

# Resource development

AmeriCorps VISTA assignment description



Habitat AmeriCorps member roles define a standard set of activities that members carry out over their service year. However, the goal is to help you meet your needs and vision to increase the impact in your community. The goals, objectives and activities for the positions are standard but may be adjusted to better fit the needs of your local Habitat organization.

In some cases, it is possible for aspects of roles to be combined, where a member can serve a dual role. With any member position, if awarded, program staff will go over the position description with you and any adjustments you may make to ensure sure all activities and requirements are allowable, and all necessary sections are complete.

On your host site application, please indicate if you anticipate needing to make significant changes. **Any changes or updates to a member's assignment description must first be approved by your partner engagement specialist.**

<b>Host site (local Habitat organization)</b>	Habitat for Humanity of Gallatin Valley
<b>Program</b>	AmeriCorps VISTA
<b>Member role</b>	Resource development
<b>Host site manager</b>	Jill Ellwood
<b>Direct supervisor</b>	Jill Ellwood
<b>Service week (days/times)</b>	Monday-Friday, 8am-4pm
<b>Will member engage in any of the following?</b>	<input type="checkbox"/> Disaster response <input checked="" type="checkbox"/> Neighborhood Revitalization <input type="checkbox"/> Veterans or military families <input type="checkbox"/> None
<b>Will member be actively building on the construction site at least one day per week?</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

## Goals

Habitat for Humanity of Gallatin Valley works to help homeowner-ready families overcome financial barriers to homeownership, as the cost of homes rise out of reach for many in the community. To better serve more families, the organization will augment the capacity of its development program with the guidance of a Resource Development AmeriCorps VISTA. The VISTA will enable the organization to develop its capacity to implement a strategic, well-planned fundraising program in order to meet the goal of diversifying its annual funding streams and growing stronger financially. The member will develop several major systems and procedures that the organization is currently lacking. Creating a useful development database, identifying potential sources of funds, and determining those sources' solicitation criteria will enable the member to implement a powerful and purposeful resource development program. As a result, the organization will tap into a funding resource that it has not been able to reach previously. With the generation of additional funds, the organization will be in a stronger financial position for purchasing land and building more homes, thereby serving more families.

The resource development VISTA creates, documents and implements a plan for donor engagement, tracking and recognition to increase the overall donor experience and donor buy-in to Habitat's mission. The system could include plans to create marketing strategies or generate resources to fund new programs such as home preservation or other neighborhood revitalization activities.

**Outputs**

\$ 50,000	Total cash and in-kind resources (breakdown listed below) will be raised utilizing systems and opportunities identified by the VISTA member. This includes resources raised for home building efforts and ReStores.
\$ 40,000	Cash resources
\$10,000	In-kind resources
10	Individuals who 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 local Habitat organization.
0	Additional projects that do not fall into one of the categories above created or enhanced by the VISTA member that will increase capacity at the local Habitat organization.

**Objective one – Exploration**

Explore the programs, policies, procedures, leadership and resources that are currently in place, identifying best practices from other programs. Identify what additional needs the project requires. Document research and communicate findings to the project sponsor to gain further direction to move forward with developing a resource development strategy.

**Member activities**

- Review the notes and documentation, as well as any tools, developed by the previous VISTA.
- Research the existing resource development practices and explore what aspects need improvement by talking with staff and board members.
- Research fundraising opportunities with individuals, corporations, faith communities, foundations, special events, peer-to-peer funding and grants.
- Research donor engagement, tracking and recognition resources available from Habitat for Humanity International and other local Habitat organizations. Compare findings to current methods.

**Objective two – Development**

Based on the information gathered, the VISTA member will establish a resource development strategy to address the needs of the host site. This strategy may include donor engagement plans, selection of donor management software and donor recognition plans, all guided by the research completed in the exploration phase.

**Member activities**

- Continue developing previous VISTA's resource development plan, including targeting local individuals, businesses, faith organizations, school groups, civic groups and other community organizations. The plan

should include marketing. Reference resources available from Habitat for Humanity International and local Habitat organizations to inform the plan.

- Develop systems, such as an online database, to track donor contracts and donations.
- Develop and document a donor recognition plan to include items such as events, letters, site tours, as well as other smaller ways to recognize donor loyalty or milestones.
- Continue developing a calendar of cultivation events and opportunities including a planning timeline for each.
- Develop, document and cultivate event marketing materials as needed. Create templates that can be used in the future.

