



# AmeriCorps VISTA

## VISTA Assignment Description (VAD)

<b>Affiliate/Host Site Name:</b> Yakima Valley Partners Habitat for Humanity	<b>Host Site Manager (HSM) Name:</b> Isabel Garcia
<b>Program:</b> AmeriCorps VISTA <b>Member Role:</b> ReStore Development	<b>Will members engage in any of these programs?</b> <input type="checkbox"/> Disaster Recovery <input type="checkbox"/> Neighborhood Revitalization <input type="checkbox"/> Veterans/Military Families <input checked="" type="checkbox"/> None
<b>Service Week (days/times):</b> Monday – Friday, 8:00 AM – 5:00 PM, occasional evenings during affiliate events	<b>Direct Supervisor Name:</b> Lisa Munoz – Store Manager
<b>Will this member be actively building on the construction site at least one day per week?</b> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	

**Goals**  
 The VISTA member will help solidify the Habitat Store’s ongoing success by focusing on the following:

1. Develop, implement, and document sustainable marketing and outreach strategies that ultimately contribute towards an increase in unrestricted revenue from increased numbers of store purchases and donations. An increase in unrestricted revenues that will in turn enable the affiliate to serve more families and communities.
2. Research and implement best practices for standard Habitat Store operating policies and procedures.
3. Assist with the implementation of the affiliate’s strategic plan by documenting a donor recruitment and retention program for the Habitat Store. In addition, improve methods of volunteer utilization and recognition to enhance our engagement with the community and its investment in the mission of our affiliate.

**Outputs:** *Measurable targets must be included and should be targeted PER MEMBER.*

- **\$35,000** cash and in-kind resources will be raised utilizing systems and opportunities identified by VISTA member (includes resources raised for home building efforts, as well as ReStores)
  - **20,000** cash resources
  - **\$15,000** in-kind resources – (Or a 5% increase goal of our annual gross sales due to increase of donations by intergrating social media marketing, public relations, advertising and outreach communication programs over the year of service.)
- **25** individuals will 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 affiliate
- **10** 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
  - **200** Habitat Store donors will be recruited by this AmeriCorps member.

**Objective One (First Quarter)**  
 EXPLORATION: Explore the Habitat Store, marketing, and resources that are currently in place at the site and identify best practices from other Habitat Stores/affiliates. Identify what additional needs the project requires. Document research and communicate findings to the project sponsor and gain further direction to move forward with developing an enhanced Habitat Store donation program. Along with keeping our mission to heart.

**Member Activities**

1. Research Store-specific donor management and development resources available from HFHI, other affiliates, etc. Compare findings to current affiliate methods. Look specifically for methods that would increase the amount of

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donors/donations to the Store. Research sources within the community to recruit donors and identify additional donation opportunities.

2. Research Store marketing plans focused on increasing community and donation awareness of Store operations. Research local news outlets, including print, social media and online for Store promotion.
3. Research local businesses and community partners that would be ideal recurring donors and donations for the Store.
4. Research standard policies and procedures for operating a Store and assess where our store needs improvement (donation guidelines, cash handling guidelines, etc.).
5. Research and identify available grants that align with Habitat's mission

### **Objective Two** (Second Quarter)

DEVELOPMENT - Based on the information gathered, develop and document an enhanced Store marketing program, as well as donor plans that will address the needs of the host site.

#### **Member Activities**

1. Develop a Habitat Store-specific donor recognition plan that increases the amount of repeat donors contributing to the Store. Create a Store donor directory database to capture donor data.
2. Develop marketing and outreach strategies/materials designed to increase visibility of the Store in the community and increase unrestricted revenue as a result of increased purchases and donations. Develop a media directory database. Develop materials which are relevant to the various media outlets sourced in the media directory database.
3. Develop Store donor outreach plan to increase recurring donations. Create a Store donor directory database of local businesses and community partners that would be ideal donors.
4. Craft new or updated Habitat Store procedures and policies to be in line with standard Store operating procedures that have been identified as best practices.
5. Assist with gathering and meeting grant requirements

### **Objective Three** (Third Quarter)

IMPLEMENTATION AND REVIEW – Implement the enhanced Habitat Store donor program, as well as marketing and donor plans. Assist the site in testing and evaluating the various parts of the program developed and make revisions to the program as needed in order to ensure success.

#### **Member Activities**

1. Implement Store specific donor recruitment and recognition plan that increases the amount of repeat donations to the Habitat Store. Implement use of donor directory database to capture donation forecast.
2. Implement marketing and social media strategies to increase visibility of the Store in the community. Implement use of the media directory database and use it to distribute materials which are relevant to the various social media outlets.
3. Implement Habitat Store donor outreach plan to increase recurring donations. Implement use of the Habitat Store donor directory database of local businesses and community partners that would be ideal donors.
4. In collaboration with Habitat Store staff, implement new Habitat Store procedures and policies. Gather feedback and make adjustments as needed.
5. Draft grants; track grant applications and progress using affiliate's current systems – make recommendations for improvements to those systems if deemed appropriate.

