

VISTA Assignment Description (VAD)

Title: VISTA Communications Specialist (Trinity Café)

Sponsoring Organization: Feeding America Tampa Bay

Project Name: Feeding Tampa Bay VISTA Project

Project Number: 16VSSFL008

Project Period: 8/2018 – 8/2019

Site Name (if applicable): Trinity Café

Focus Area(s)

Primary: Healthy Futures

Secondary:

VISTA Assignment Objectives and Member Activities

Goal of the Project: To increase the capacity of the Feeding Tampa Bay partner agencies by empowering them with the knowledge, tools and resources to expand the distribution of food to those who are food insecure within our 10 county territory. Increasing the agency capacity will allow our agencies to reach more individuals who struggle with hunger.

Objective of the Assignment (period of Performance: August 2018 – August 2019)

Support Trinity Café's social management, including community moderation, engagement recommendations and strategy. 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.

Member Activity:

1. Generate content for multiple platforms, including social posts, website news & event 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 Café can apply these trends.
4. 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 of the Assignment (period of Performance: August 2018 – August 2019)

Build social media capacity among donors, volunteers, board members and 500+ agency partners. Summary of Accomplishments: Build 4 social media calendar kits and outline content in Hootsuite targeted for specific audiences.

Member Activity:

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

Objective of the Assignment (period of Performance: August 2018 – August 2019)

Proactively seek opportunities to acquire client/volunteer stories through video and/or photo opportunities. Summary of Accomplishments: Develop brand ambassador kits and engage 2 groups each month beyond volunteering.

Member Activity:

1. Regularly attend Trinity Café 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 quest stories and 15 volunteer stories and prepare them for use on blog as well as other platforms.

Objective of the Assignment (period of Performance: August 2018 – August 2019)

Advance engagement in hunger relief through development of videos to use at Trinity Cafe events, conferences, donor meetings, board meetings and volunteer orientation. Summary of Accomplishments: Develop 3 videos for Trinity Café focusing on engagement in hunger relief.

Member Activity:

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.

Objective of the Assignment (period of Performance: August 2018 – August 2019)

Document procedures related to communications activity/engagement for the Trinity Café VISTAS Program. Summary of Accomplishments: Develop best practices manual.

Member Activity:

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