



AmeriCorps VISTA assignment description

Local Habitat organization	Habitat for Humanity-MidOhio
Host site manager	Deb Light
Direct supervisor	Maggie Walters
Service week (days/times)	Monday-Friday, 8:30am to 5pm with occasional evenings or weekends
Is a personal vehicle required for service?	Yes

Resource Development VISTA Member, special program fundraising

The Resource Development VISTA member will create, document, and implement plans for donor engagement, tracking, and recognition to increase the overall experience and commitment to Habitat's mission through special program initiatives. They will create fundraising tools to encourage and grow participation through our 24 Hours of Hockey event, The Playhouse Project, and Women Build program. The member will increase communications for future engagement and retention purposes. To align with the strategic plan, this position will assist in diversifying our donor and volunteer base, expanding involvement, and raising more funds. Each strategy will be well documented and evaluated to ensure sustainability beyond the year of service.

Objective One – Research

Research related programs and resources that are currently in place at the affiliate as well as at other affiliates to identify best practices and any additional needs the project requires. Learn more about the history of each of these special program initiatives, and the areas in which growth is needed. Document research and communicate findings to move forward with developing sustainable resource development strategies.

Member activities

- Research the existing resource development practices of each program and explore what aspects need improvement as well as identify growth opportunities for fundraising and future involvement.
- Reach out to other affiliates to learn more about their special program initiatives, engagement activities, and collateral, and gain fundraising ideas and best practices to compare to current programming methods and efforts for recommendation and implementation.
- Research fundraising opportunities with individuals, faith communities, special events, peer-to-peer funding and grants.
- Research donor engagement, tracking, and recognition resources. Compare findings to current methods.

Objective Two – Development

Based on the information gathered, draft improved resource development strategies to address the needs of the host site.

Member activities

- 24 Hours of Hockey event goal: expand fundraising component and increase player participation and knowledge of Habitat's mission.
 - Develop fundraising guide to include ways to increase donations through peer-to-peer fundraising.
 - Create templates, social media content, and sample fundraising page messaging through GoFundMe Charity platform to make peer-to-peer fundraising easier for hockey participants.
 - Build out Habitat MidOhio website to include more information and resources for hockey participants.
- The Playhouse Project program goal #1: increase the opportunity to engage new non-corporate playhouse sponsors as well as expand and deepen overall sponsor and volunteer involvement beyond one day of service.
 - Create fundraising resources and ideas to assist groups in meeting playhouse sponsorship goals.
 - Construct resource content for educational and advocacy purposes demonstrating the need to support Habitat financially.
 - Generate template guides to accompany fundraising resources.
- The Playhouse Project program goal #2: increase The Playhouse Project program sponsor base and generate smaller blitz options in the hope for continued future engagement.
 - Help identify special mini blitz options (3-5 playhouse at a time), including identifying subset communities (i.e. banks, teachers, etc.) and prospective donors through targeting businesses, faith organizations, school groups, civic groups, and other community organizations.
 - Collaborate with the resource development team to develop a donor engagement strategy and planning timeline to pitch The Playhouse Project collateral and program to targeted prospects.
- Women Build program goal: increase donor and volunteer involvement through creative fundraising practices.
 - From affiliate research, construct a list of ways other Women Build programs fund their program and engage supporters.
 - Collaborate with the volunteer and resource development departments to identify avenues to attract more donors through unique Women Build related fundraising activities: including, but not limited to, Women Build Clinics, The Playhouse Project, day sponsorships, and other small scale fundraisers to grow the Women Build program revenue streams.
 - Create a plan and calendar timeline of selected donor engagement methods, and collectively devise a strategy for implementation.
 - Develop fundraising resources including guides, templates, training, website content, and social media content.
- At Home Missions Faith Engagement goal: create infrastructure for faith groups, especially youth-aged groups, to engage in local mission work and increase their awareness of the need for affordable housing in their community.
 - From affiliate research, construct a list of ways other faith engagement programs engage supporters beyond traditional build days.
 - In collaboration with the Faith Relations and Stewardship Manager, create infrastructure and resources for a multi-day up to a weeklong mission week pilot initiative to engage local youth or collegiate group to include a combination of the following,
 - Hands on activities: build day, playhouse build, neighborhood cleanup, ReStore, and other possibly engagement options.
 - Donor education collateral.

- Advocacy and educational activities.
- Simulation activities and discussion for deeper understanding.
- Neighborhood tour.
- Partner family activity, especially geared towards inviting several families/youth (i.e. ice cream social, games, and/or interactive activities).
- Develop other methods to use the above activities and resources in one-off and small scale settings to meet the needs of engaging faith and youth-aged groups.

Objective Three – Implementation and review

Implement the new resource development strategies. Assist the host site in testing, evaluating and revising the various parts of the resource development strategy as needed to ensure success.

