

VISTA Assignment Description (VAD)

Title: Food Bank Marketing & Volunteer Coordinator

Sponsoring Organization: Our Community Foundation

Project Name: Eagle County VISTA movement

Project Number: 15VSWCO005

Project Period: 02/18/2018 - 02/16/2019

Site Name (if applicable):

Focus Area(s)

Primary: Capacity Building

Secondary: Healthy Futures

VISTA Assignment Objectives and Member Activities

Goal of the Project: The Marketing and Volunteer Coordinator will establish best practices for developing program marketing, educational materials, volunteer recruitment and coordinator, and event planning and implementation.

Objective of the Assignment (*Period of Performance: 08/13/2018 -- 08/13/2019*)

Design, develop, and distribute necessary marketing materials, advertisements, educational handouts, and brochures. Develop and implement a social media campaign.

Member Activity: Develop Food Bank marketing and educational materials. 1. Prepare educational and marketing flyers, handouts, tri-fold brochures, and other printed materials. 2. Design and send materials to local or online printers as needed. 3. Develop a distribution network for distributing appropriate information to various stakeholders and participants. 4. Manage social media accounts and produce weekly posts to various online accounts.

Objective of the Assignment (*Period of Performance: 08/13/2018 -- 08/13/2019*)

Coordinate, recruit, and acknowledge volunteers for the Food Bank of the Eagle River Valley.

Member Activity: 1. Establish and maintain volunteer sign-up software. 2. Send monthly communications to volunteers. 3. Act as point person for all volunteer communications. 4. Organize weekly volunteers. 5. Highlight individual and group accomplishments and provide acknowledgment appreciation for volunteers.

Objective of the Assignment (*Period of Performance: 08/13/2018 -- 08/13/2019*)

Event planning

Member Activity: 1. Assist with the development, planning, and implementation of Food Bank educational events, weekly markets, group volunteer projects, and special celebrations. 2. Develop event procedures, production plans, marketing materials for recurring events. 3. Track attendance data and maintain event database.