### Objective three – Implementation and review

Implement the new resource development strategy. Assist the site in testing and evaluating the various parts of the resource development strategy; make revisions to the program as needed to ensure success.

#### Member activities

- Implement the resource development strategy. Create and document all development resources, including appeal letters, grant templates, marketing materials and event timelines.
- Implement the donor tracking system. Gather feedback on the new system and make changes as needed.
- Implement the donor recognition plan, evaluate success and make changes as needed.

*VISTA members 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 as well as help inform donor engagement and the overall resource development strategy.*

### Objective four – Sustainability

Ensure that the resource development strategy is sustainable, continuing at the host site after the completion of the VISTA term by documenting the plan and training staff and volunteers.

#### Member activities

- Build on previous VISTA's manual of resources and directions for maintaining the resource development strategy, including donor engagement, tracking, recognition, special events and in-kind donations.
- Recruit and train volunteers and staff on use of new donor tracking system and the resource development strategy to 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 the host site, Habitat for Humanity International or the Corporation for National and Community Service.*

- Pre-service orientation provided by the Corporation for National and Community Service.
- Onsite orientation to local host.
- Habitat Learns – “Foundation of Habitat” online series.

- Lockton safety online courses.
- Annual sponsored blitz build - Habitat AmeriCorps Build-a-Thon.
- National days of service:
  - Dr. Martin Luther King, Jr. Day (required).
  - September 11<sup>th</sup> National Day of Service and Remembrance and AmeriCorps Week (encouraged).
- Host site monitoring reviews and periodic check-in calls.
- Bi-weekly meeting with direct supervisor/ host site manager.
- Life After AmeriCorps training.
- Staff and board meetings and home dedications, as appropriate.
- Annual staff or AmeriCorps team build day.
- Resource development committee meetings- if member chooses to implement this committee
- Individual and/or group professional development trainings may be made available based on budget, member interest and recommendation of the host site manager or direct supervisor.
- Host site events (i.e. holiday staff party, annual volunteer appreciation banquet, fundraisers, etc.). Participation in these events will be in line with AmeriCorps program regulations.

## Experience, knowledge and skills

### Required

- Valid driver's license
- Experience with Microsoft Office Suite, especially Word and Excel.

### Preferred

- Knowledge of, and willingness to promote, the mission and activities of Habitat for Humanity International and AmeriCorps.
- Knowledge of or experience in fundraising and development, event planning and/or outreach
- Ability to work with a diverse group of people.
- Strong written and verbal communication skills.
- Strong research skills.
- Detail oriented and highly organized.
- Experience working as a member of a larger team.
- Marketing experience.

### Physical requirements

- Ability to sit at a desk and computer for extended periods of time.
- About 10 percent of this position requires outreach in the community, including visiting buildings and homes that may have stairs, as well as occasionally serving on project sites that may have uneven terrain.

## Service site environment

Member will primarily serve in an open-space office and will share the area with other staff and fellow 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. Member will occasionally be engaged in building projects, serving outside in various types of weather.

Will a **personal vehicle** be required?  Yes  No

Some travel is required for this position. Public transportation options are very limited in our community so access to a personal vehicle is required to get to and from service, as well as any required meetings and projects. Approved service-related mileage, beyond commuting to and from service, will be reimbursed at the federal rate.

## Habitat.org posting

Make lasting change in one of the most beautiful and rapidly growing areas of the country. Situated between Big Sky Resort and Bridger Ski Area, Yellowstone National Park and world class fly fishing, it is no wonder Bozeman, Montana is the fastest growing micropolitan in the US for the second year in a row. Because of this growth, affordable housing is quickly becoming the most crucial issue in the community.

Habitat for Humanity of Gallatin Valley is looking for an AmeriCorps member to play an integral role for our organization by researching and implementing our fundraising and development efforts. You can be part of a team that has been working to increase safe and affordable housing since 1991. Join our team in building homes, communities and hope.

<https://www.habitatbozeman.org/>

"I'm in love with Montana. For other states, I have admiration, respect and even some affection. But with Montana it is love." —John Steinbeck