

# VISTA Assignment Description (VAD)

<b>AmeriCorps VISTA:</b>	
<b>Member ID:</b>	<b>Effective Dates:</b> 08/04/2020 - 08/03/2021
<b>Title:</b> VISTA Donor Development Specialist**	
<b>Sponsoring Organization:</b> Knoxville Knox County Community Action Committee <b>Project Name:</b> CAC AmeriCorps VISTA <b>Project Number:</b> 17VSSTN007 <b>Project Period:</b> 08/01/2021 - 027/31/2022	
<b>Site Name (if applicable):</b> Big Brothers Big Sisters of East Tennessee	
<b>Focus Area(s)</b> <b>Primary:</b> Capacity Building <b>Secondary:</b> Process Development	

## VISTA Assignment Objectives and Member Activities

**Goal of the Project:** Big Brothers Big Sisters of East Tennessee (BBBS-ETN) creates one-to-one mentoring relationships that ignite the power and promise of youth. Outcomes include avoidance of risky behaviors, like drugs and alcohol; better relationships with parents, teachers, and friends; and higher educational success.

Through data management, fundraising process improvements, and general outreach, the VISTA Member will increase the functionality of the organization. Through capacity-building work, it will increase BBBS-ETN's ability to effectively enlarge and manage its mentoring program, moving children faced with challenges, financially or otherwise to more prosperous futures.

### **Objective of the Assignment** (*Period of Performance: August 2020 – August 2021*)

In cooperation with operations and development teams, review current outreach and data practices of BBBS-ETN—researching and developing improved strategies for more effectively cultivating a body of reliable donors and developing organizational partnerships.

**Member Activity 1:** Develop and maintain a platform for donors and organizational partnerships for BBBS-ETN.

(A) Utilizing CRM platform to maintain and develop donors and organizational partners by adding new contacts, entering incoming donations, and performing monthly donation data reconciliation with accounting software in collaboration with Operations Manager.

(B) In collaboration with the Site Supervisor, monitor platform and identify additional opportunities for efficiency and improvements related to fundraising initiatives, events (as applicable during COVID-19), and general data management through the full performance period.

(C) Continue data recovery and incorporation of historical fundraising, event, and constituent records into CRM.

**Member Activity 2:** Maintain and refine relationships with donors, supporters, and organizational partners through stewardship efforts, alongside Site Supervisor. Develop and improve routines of prospect identification, stewardship, and reporting outcomes, with the goal of retaining and increasing individual and company donors.

(A) In collaboration with Site Supervisor, develop routine for new prospect identification within CRM database.

(B) Continue developing Relationship Manager program to improve stewardship of organizational partners, company sponsors, and individual supporters.

(C) Report on outcomes of stewardship and solicitation using CRM data and analytics. In collaboration with Site Supervisor, identify and develop improvements to analytics and reporting.