

VISTA Assignment Description (VAD)

Title: Marketing Specialist VISTA

Sponsoring Organization: Central Missouri Foster Care & Adoption Association

Project Name: Central Missouri Foster Care & Adoption Association

Project Number: 17VSWMO002

Project Period: 04/16/2017 - 04/14/2018

Site Name (if applicable):

Focus Area(s)

Primary: Healthy Futures

Secondary:

VISTA Assignment Objectives and Member Activities

Goal of the Project: The Marketing Specialist VISTA member will strengthen organizational capacity of Central Missouri Foster Care and Adoption Association (CMFCAA) through creating and implementing a marketing strategy of CMFCAA services and communications. As a result of the VISTA member's service, CMFCAA will have sustainable foster, adoptive, kinship parent, donor, and volunteer programs. These results will allow CMFCAA to impact poverty by reducing the Adverse Childhood Effects (ACE) score that clients experience by preventing reoccurring trauma associated with patterns of abuse for foster and adoptive children.

Objective of the Assignment (*Period of Performance: 8.1.17 - 9.15.17*)

Assess the current state of Central Missouri Foster Care and Adoption Association's mission, programs, clients, and volunteers served.

Member Activity: Research the history of CMFCAA and the clients served.

Member Activity: Develop understanding of clients and legal framework of foster care and adoption in Missouri through local and community training.

Member Activity: Develop understanding of CMFCAA programs and best practices based on client surveys, professed needs, and state and national standards and research.

Member Activity: Research the current state of CMFCAA's marketing strategy, foster, adoptive, and kinship parent concierge service, and referral systems as well as best practices in the field of information tracking for trauma and abuse prevention. Based on this report, identify strengths and weaknesses of CMFCAA's current marketing strategy, and make a plan for improvement.

Objective of the Assignment (*Period of Performance: 9.1.17 - 9.30.17*)

Assess the current state of CMFCAA's marketing strategy, communication, activities, and community awareness and participation.

Member Activity: Research best practices for developing and implementing a marketing strategy.

Member Activity: Research best practices for communicating with foster, adoptive, and kinship families as well as donors and volunteers through marketing.

Member Activity: Based on the above, identify strengths and challenges of CMFCAA's current marketing and communication plan and make plan for improvement.

Objective of the Assignment (Period of Performance: 10.1.17 - 4.30.18)

Create and/or update current CMFCAA intake forms, brochures, flyers with the most current program opportunities.

Member Activity: Work with Program Coordinator and staff to understand program processes.

Member Activity: Familiarize oneself with InDesign, Member Planet, and other web based and marketing software programs.

Member Activity: Work with current designer to develop updated brochures for general audience, donor audience, and clients served.

Member Activity: Create and/or update current CMFCAA intake forms to best meet the needs of clients.

Member Activity: Create and/or update current flyers for programs and events that can be adapted between programs and time frames.

Objective of the Assignment (Period of Performance: 10.1.17 - 4.30.17)

Develop a marketing strategy to communicate CMFCAA programs and services to potential donors and volunteers through written media, social media, web based media, and other potential avenues.

Member Activity: Work with the CMFCAA Marketing Strategic Plan team to determine marketing priorities and steps taken to date (i.e. traditional mailers, 3-part story arc communication, video introductions of programs, volunteers, and donors, special placed announcements via social media outlets, etc.).

Member Activity: Develop and implement a plan to achieve the strategic plan marketing goals.

Member Activity: Work with Program Coordinator to develop training schedules and communication of training dates and program activities for foster, adoptive, and kinship families, and volunteers.

Member Activity: Develop and implement a plan to market the training schedule.

Objective of the Assignment (Period of Performance: 10.1.17 - 4.30.18)

Develop a marketing plan of public speaking opportunities for CMFCAA President and/or Board members and Staff.

Member Activity: Work with the CMFCAA Marketing Strategic Plan team to determine speaking priorities and steps taken to date (i.e. public presentation calendar, develop itemized short speech/talking points, etc.).

Member Activity: Develop and implement a plan to achieve the strategic plan public speaking goals.

Objective of the Assignment (Period of Performance: 10.1.17 - 4.30.18)

Set up recruitment systems and build partnerships with community organizations in order to spread the word about client, volunteer, and donor needs within CMFCAA as well as leverage new partnerships in and among the underserved rural counties within the target population.

Member Activity: Work with Program Coordinator and Extreme Recruitment/30 Days to Family Supervisor to identify skills, abilities, and experiences sought in volunteers based on clients and program needs.a.Develop and implement a plan to communicate and market the needs.

Member Activity: Work with Recruitment Specialist VISTA to market volunteer task descriptions that include qualifications, activities, time commitment, and other expectations.

Member Activity: Work with Recruitment Specialist VISTA to market concierge service for foster, adoptive, and kinship parents.

Member Activity: Work with Development Specialist VISTA to research community organizations, foundations, and businesses to identify potential community partnerships.

Member Activity: Develop partnerships with community organizations to identify target audiences.

Member Activity: Create marketing materials for target audiences.

Objective of the Assignment (Period of Performance: 1.1.18 - 4.30.18)

Develop and implement a standard operating procedure for management and retention of donors in partnership with Development Specialist VISTA.

Member Activity: Research best practices for recruitment and retention of major donors.

Member Activity: Research current CMFCAA systems of recruitment and retention of major donors.

Member Activity: Identify strengths and challenges of current CMFCAA marketing toward major donors and develop and implement a plan for improvement.

Objective of the Assignment (Period of Performance: 1.1.18-4.30.18)

Develop or revise client/volunteer database in partnership with Systems Specialist VISTA member in order for CMFCAA to effectively communicate with clients served.

Member Activity: Research existing CMFCAA client/volunteer database to identify strengths and weaknesses, and develop and implement a plan for marketing improvements.

Objective of the Assignment (Period of Performance: 10.1.17 - 4.30.17)

Produce quality reports that can be used on social media, traditional media, as well as compiled for federal reporting requirement which demonstrate the anti-poverty and capacity building work being accomplished during your service term.

Member Activity: Complete monthly reports and annual reports as well as other progress reports (as assigned). a.Become knowledgeable about required and expected reporting.b.Develop strong tracking tools that align with the outcomes of your VAD and the performance plan to ensure that you are tracking your outcomes.c.Research ways to share the impact of your work in the community and develop a brief external engagement plan to be used over the course of your year of service.d.Ensure that materials you create during your year include the AmeriCorps VISTA logo and that your service site has the VISTA brand visible within the site.e.Support your site and intermediary with elevating stories of impact, playing close attention to events, meetings and interactions with elected officials or any other noteworthy engagement.f.Participate in, and engage others in, the national days of service and national days of recognitions as requested by your site.