Member activities

- 24 Hours of Hockey event:
 - Assist with player recruitment in fall and winter quarters to increase 2022 player participation to move from two teams back to four teams after COVID-related drop in participation.
 - Assist in increasing hands-on player fundraiser through coaching and creative competitions.
 - Craft correspondence to include a welcome email with created resources, fundraising guide, and instructions on how to set up fundraising page.
 - Set up regular correspondence to engage players to meet the minimum fundraising goal of \$500 as well as increase individual fundraising goals.
 - Create content for healthy competition as well as educational and advocacy efforts for Habitat, documenting the need for funding, especially as event proceeds benefit our Veteran Build program.
- The Playhouse Project program goal #1:
 - Help identify potential groups to assist with fundraising for playhouse sponsorship, including Women Build, Habitat Young Professionals, campus chapters, and youth and faith groups.
 - Coach groups in reaching their fundraising goals.
 - Compile list of ways to engage playhouse volunteers in future involvement after their playhouse is completed whether as an individual or group.
 - Produce an email template to be sent a month after each playhouse is completed inviting participants to get involved in more playhouse activity or other volunteer activities.
 - Set up schedule and send out periodic news and opportunities of The Playhouse Program updates, ways to get involved, and advocacy actions, and encourage additional engagement.
- The Playhouse Project program goal #2:
 - Once mini blitz subset community participants are engaged, assist in coaching prospective playhouse sponsors in fundraising ideas if needed to meet their goals.
 - Communicate any necessary information.
 - Collaborate with the Development Manager and Program Coordinator to plan and implement at least one mini playhouse blitz during the service year.
- Women Build program:
 - Implement donor cultivation strategies with a focus on multi-generational engagement and build out multiple fundraising options to broaden and diversity the audience of Women Build supports.
 - Utilize the Women Build monthly newsletter, social media, website, and other correspondence and platforms to attract current and future volunteer and donors in engaging in revenue generating activities.

- At Home Missions Faith Engagement:
 - Collaborate with the Faith Relations and Stewardship Manager to implement a strategy to pilot local mission work collateral and activities within the faith community and with youth-aged groups.
 - Assist in pilot initiative cultivation and test engagement activities, making modifications as needed from participant feedback and affiliate feasibility.

Activities listed here may include direct service for the purposes of observation, interviews of staff and volunteers and implementation of systems and processes. While VISTA members cannot regularly perform direct service, the VISTA member may have the opportunity to engage in direct service activities no more than one time per month to help inform VISTA projects.

Objective Four – Sustainability

Ensure that the resource development strategies developed are sustainable, continuing at the host site after the completion of the VISTA term, by documenting the plan and training staff members and volunteers.

Member activities

- Develop a manual of resources and directions for maintaining resource development strategies, including donor engagement, tracking, recognition, special events, grants, and in-kind donations.
- Recruit and train volunteers and staff members on use of new fundraising guide, resources, and resource development strategies to ensure there is a transition plan for ongoing maintenance of systems and continued support of the special program fundraising efforts.

Member development

Required meetings, trainings, and events

- Onsite orientation to local host.
- First Aid/CPR.
- Habitat Learns.
- Lockton safety online courses.
- National days of service:
 - Dr. Martin Luther King, Jr Day
 - Make A Difference Day
 - AmeriCorps Week
- Weekly meeting with host site manager.
- Weekly meeting with direct supervisor, including completing a check in form each month.
- Life After AmeriCorps training.
- Ongoing position related training.
- Monthly All Staff meeting, resource development team meeting, 1 board meeting as a team, 1 homeowner orientation, 1 homeowner selection committee meeting, at least 2 wall raising ceremonies, at least 2 home dedications, and other meetings as appropriate.
- Choice of 1 safety committee meeting, 1 home maintenance class, or 1 home repair assessment or home visit.
- Quarterly staff or AmeriCorps team build days.

- Individual and/or group professional development trainings may be available based on AmeriCorps interest, host site manager/supervisor recommendation and budget.
- Host site events, including World Habitat Day Cultural and Volunteer Recognition event, Habitat AmeriCorps Alumni build day (spring). Participation in these events will be in line with AmeriCorps program regulations/restrictions.

Experience, knowledge and skills

Minimum requirements

- AmeriCorps members must be a U.S. citizen, national or lawful permanent resident.
- AmeriCorps members must be at least 18 or older.
- AmeriCorps members must have a high school diploma or GED.
- AmeriCorps members may have recurring access to vulnerable populations and must satisfy the National Service Criminal History Check eligibility criteria.

Preferred qualifications

- Knowledge of, and willingness to promote, the mission, and activities of Habitat for Humanity International and AmeriCorps.
- Possess bachelor's degree or 3 years related volunteer/ job experience.
- Previous fundraising experience a plus.
- Ability to work with a diverse group of people.
- Strong written and verbal communication skills.
- Strong research skills.
- Detail oriented and highly organized.
- Self-starter.
- Can multi-task and is adaptable.
- Experience working as a member of a team.
- Basic experience with Microsoft Office Suite, especially Word and Excel.
- Current valid driver's license, a clean driving record and reliable transportation.