



# AmeriCorps VISTA

## VISTA Assignment Description (VAD)

<b>Affiliate/Host Site Name:</b> Habitat for Humanity of Oakland County	<b>Host Site Manager (HSM) Name:</b> Cristina Verduzco
<b>Program:</b> AmeriCorps VISTA <b>Member Role:</b> ReStore Development	<b>Will members engage in any of these programs?</b> <input type="checkbox"/> Disaster Recovery <input checked="" type="checkbox"/> Neighborhood Revitalization <input type="checkbox"/> Veterans/Military Families <input type="checkbox"/> None
<b>Service Week (days/times):</b> Tuesday – Saturday, 8:30 AM – 5:00 PM, occasional evenings	<b>Direct Supervisor Name:</b> Cristina Verduzco
<b>Will this member be actively building on the construction site at least one day per week?</b> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	

**Goals**  
 The VISTA member will help solidify the ReStore’s ongoing success by focusing on the following:

1. develop, implement and document a volunteer recruitment, training, and retention program for the ReStore. Improved methods of volunteer utilization and recognition will enhance our engagement with the community and its investment in the mission of our affiliate.
2. develop, implement, and document sustainable marketing and outreach strategies that ultimately contribute towards an increase in unrestricted revenue from increased numbers of store purchases and donations. An increase in unrestricted revenue will in turn enable the affiliate to serve more families and communities.
3. research and implement best practices for standard ReStore operating policies and procedures.

**Outputs:** Measurable targets must be included and should be targeted **PER MEMBER**. Please use the shared outputs below, inserting “0” if not applicable.

- 0 cash and in-kind resources will be raised utilizing systems and opportunities identified by VISTA member (includes resources raised for home building efforts, as well as ReStores)
  - 0 cash resources
  - 0 in kind resources
- 20 individuals will collaborate with VISTA member on projects related to this position. (Stakeholders, volunteers, community members, staff, etc.)
- 2 systems, processes, and/or tools created or enhanced by VISTA member that will increase capacity at the affiliate
- 1 additional projects that do not fall into one of the categories above created or enhanced by VISTA member that will increase capacity at the affiliate

**Objective One (First Quarter)**  
 EXPLORATION: Explore the ReStore volunteer, marketing, and donation programs and resources that are currently in place at the site and identify best practices from other programs. Identify what additional needs the project requires. Document research and communicate findings to the project sponsor and gain further direction to move forward with developing an enhanced ReStore program.

**Member Activities** (include specific outputs as appropriate)

1. Research ReStore-specific volunteer management and resource development resources available from HFHI, other affiliates, etc. Compare findings to current affiliate methods. Look specifically for methods that would increase the amount of repeat volunteers serving in the ReStore and/or the amount of donations. Research sources within the

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community to recruit volunteers and identify additional donation opportunities.

2. Research ReStore marketing plans focused on increasing community awareness of ReStore operations. Research local news outlets, including print, media and online for ReStore promotion.
3. Research local businesses and community partners that would be ideal recurring donors or volunteers for the ReStore.
4. Research standard policies and procedures for operating a ReStore and assess where our store needs improvement (donation guidelines, cash handling guidelines, etc.).
5. Research funding opportunities that support volunteer engagement and store development.

### **Objective Two** (Second Quarter)

**DEVELOPMENT** - Based on the information gathered, develop and document an enhanced ReStore volunteer program, as well as marketing and donor plans that will address the needs of the host site.

#### **Member Activities** (include specific outputs as appropriate)

1. Develop a ReStore-specific volunteer recruitment, orientation, training and recognition plan that increases the amount of repeat volunteers serving in the ReStore. Create a restore volunteer directory database to capture volunteer data.
2. Develop marketing and outreach strategies/materials designed to increase visibility of the ReStore in the community and increase unrestricted revenue as a result of increased purchases and donations. Develop a media directory database. Develop materials which are relevant to the various media outlets sourced in the media directory database.
3. Develop ReStore donor outreach plan to increase recurring donations. Create a ReStore donor directory database of local businesses and community partners that would be ideal donors.
4. Craft new or updated ReStore procedures and policies to be in line with standard ReStore operating procedures that have been identified as best practices.

### **Objective Three** (Third Quarter)

**IMPLEMENTATION AND REVIEW** – Implement the enhanced ReStore volunteer program, as well as marketing and donor plans. Assist the site in testing and evaluating the various parts of the program developed and make revisions to the program as needed in order to ensure success.

#### **Member Activities** (include specific outputs as appropriate)

1. Implement ReStore specific volunteer recruitment, orientation, training and recognition plan that increases the amount of repeat volunteers serving in the ReStore. Implement use of the ReStore volunteer directory database to capture volunteer data.
2. Implement marketing and outreach strategies to increase visibility of the ReStore in the community. Implement use of the media directory database and use it to distribute materials which are relevant to the various media outlets.
3. Implement ReStore donor outreach plan to increase recurring donations. Implement use of the ReStore donor directory database of local businesses and community partners that would be ideal donors. Utilize volunteers to reach out to partners in requests, presentations and pick-ups for donations.
4. In collaboration with ReStore staff, implement new ReStore procedures and policies. Gather feedback and make adjustments as needed.
5. Draft grants; track grant applications and progress using affiliate's current systems – make recommendations for improvements to those systems if deemed appropriate.

