



## Creating your RISE VISTA Assignment Description

### Part 1: Choosing Your Objectives

All VISTA Assignment Descriptions (VADs) **must** include the following four objectives:

Leveraged Resources (in-kind)
A minimum of \$1,500 of in-kind goods and services will be leveraged
Volunteer Recruitment
A minimum of 10 community volunteers will be recruited and provide 40 hours of volunteer service.
Professional Development and Training
Up to 15% of the member's time should be spent in Professional Development and Training activities.
VISTA Project Reporting

VADs must also include **at least one** of the following objectives:

Efficiency (Improved outcomes with the same level of resources)
5 or 10 organizations will become more efficient
Effectiveness (Improved ability of the organization to achieve outcomes)
5 or 10 organizations will become more effective
Leveraged Resources (cash)
A minimum of \$5,000 or \$10,000 of cash resources will be leveraged
Scale/Reach (Beneficiaries gaining access to services)
50 or 100 new beneficiaries will gain access to services.

You can customize your VAD to fit your project's needs. Here are some current RISE VISTA VAD templates:

### **Collaborative Advancement VISTA, Network VISTA**

The VISTA member performs the functions of communications and community outreach to promote the wellness of children and families and to enhance the infrastructure of communication between children/families and the organizations that serve them. VISTA members participate in health and wellness collaborative meetings and outreach activities (social marketing, community events, etc.) to educate the community and develop partnerships with other community organizations. Members will also develop curricula, recruit, and train volunteers for the project.

#### **Objectives:**

Efficiency (Improved outcomes with the same level of resources) 5/10 organizations will become more efficient
Effectiveness (Improved ability of the organization to achieve outcomes) 5/10 organizations will become more effective
Leveraged Resources (in-kind) A minimum of \$1,500 of in-kind goods and services will be leveraged
Volunteer Recruitment A minimum of 10 community volunteers will be recruited and provide 40 hours of volunteer service.
Professional Development and Training Up to 15% of the member's time should be spent in Professional Development and Training activities.
VISTA Project Reporting

### **Community Engagement VISTA**

The VISTA member focuses both on leveraging resources and increasing access to services by: 1) marketing and outreach; 2) design and implement outreach strategies; 3) solicit donations which support the agency's programs; 4) leverage in-kind donations and investigate potential grants.

#### **Objectives**

Leveraged Resources (cash) A minimum of \$5,000 of cash resources will be leveraged
Scale/Reach (Beneficiaries gaining access to services) 50/100 new beneficiaries will gain access to services.
Leveraged Resources (in-kind) A minimum of \$1,500 of in-kind goods and services will be leveraged
Volunteer Recruitment A minimum of 10 community volunteers will be recruited and provide 40 hours of volunteer service.
Professional Development and Training Up to 15% of the member's time should be spent in Professional Development and Training activities.
VISTA Project Reporting

## **Fund Development VISTA**

The Fund Development VISTA member focuses on leveraging cash resources. They focus specifically on researching available funding opportunities, and creating a process to make applying for that funding more efficient. The VISTA member will work on funding application, data collection and reporting, technology improvements, and creating a simplified process for member participation in joint projects. They may also redesign internal processes and materials that will increase the long term stability and competitiveness for funding opportunities.

### **Objectives**

Leveraged Resources (cash) A minimum of \$10,000 of cash resources will be leveraged
Leveraged Resources (in-kind) A minimum of \$1,500 of in-kind goods and services will be leveraged
Volunteer Recruitment A minimum of 10 community volunteers will be recruited and provide 40 hours of volunteer service.
Professional Development and Training Up to 15% of the member's time should be spent in Professional Development and Training activities.
VISTA Project Reporting

## Part 2: Detailing Member Activities

After selecting your desired objectives, you will outline the steps your VISTA will take in order to reach each of these goals. Make sure that your activities can be completed using the resources your VISTA will have access to, and that the results of the activities will be measurable. For example:

<b>Objective:</b> <b>Scale/Reach (Beneficiaries gaining access to services)</b> 50 new beneficiaries will gain access to services	
<b>Activity 1: Increase number of clients served by establishing Medi-Cal mental health services program.</b> Step 1: Collaborate with partnering organizations to establish a referral process and approve additional school sites under our contract. Step 2: Assist in the development of a system for community referrals Step 3: Create a target marketing plan, marketing materials, and track the number of students receiving services under Medi-Cal and under the SBC contract and report back on progress monthly	Period of work 12 months
<b>Objective:</b> <b>Leveraged Resources (in-kind)</b> A minimum of \$1,500 of in-kind goods and services will be leveraged	
<b>Activity 1: Identify program needs and seek support in the form of in-kind donations</b> Step 1: Research resources for training and counseling supplies Step 2: Contact resources for donations, provide letters asking for donations Step 3: Track donations received and continue to assess opportunities for supplies and training that would benefit the program	Period of work 12 months
<b>Objective:</b> <b>Volunteer Recruitment</b> A minimum of 10 community Volunteers will be recruited and provide 40 hours of Volunteer service.	
<b>Activity 1: Recruit and establish ways to maintain volunteers for translation services to be used during counseling sessions</b> Step 1: Receive training from volunteer manager on volunteer recruitment and retention strategies Step 2: Establish volunteer description, research/identify and attend recruitment events Step 3: Track volunteers and hours served	Period of work 12 months

