# VISTA Assignment Description (VAD)

**Title:** VISTA Community Outreach Coordinator  

**Sponsoring Organization:** Homeless And Housing Coalition of Kentucky  

**Project Name:** "Homes For All"  

**Project Number:** 16VSSKY001  

**Project Period:** 03/01/2020 - 02/27/2021  

**Site Name (if applicable):** Bethany Haven  

**Focus Area(s)**  
   **Primary:** Economic Opportunity  
   **Secondary:**

## VISTA Assignment Objectives and Member Activities

**Goal of the Project:** Bethany Haven leads the community’s effort to provide safe, emergency shelter for those experiencing homelessness and a pathway to independent living for women and children otherwise experiencing homelessness. Bethany Haven’s Economic Opportunity Project will seek to alleviate poverty and homelessness for men, women and children in Nelson County through community engagement and education, capacity building and developing sustainable solutions, both at the agency and community levels, in dealing with systemic issues related to rural homelessness.

**Objective of the Assignment** *(Period of Performance: 08/03/2020-08/02/2021)*

VISTA member will increase awareness of issues related to homelessness, hunger and poverty in Nelson County, as well as available resources and programs to address these issues. Timeframe: By December 18, 2020 access the current state of Bethany Haven’s efforts in reaching, selecting, and supporting volunteer mentors and donors. Create or revise policies, procedures and documents to improve the effectiveness and sustainability of the mentor recruitment and matching system and donor database.

**Member Activity:** Implement a year-round public relations/marketing and outreach strategy and calendar.  
   a. utilize radio, newspaper, and social media (e.g. website, Twitter, Facebook) to inform, educate and engage the community about issues related to homelessness, poverty, and Bethany Haven’s programs of assistance.  
   b. Attend interagency council meetings and other community events in Nelson County.  
   c. Plan and implement at least one event which will raise awareness of homelessness and Bethany Haven’s services.

**Member Activity:** Establish and maintain a network of partnership and cooperation with service agencies and community partners in Nelson County.  
   a. Update existing community resource guide for Nelson County.  
   b. Publicize guide for use by clients, community members and service partners.

**Member Activity:** Create VISTA Sustainability Binder, documenting all outreach and marketing activities and train staff so that activities can be continued upon completion of VISTA member’s term of service.
Objective of the Assignment *(Period of Performance: 08/03/2020-08/02/2021)*
VISTA member will strategize a plan to increase community support, begin developing a sustainability plan and recruit volunteers.

**Member Activity:** Update Bethany Haven’s existing donor database and strategize ways to increase number of donors in databasea. Design templates for appeal letters and other public relations/marketing materials targeted to potential donors in order to increase overall community support, including monetary and in-kind donations.

**Member Activity:** Recruit volunteers (individual and group, short and long-term) who will assist with various aspects of Bethany Haven’s operations and programs.a. Reach out to community partners, e.g., school systems and churches, to recruit volunteers.b. Develop and implement strategies to engage and retain volunteers.

**Member Activity:** Create VISTA Sustainability binder documenting all capacity building activities and train staff so that activities can be continued upon completion of VISTA member’s term of service.