

VISTA Assignment Description (VAD)

Title: VISTA Volunteer Specialist

Sponsoring Organization: Feeding America Tampa Bay

Project Name: Feeding Tampa Bay VISTA Project

Project Number: 16VSSFL008

Project Period: December 2019 –December 2020

Site Name (if applicable): Feeding Tampa Bay

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: December 2019 –December 2020)

Cultivate volunteer relationships in outer counties, help facilitate volunteers through the pipeline to donors, and help build new programs.

Summary of Accomplishments: Increased volunteers by 25% in our outer counties

Member Activity:

1. Research agencies and local civic groups within our regions to support regular groups at our various regional volunteer opportunities.
2. Create volunteer tracking system to monitor the growth of recurring volunteers within each county.
3. Assist with developing and implementing more efficient volunteer operations processes for our outer regions.
4. Perform timely and accurate volunteer data entry to better understand those who volunteer with Feeding Tampa Bay and how we might engage them further.
5. Maintain consistent acknowledgment and follow-up letters to volunteers.
6. Serve as a point person for general volunteer inquiries.
7. Assist with volunteer related event creation, implementation and follow up.
8. Work toward positive retention of long-term volunteers while recruiting new ones.
9. Implement regional communication strategy for each county to better understand ways to get involved.

Objective of the Assignment (period of Performance: December 2019 –December 2020)

Lead the launch of our new Teen Program in collaboration with our strategic engagement team.

Summary of Accomplishments: Engage more than 15 teens per month in Feeding Tampa Bay teen program each month.

Member Activity:

1. Research groups that focus on teen efforts within our region to ensure we create a unique group that's not competing with something that already exists.
2. Develop partnerships with teen organizations within the region to assist in the distribution of recruitment materials.
3. Determine program elements
4. Recruit on an ongoing basis to engage more students into Teen Program
5. Determine metrics for success and evaluate the program effectiveness and implement new strategies as the project moves forward

Objective of the Assignment (period of Performance: December 2019 –December 2020)

Increase the capacity of Feeding Tampa Bay by empowering current and perspective partners (companies, foundations, individuals) through cultivation and stewardship activities, volunteer experience, food drives and events.

Summary of Accomplishments: Move 5 people in the engagement pipeline per month (from volunteer to event attendee, from donor to volunteer, from food drive to fund drive) Identify 5 new partner prospects within our target industries each quarter.

Member Activity:

1. Utilize tools (electronic and hard copy) to generate new leads for the department (e.g., Tampa Bay Business Journal, Book of Lists).
2. Survey volunteers to capture data on the volunteer experience - how they get involved and how we might engage them in the future
3. Develop a plan to better engage volunteers and provide recommendations on we would increase volunteer satisfaction
4. Create donor experience survey to better understand the demographics of our network
5. Create strategy to increase pipeline development and work with each team lead to pilot new strategies
6. Develop strategic processes of engagement and communication tracking for community partners and sponsors