

VISTA Assignment Description (VAD)

Title	Community Outreach and Communication Officer VISTA
Sponsoring Organization	Mesa United Way
Project Name	Mesa Veterans, Education, and Community Building Initiative
Project Number	
Project Period	03/24/2017 – 03/23/2018
Site Name	Bridging AZ Furniture Bank
Primary Focus Area	Veterans and Military Families
Secondary Focus Area	Economic Opportunity

Goal of the Project:

This VISTA member will build capacity for Bridging AZ Furniture Bank's Veterans Furniture Project. They will report directly to Executive Director. The goal for the one-year of service is to increase support and visibility primarily through printed and electronic communication. The position would support the Furniture Bank as well as support Bridging AZ's initiative to end chronic veteran homelessness. The VISTA member will develop the infrastructure of grant research and management along with marketing materials. The ultimate goal is for the position is to create a marketing calendar and strategy for a grants and donors.

Objectives of the Assignment:

This VISTA member will help "tell our story" through social media, newsletters, website, brochures, grant applications and electronic communications. They will work side-by-side with staff and volunteers setting up meetings and events capturing data and contact information from participants. This VISTA assignment is directly impacting the financial welfare of the organization in turn benefiting veterans in need of furniture for their homes, as well as veterans who are being trained in woodworking with marketable job skills. The Vista member will represent Bridging AZ Furniture Bank at networking events, meetings and in the community.

Member Activity: (April 2017 – May 2017) The VISTA will: 1) Learn about the organization and communication needs start creating a grant research calendar and boilerplate statements. 2) Draft an outline for an outreach campaign focusing on service groups, business groups and churches.

Member Activity: (June 2017 – August 2017) The VISTA will: 1) Take the lead on Grant research/writing team. 2) Identify and create a CRM (Customer Relationship Management) tool. 3) Continue Grant calendar adding retailers and product donations.

Member Activity: (September 2017 – December 2017) The VISTA will: 1) Help promote the AZ Bedrace and Bridging AZ's involvement in the Veterans Day Parade. 2) Identify, create and promote an end of year ask campaign.

Member Activity: (Timeframe ongoing) The VISTA will: 1) Continue with Grant calendar, Grand Team and representing Bridging AZ in the community.