**\*\* VISTA members are not permitted to engage in direct service activities in the Habitat Store such as stocking shelves, picking up and unloading donations, working the cash register, etc.**

\* Note that while VISTAs cannot regularly build on the construction site, the VISTA member may have the opportunity to

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engage in active building no more than one time per month to serve alongside donors or volunteers she/he is trying to cultivate for the Store, as well as to help inform the overall Habitat Store development strategy.

### **Objective Four** (Fourth Quarter)

**SUSTAINABILITY** - Ensure that the Habitat Store development program is sustainable and will continue at the host site after the completion of the VISTA term by developing manuals and training staff/volunteers on the new program.

### **Member Activities**

1. Develop a manual of resources and directions for maintaining the Store program in its entirety including donor recruitment and development, marketing and outreach, store policies and procedures and donor development.
2. Recruit and train volunteers/staff on use of new systems, procedures, etc. and ensure there is a transition plan for ongoing maintenance of systems and support of the donor/donation program.
3. Develop calendar for tracking future grant applications and requirements.

**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
- First Aid/CPR
- HabitatLearns "Foundations of Habitat" series online
- Lockton Safety Courses online
- 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
- Bi-monthly Habitat Store team meetings, home dedications as appropriate
- Individual and/or group professional development trainings may be available based on AmeriCorps interest, HSM/supervisor recommendation and budget
- Host Site Events, Annual UPCYLED Art show in September 12, 2018, Golden Hammer Awards in January 2019 and Women's Build in May 2019. 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) and Social Media Outlets

#### **Preferred/helpful:**

- Degree in marketing related field
- 1 year of experience in marketing, creative agency, or communications field
- Retail marketing experience

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- Knowledgeable about the mission and activities of Habitat for Humanity
- 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
- A second language is highly desirable, with preferred languages being: English/Spanish
- Project development skills
- Presentation and public-speaking skills
- Ability to follow direction and utilize critical thinking and problem-solving skills
- Ability to deal with problems involving several variables
- Ability to use basic office equipment

**Physical requirements** for this position will require

- Ability to sit at a desk and computer for extended periods of time
- About 30% of this position requires outreach in the community, including visiting other Habitat Stores and community locations that may have stairs for speaking and recruitment activities.

**Service Site Environment:** *Please note AmeriCorps members are prohibited from serving in a home office.*

The member will serve in an open-space office in the Habitat Store and will share space with three other staff members. This member will have a desk, computer with email and internet access, and a phone for service-related tasks.

**Shared resources include:**

- Printer
- Copy machine
- Office supplies

The Habitat Store office environment is connected to the Habitat Store sales floor so distraction and noise level can be high at various times throughout the day.

**Personal vehicle required?**  No  Yes *If yes, provide explanation detailing necessary usage of vehicle. If member will be using a company vehicle, also include in the details:*

Some travel is required for this position. Public transportation options are limited in our community so access to a personal vehicle is required 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 blurb:**

Serve, learn, lead and explore in the beautiful Apple Capital of the World and Palm Springs of Washington! Our AmeriCorps members play an integral role in providing leadership on our projects sites, engaging donors to take part becoming champions for our mission, and creating new tolls and systems to build capacity. Our members are the ambassadors of Habitat, interacting with a vast over 2,000 donors, partner families and community stakeholders. During a year of service with us, AmeriCorps members gain insight to the inner workings of a non-profit organization and gain hands-on experience in leadership, public speaking and community development. Benefits beyond the AmeriCorps living allowance and education award may include a housing stipend of at least \$100/month for members who re-locate to Yakima. In your off hours, hike the vast wilderness of Mt. Rainier, explore the Okanogan-Wenatchee National Forest and enjoy Yakima Valley World class wineries and breweries. Join our Yakima family and form lasting’s relationships, while creating affordable housing solutions with hard-working families in Yakima County. [www.yakimahabitat.org](http://www.yakimahabitat.org)

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Celebrating 34 years of changing lives, neighborhoods and communities in the Yakima County and 175 homes built. Yakima Valley Partners Habitat for Humanity is dedicated to ending substandard housing and building strong communities in Yakima County. We are a non-profit, ecumenical Christian housing ministry that builds safe, affordable, and quality homes in partnership with families who earn 30% to 80 % of the median income for Yakima County. Families are required to contribute 500 hours of “sweat equity” helping to build their home, other partner family homes, and working in other area of our organization.

Yakima Valley Partners Habitat for Humanity was founded in 1985 by Fred and Pam Bauman being the affiliate of Habitat for Humanity International in the State of Washington.

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