

VISTA Assignment Description (VAD)

Title: Resource Development VISTA

Sponsoring Organization: Achieve Brown County

Project Name: Achieve Brown County II

Project Number: 19VSNWI003

Project Period: 04/24/2022 - 04/22/2023

Site Name: Achieve Brown County

Focus Area(s)

Primary: Education

Secondary: Healthy Futures

VISTA Assignment Objectives and Member Activities

Goal of the Overall VISTA Project: The Resource Development VISTA will develop a resource development plan and launch a CRM database to provide ABC infrastructure to grow its number of donors, quantity of donations and overall revenue. The VISTA will research ABC's history with resource development and develop a broad plan to grow cash and in-kind donations. They will build the capacity of ABC to manage increased resources by simultaneously creating workflows and training for staff and volunteers to use a CRM to manage its donors and other stakeholders. Ultimately, these efforts to increase resources coming into the organization will ensure funding for more children in our community to receive quality education and career training in order to break the cycle of poverty.

Objective of the Assignment

EXPLORATION: Learn about ABC and research the programs, policies, procedures, and resources that are currently in place related to resource development and identify best practices from other programs. Document research and communicate findings to ABC leadership and gain further direction to move forward with the development a resource development plan.

Member Activity (04/24/2022 - 04/22/2023): •Learn the mission, vision, history, and prior fundraising efforts of ABC. •Explore what resource development aspects need improvement by talking with staff and various leadership volunteers involved in prior efforts. •Research funding model differences between direct service nonprofits and collective impact organizations like ABC. Work with ABC staff to identify other collective impact organizations to interview as part of this effort. •Research fundraising opportunities and best practices for individuals, corporations, faith communities, foundations, special events, peer to peer efforts, grants etc. •Research donor engagement and stewardship efforts of ABC and best practices to identify aspects of that need improvement or development. •Begin exploring the Little Green Light database that ABC just purchased to determine what staff training and standard operating procedures will need to be developed in order to launch the use of Little Green Light with all staff and VISTA's at ABC.

Objective of the Assignment

DEVELOPMENT: Based on the information gathered, develop a written resource development plan that will address the needs of ABC. This plan may include cash and in-kind fundraising in a variety of categories as well as cultivation and stewardship activities. Alongside the resource development plan, also develop a plan outlining how the Little Green Light database will be launch. This plan will include standard operating procedures as well as a training program for different staff and VISTA's who will use the database.

Member Activity (04/24/2022 - 04/22/2023): •Develop and document a resource development plan, including subsections of the plan to target individuals, corporations, faith communities, foundations, special events, peer to peer efforts, grants etc. •Develop and document a calendar of cultivation events and activities including planning timelines and budgets. •Develop and document a donor stewardship strategy to include items such as thank you letters, events, societies, visits with the Executive Director as well as other ways to recognize donor loyalty or milestones. •Develop and document collateral or fundraising materials as needed. Create templates that can be used in the future. •Develop standard operating procedures for the Little Green Light database for things such as adding new constituents, entering notes, entering gifts, entering pledges, pulling reports and other common tasks. •Develop a training program and calendar and determine which staff and VISTA's need to be trained on which tasks.

Objective of the Assignment

IMPLEMENTATION AND REVIEW: Begin implementation of the new resource development plan and the training program for the Little Green Light database. As implementation is started, test and evaluate different parts of the resource development plan and training program for Little Green Light. Make revisions as needed in order to ensure success.

Member Activity (04/24/2022 - 04/22/2023): •Implement aspects of the resource development plan such as sending an appeal, writing a grant, or carrying out an event. Track and measure results of each aspect that is carried out. Gather feedback on the outcomes and process for each aspect that is carried out. •Implement the donor stewardship strategy as aspects of the resource development plan are carried out. Evaluate the success of the stewardship plan. •Train staff and volunteers on how to use the Little Green Light database. Evaluate the training program with use of surveys and make adjustments to the training program based on feedback received.

Objective of the Assignment

SUSTAINABILITY: Ensure that the resource development plan, donor cultivation, donor stewardship and Little Green Light training program is sustainable and will continue at ABC after the completion of the VISTA term by documenting the plans and training program and training staff or other volunteers to continue the work.

Member Activity (04/24/2022 - 04/22/2023): •Develop a manual of resources and directions for maintain the resource development plan in its entirety including the cash and in-kind fundraising work, donor cultivation and donor stewardship. •Recruit and train volunteers/staff to help support the use of the Little Green Light database and the new resource development strategy as a whole and ensure there is a transition plan for ongoing maintenance of systems and support of the plan.