

AmeriCorps VISTA Assignment Description (VAD)

VISTA Project: VITAL Project	VISTA Member Name:	
Site Name: The Arc Jacksonville	Assignment Area: Agency Marketing/Development	Dates:

VISTA Member Activities and Steps Checklist	Planned Period of Work
<p>Goal: <i>(from VISTA project plan) To increase the agency's capacity to serve individuals with I/DD. To have in place the infrastructure to establish more than 100 individuals with I/DD in secure, affordable housing. VISTA members will research and establish the communication materials to attract residents who will be successful in this one-of-a-kind neighborhood designed to help residents with I/DD maximize their independence and their potential.</i></p> <p>Objective: <i>To support the Marketing and Development team in efforts to raise funds and to implement donor-centered practices and provide marketing support for all programs and services of The Arc Jacksonville. The VISTA member will lead social media marketing, build capacity through the Young Professionals group, and provide content and support for donor communications.</i></p>	
<p>Activity 1: Lead the creation of internal and external e-newsletters: writing content for articles, providing photos and leading the execution.</p> <p>Step 1: Establish production schedule and timeline.</p> <p>Step 2: Write all content for articles, capturing photos as needed. Submit draft for review within timeframe allowing for edits, prior to execution date.</p> <p>Step 3: Research and apply e-newsletter best practices.</p>	

<p>Activity 1: Comments/Summary of Accomplishments:</p>	
<p>Activity 2: Assist in department activities, fundraising events and other special events related to cultivation, acquisition and recognition of donors.</p> <p>Step 1: Work with the VP of Development to become familiar with donors and prospects of The Arc Jacksonville.</p> <p>Step 2: Establish and maintain, in conjunction with VP of Development, schedule of donor/prospect events for The Arc Jacksonville. Secure lunch sponsors for monthly events.</p> <p>Step 3: Assist Marketing and Communications Manager in implementation of cultivation events.</p> <p>Step 4: Assist with prospect and donor research.</p> <p>Step 5: Maintain and manage agency toolkit, provide training to staff as needed to ensure correct usage of materials</p>	
<p>Activity 2: Comments/Summary of Accomplishments:</p>	
<p>Activity 3: Develop, monitor and analyze online communications to determine how to continue to expand social media platforms to reach a broader audience of prospective clients, donors and volunteers.</p> <p>Step 1: Create consistent and interactive content across all social media platforms; include testimonial content from donors, volunteers, participants and general community supporters. Content should engage conversation and generate potential donors and volunteers.</p>	

<p>Step 2: Research top nonprofits and analyze online marketing techniques and campaigns. Recommend new strategies to enhance The Arc Jacksonville’s online presence.</p> <p>Step 3: Set measurable goals for each communication outlet (Newsletter, Facebook Page, Blog and website, YouTube Channel).</p> <p>Step 4: SEO research to monitor the effectiveness of online marketing presence in comparison to other nonprofits serving individuals with Intellectual/developmental differences and companies.</p> <p>Step 5: Monitor social media statistics and growth through Google Analytics reports, Facebook Analytics and other social media analytics sites. Provide regular reports to Marketing and Development team, committee and Board.</p> <p>Step 5: Oversee procurement of photos from agency staff and programs sites. Manage photo storage and organization. Provide training to staff as needed.</p>	
<p>Activity 3: Comments/Summary of Accomplishments:</p>	
<p>Activity 4: Develop and market opportunities to attract and engage young professionals.</p> <p>Step 1: Manage all activities for Sparc, The Arc Jacksonville’s young professional group; recruit new members and engage current members.</p> <p>Step 2: Develop and implement annual communication plan to keep members informed and updated.</p> <p>Step 3: Design and implement cultivation and engagement events from inception to execution.</p>	

<p>Activity 4: Comments/Summary of Accomplishments:</p>	
<p>Activity 5: Work with Board Marketing and Development Committee to assist with and implement strategies</p> <p>Step 1: Assist with The Arc Jacksonville’s Development and Advancement Committee, working alongside staff and with committee to develop and implement strategies to engage donors, secure new donors, and promote The Arc Jacksonville in the community.</p>	
<p>Activity 5: Comments/Summary of Accomplishments:</p>	
<p>Activity 6: Create engaging videos</p> <p>Step 1: Lead and execute creation of videos to use for external communications, donor thank you notes, social media, events, and special projects.</p>	
<p>Activity 6: Comments/Summary of Accomplishments:</p>	
<p>Activity 7: Manage the Marketing Office Assistant (if position is filled)</p> <p>Step 1: Marketing Office Assistant serves as a direct report. Create weekly schedule of duties and ensure they are completed.</p>	
<p>Activity 7: Comments/Summary of Accomplishments:</p>	
<p>Monthly Story:</p> <p>July:</p> <p>August:</p> <p>September:</p>	

<p>October:</p> <p>November:</p> <p>December:</p> <p>January:</p> <p>February:</p> <p>March:</p> <p>April:</p> <p>May:</p> <p>June:</p>	
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