience with Microsoft Office Suite, especially Word, Excel, Teams and Office 365. Preferred experience with Dropbox and Salesforce.

Preferred

- Knowledge of, and willingness to promote, the mission and activities of Habitat for Humanity International and AmeriCorps.
- Ability to work with a diverse group of people.
- Strong written and verbal communication skills.

- Strong research skills.
- Detail oriented and highly organized.
- Experience working as a member of a larger team.
- A second language is highly desirable, with preferred language being (Spanish).
- Marketing experience.
- Retail experience.

Physical requirements

- Ability to sit at a desk and computer for extended periods of time.
- About (15) percent of this position requires outreach in the community, including visiting buildings and homes that may have stairs, as well as occasionally serving on project sites that may have uneven terrain.
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Service site environment

Member will primarily serve in an open-space office and will share the area with other staff or fellow 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. The ReStore office environment is connected to the ReStore sales floor, so distraction and noise level can be high at various times throughout the day.

Will a **personal vehicle** be required? Yes No

Some travel is required for this position. Public transportation options are limited in our community so access to a personal vehicle is required/recommended to get to and from service, as well as any required meetings. Approved service-related mileage, beyond commuting to and from service, will be reimbursed per the affiliate's policy. An affiliate-owned vehicle is available for member to use for service-related meetings and community outreach.

Habitat.org posting

Habitat for Humanity Sonoma County, CA

A year of service with Habitat

Serve, learn, lead and explore in the beautiful Wine Country of Sonoma County, CA, less than an hour north of San Francisco! Our AmeriCorps members play an integral role in providing leadership at our ReStore, 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 the donation driven retail process, leadership, public speaking and community development.

Benefits

In addition to the AmeriCorps living allowance and education award, we offer mentoring programs established with our past AmeriCorps, now current staff members, to help answer any questions, address concerns and learn about their opportunities after service.

Community

In your off hours, hike the beautiful Sonoma Coast, float the Russian River, 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 and fire survivors in Sonoma County. www.habitatsoco.org