### Example of VISTA Activities

Service Activity	Description	Examples of VISTA Activities
<b>Community Assessment</b>	Environmental scan of community context and need	<ul style="list-style-type: none"> <li>-Help design a community assessment plan</li> <li>-Help complete a survey of neighborhood or a report of need/recommendations based on findings</li> <li>-Help incorporate into program service delivery</li> <li>-Help update community assessment to monitor the most pressing community challenges</li> </ul>
<b>Community Awareness and Engagement</b>	Expand community knowledge and support of the program effort	<ul style="list-style-type: none"> <li>-Help complete a public relations media plan</li> <li>-Help conduct community outreach or organizing meetings</li> <li>-Help develop presentations, newspaper articles and PSAs</li> </ul>
<b>Expand/Strengthen Partnerships and Networks</b>	Initiate efforts with other organizations; for example, applying jointly for funding, collaborating on programming or referrals, sharing staff and resources, developing training and materials that are shared	<ul style="list-style-type: none"> <li>-Identify potential collaborators and plan informational meetings</li> <li>-Help improve communication about community projects among partner organizations.</li> <li>-Help establish intra-organization systems (e.g. linked database, common forms)</li> <li>-Help develop commitments among collaborators to the project and formalize partnerships, e.g. MOUs, budgets</li> </ul>
<b>Financial Resources</b>	Develop/expand a diversified funding stream	<ul style="list-style-type: none"> <li>-Develop fundraising plan</li> <li>-Recruit fundraising committee</li> <li>-Help establish fundraising unit</li> <li>-Identify resources for fundraising</li> <li>-Help develop capital campaign or approach donors</li> <li>-Draft and submit proposals</li> <li>-Plan ongoing fundraising</li> </ul>
<b>Material Development</b>	Improvement or expansion of materials that support programming (e.g. toolkits, curricula, worksheets)	<ul style="list-style-type: none"> <li>-Assess current materials</li> <li>-Develop or modify materials to strengthen programming</li> <li>-Develop training manuals</li> </ul>

		<ul style="list-style-type: none"> <li>-Develop manuals</li> <li>-Train staff in the use of newly developed materials</li> </ul>
<b>Outreach</b>	Participant recruitment	<ul style="list-style-type: none"> <li>-Develop an outreach plan for target beneficiaries/participants</li> <li>-Help ensure program is relevant to potential participants</li> <li>-Develop/improve presentations, communication tools and methods of conducting outreach to potential participants</li> </ul>
<b>Performance Measurement</b>	Assessing results of program offerings	<ul style="list-style-type: none"> <li>-Help develop or improve a performance management system for the anti-poverty programming</li> <li>-Help train staff to use performance management system routinely to continually improve measures</li> <li>-Help staff use findings from performance measurement efforts to inform improvements of existing and new program offerings</li> </ul>
<b>Program Development and Delivery</b>	Improvement or expansion	<ul style="list-style-type: none"> <li>-Help expand existing program or develop new program design</li> <li>-Help implementation of new/expanded program</li> </ul>
<b>Technology Use</b>	Develop systems for organizational effectiveness	<ul style="list-style-type: none"> <li>-Develop, pilot revise database (volunteer, client) or internal or external knowledge management system</li> <li>-Develop social media tools</li> <li>-Pilot new tools</li> <li>-Train staff to do updates and maintain database or knowledge management system</li> <li>-Develop on-going staff/volunteer/community technology resource</li> </ul>
<b>Volunteer Recruitment and Management System</b>	Establish or expand pool of volunteers to assist with service delivery	<ul style="list-style-type: none"> <li>-Help organization and other stakeholders recognize need for and use of volunteers</li> <li>-Help clarify volunteer roles</li> <li>-Develop volunteer generation plan</li> <li>-Develop partnerships for recruiting volunteers</li> </ul>

		<ul style="list-style-type: none"> <li>-Develop volunteer unit, volunteer manual/training/curriculum</li> <li>-Recruit/manage volunteers</li> <li>-Develop pilot/volunteer training</li> <li>-Develop volunteer intake/tracking/recognition system</li> <li>-Train staff to manage volunteer plan</li> <li>-Resource plan for ongoing support of systems (recognition, training, supervision)</li> </ul>
--	--	--

PCA CA staff is happy to provide examples of previous VADs, which can be helpful in the development of your own VAD.