

# VISTA Assignment Description (VAD) Template

**Title:** VISTA Communications Specialist

**Sponsoring Organization:** Feeding Tampa Bay

**Project Name:** Feeding Tampa Bay VISTA Project

**Project Number:**

**Project Period:** 08/01/2017 – 08/01/2018

**Site Name (if applicable):** Trinity Café

**Focus Area(s)**

**Primary:** Healthy Futures

**Secondary:** Obesity and Food

**Note:**

*If your VAD is not accepted, the State Office will note the reason(s) why here.*

## VISTA Assignment Objectives and Member Activities

**Goal of the Project:** To build capacity of agency partners that serve seniors in Tampa Bay. Through this goal more emergency food will be provided to seniors in need, and agencies involved will be better able to serve the community.

**Objective 1: Support Trinity Café's social management, including community moderation, engagement recommendations and strategy (08/01/2017 – 08/01/2018)**

**Activities:**

1. Generate content for multiple platforms, including social posts, website news & events stories, newsletters and blogs.
2. Analyze social community activities to identify areas of improvement regarding content and engagement.
3. Stay up-to-date on trending content and determine how Trinity Cafe can apply these trends.

*Summary of accomplishments:* Make 2 posts per month to Trinity Café's Facebook page, and 2 posts per month to Trinity Café's Twitter to increase awareness of Trinity Café and to engage the community.

**Objective 2: Build social media capacity among donors, volunteers, board members and 500+ agency partners. (08/01/2017 – 08/01/2018)**

**Activities:**

1. Develop a Trinity Cafe social media messaging kit that provides well-rounded messaging, including but not limited to: Hunger and homelessness statistics, Trinity Cafe statistics.
2. Highlight Trinity Cafe programs, highlight guest stories and volunteer messages.

*Summary of accomplishments:* Build 4 social media calendar kits and outline content in hootsuite targeted for specific audiences.

**Objective 3: Proactively seek opportunities to acquire client/volunteer stories through video and/or photo opportunities. (08/01/2017 – 08/01/2018)**

**Activities:**

1. Regularly attend Trinity Cafe programs and events and identify guests or volunteers that are willing to share their story.
2. Develop “bank” of guest and volunteer stories to help illustrate hunger in the Tampa Bay community and demonstrate the impact of the mission.
3. Acquire 15 guest stories and 15 volunteer stories and prepare them for use on blog as well as other platforms.

*Summary of accomplishments: Develop brand ambassador kit and engage 2 groups each month beyond volunteering.*

**Objective 4: Advance engagement in hunger relief through development of videos to use at FTB events, conferences, donor meetings, board meetings and volunteer orientation. (08/01/2017 – 08/01/2018)**

**Activities:**

1. Develop storyboard ideas for engaging videos.
2. Identify targeted audiences for each video.
3. Assist in video creation, including acquisition of video footage, creation of video scripts, and/or input in video editing.

Summary of Accomplishments: Develop 3 videos for Trinity Café focusing on engagement in hunger relief.

**Objective 5: Document procedures related to communications activity/engagement for the Trinity Café VISTA Program. (08/01/2017 – 08/01/2018)**

**Activities:**

1. Develop a best practices manual for communications at Trinity Café.
2. Document issues that could be useful for a future VISTA Communications Specialist at Trinity Café.

*Summary of accomplishments: Develop a best practices manual.*