**\*\* VISTA members are not permitted to engage in direct service activities in the Restore such as stocking shelves,**

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*picking up and unloading donations, working the cash register, etc.*

\* Note that while VISTAs cannot regularly build on the construction site, the VISTA member may have the opportunity to engage in active building no more than one time per month to serve alongside donors or volunteers s/he is trying to cultivate for the Restore, as well as to help inform the overall ReStore development strategy.

## **Objective Four** (Fourth Quarter)

SUSTAINABILITY - Ensure that the ReStore development program is sustainable and will continue at the host site after the completion of the VISTA term by developing manuals and training staff/volunteers on the new program.

## **Member Activities** (include specific outputs as appropriate)

1. Develop a manual of resources and directions for maintaining the ReStore program in its entirety including volunteer recruitment and development, marketing and outreach, store policies and procedures and donor development.
2. Recruit and train volunteers/staff on use of new systems, procedures, etc. and ensure there is a transition plan for ongoing maintenance of systems and support of the program.

**Required Meetings, Trainings and Events:** Minimum expectations are outlined below, with the understanding that further trainings may be required as determined by HFHI, CNCS or the Host Site.

- Pre-Service Orientation (provided by CNCS)
- On Site Orientation to local host site
- HabitatLearns "Foundations of Habitat" series
- Lockton Safety Courses
- Build-a-Thon (spring)
- National Days of Service (MLK Day required, 9/11 Day of Remembrance and AmeriCorps Week encouraged)
- HFHI Host Site Monitoring Reviews and periodic check-in calls
- Monthly meeting with HSM (minimum)
- Bi-weekly meeting with direct supervisor (minimum)
- Life After AmeriCorps Training (LAFTA)
- Staff meetings, Board meetings and home dedications, as appropriate
- Annual staff/AmeriCorps team build day
- Bi-monthly ReStore team meetings
- Individual and/or group professional development trainings may be available based on AmeriCorps interest, HSM/supervisor recommendation and budget (ex. ReStore University offered by HFHI)
- Host Site Events, including Holiday Family Christmas Party (December); Plant Sale (May); Golf Outing (June), Women Build Events (ongoing) Healthy Habitat Walk-a-Thon (May). Participation in these events will be in line with AmeriCorps program regulations/restrictions.

## **Education/Experience/Knowledge/Skills**

Required:

- Valid Driver's License and ability to meet host site's insurance requirements.
- Microsoft Office Suite (especially Word/Excel)

Preferred/helpful:

- Retail experience

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- Knowledgeable about the mission and activities of Habitat for Humanity
- Strong written and verbal communication skills
- Strong research skills
- Detail oriented and highly organized
- Ability to work with a diverse group of people
- Experience working as a member of a team
- Project management experience
- Marketing experience

### Physical requirements for this position

- Ability to sit at a desk and computer for extended periods of time
- About 20% of this position requires outreach in the community, including visiting other ReStores and community locations that may have stairs for speaking and recruitment activities.

### Service Site Environment:

The member will serve in an open-space office in the ReStore and will share space with other staff and/or AmeriCorps members. Each member will have a desk, computer (with email and internet access), and a phone for service-related tasks. Shared resources include a printer, copy machine, fax machine as well as office supplies. The ReStore office environment is connected to the ReStore sales floor so distraction and noise level can be high at various times throughout the day.

Personal vehicle required?  No  Yes

Some travel is required for this position. Public transportation options are limited in our community so access to a personal vehicle is required to get to and from service, as well as any required meetings. Approved service-related mileage (beyond commuting to and from service) will be reimbursed per the affiliate's policy.

### Habitat.org posting blurb:

Serve, learn, lead and explore in the mitten State! Habitat for Humanity of Oakland County has been hosting AmeriCorps members since 1995. Our AmeriCorps members play an integral role in providing leadership on our project sites, engaging volunteers to become champions for our mission, and creating new tools and systems to build capacity. Our members are the ambassadors of Habitat Oakland, interacting with over 5,000 volunteers, partner families and community stakeholders. During a year of service with Habitat Oakland, AmeriCorps members gain insight to the inner workings of a non-profit organization and gain hands-on experience in leadership, public speaking and community development. Benefits beyond the AmeriCorps living allowance and education award include a housing stipend of at least \$150/month, carpool and service transportation options and, for construction leads, hand tool and gear reimbursement. In your off hours, explore the unique downtowns that are scattered throughout Oakland County, drive an hour to explore Detroit, or daytrip to the beach where sandy beaches and unsalted water is abundant. Join our Habitat family and form lasting relationships, while creating affordable housing solutions with hard-working families in Oakland County, Michigan.  
[www.HabitatOakland.org](http://www.HabitatOakland.org)

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