



2015-2016 VISTA Assignment Description (VAD)

Affiliate/Host Site Name: San Diego Habitat for Humanity	Host Site Manager (HSM) Name: Anne Marie Conte
Program: AmeriCorps VISTA Member Role: ReStore Development # of Members Serving in this role: 1	Will members engage in any of these programs? <input type="checkbox"/> Disaster Recovery <input type="checkbox"/> Neighborhood Revitalization <input type="checkbox"/> Veterans/Military Families <input checked="" type="checkbox"/> None
Service Week (days/times): Tuesday – Saturday, 8:30 AM – 5:00 PM, occasional evenings	Direct Supervisor Name: Rhea Stumm
Will this member be actively building on the construction site at least one day per week? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	

Goals (position’s goals in relation to the project as a whole, as well as the impact the project will have in the community)

Example of overarching goal (please ensure your position’s goals are specific to your host site):

Develop, document and implement plans to increase volunteer, in-kind, and cash resources in the ReStore by creating volunteer programs, marketing plans, business systems and/or donation opportunities.

Example of affiliate-specific goal (please ensure your position’s goals are specific to your host site):

San Diego Habitat for Humanity’s mission is to build homes, communities, and hope. The Habitat for Humanity ReStores, located in San Diego and Escondido, help fund the construction of homes and the operations of San Diego Habitat for Humanity. The ReStore’s success depends on an on-going, continuing flow of donations, volunteers, and customers. The goals of the position will be to develop, document, and implement plans to increase volunteer, in-kind, and cash resources in the ReStores by creating new volunteer programs, marketing plans, and donation programs.

The goals of this position are many:

- 1) develop, implement and document a volunteer recruitment, training, orientation, 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;
- 4) complete a feasibility study surrounding the opening of a third ReStore including a draft business plan.
- 5) Research and implement best strategies for scheduling donation pick-ups. Improved dispatch methods will enhance number of donations the ReStore receives daily

Outputs: Measurable targets must be included and should be targeted **PER MEMBER**. Please select one or more of the shared outputs below.

- \$150,000 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)
 - \$75,000 cash resources
 - \$75,000 in-kind resources
- 600 individuals will collaborate with VISTA member on projects related to this position. (Stakeholders, volunteers, community members, staff, etc.)
 - Approx. 350 volunteers, 100 donors, 100 community members, 50 staff,
- 3 new and sustainable projects will be led by VISTA member that will increase capacity at the affiliate

Any changes/updates to a member’s VAD must be approved by HFHI National Service.



2015-2016 VISTA Assignment Description (VAD)

Objective One (First Quarter)

EXPLORATION: Explore both San Diego and Escondido 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 community to recruit volunteers and identify additional donation opportunities.
2. Research other ReStore affiliates volunteer orientations that are specific to ReStore (not construction orientation)
3. Research ReStore marketing plans focused on increasing community awareness of ReStore operations. Research local news outlets, including print, media and online for ReStore promotion.
4. Research local businesses and community partners that would be ideal recurring donors or volunteers for the ReStore.
5. Research standard policies and procedures for operating a ReStore and assess where our store needs improvement (donation guidelines, cash handling guidelines, etc.)
6. With guidance from HFHI's ReStore Support Group and affiliate staff, research feasibility of opening a third store.
7. 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 update ReStore dispatch scheduling system in order to ensure a fast response to donors
5. Craft new or updated ReStore procedures and policies to be in line with standard ReStore operating procedures that have been identified as best practices.
6. Draft feasibility study report and recommendations for a third store for review and consideration by board/staff.

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 using Volunteer Hub

Any changes/updates to a member's VAD must be approved by HFHI National Service.



2015-2016 VISTA Assignment Description (VAD)

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. If feasibility study for third store is approved, determine what steps in the process can be started during the VISTA term.
6. 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, 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 (in bullet form): 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
- National Service Leadership Conference (fall)
- 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 Fundraiser (December); Earth Day, Blitz Build, Women Build, Habitat Off

Any changes/updates to a member's VAD must be approved by HFHI National Service.



2015-2016 VISTA Assignment Description (VAD)

Broadway, and Home dedications. Participation in these events will be in line with AmeriCorps program regulations/restrictions.

Education/Experience/Knowledge/Skills required for this position

- Valid Driver's License and ability to meet host site's insurance requirements.
- Microsoft Office Suite (especially Word/Excel), Power Point, Raisers Edge, Internet research
- Strong written and verbal communication skills
- Knowledge of community development practices preferred
- Knowledgeable about the mission and activities of Habitat for Humanity
- Ability to work with a diverse group of people
- Detail oriented and highly organized
- Experience working with volunteers or teaching/group facilitation experience
- Experience working as a member of a team
- Strong research skills
- A second language is highly desirable, with preferred languages being Spanish or Arabic.
- Project management experience preferred
- Public speaking experience preferred
- Marketing experience is highly desirable
- Retail experience preferred

Physical requirements for this position

- Ability to sit at a desk and computer for extended periods of time
- About 40 % 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: Please describe type of office space, computer and communication equipment, internet and email access, construction tools, etc. that will be provided for the AmeriCorps member(s). Please note AmeriCorps members are prohibited from serving in a home office:

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 If yes, please provide explanation detailing necessary usage of vehicle. If member will be using a company vehicle, please also include in the details:

Examples (please modify to make this specific to your host site):

Some travel is required for this position, so member must be able to utilize their own vehicle or public transit to get to required meetings. Approved service-related mileage will be reimbursed per the affiliate's policy.

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.

ReStore truck is available for meetings, volunteer orientations, events, etc.

Any changes/updates to a member's VAD must be approved by HFHI National Service.