

# VISTA Assignment Description (VAD) Template

<b>Title:</b> VISTA Communications and Development Coordinator
<b>Sponsoring Organization:</b> Oklahoma Literacy Coalition
<b>Project Name:</b> Oklahoma In Action - VISTA
<b>Project Number:</b>
<b>Project Period:</b> 02/01/2019 – 01/31/2020
<b>Site Name (if applicable):</b> OKC Metro Literacy Coalition
<b>Focus Area(s)</b> <b>Primary:</b> Capacity Building <b>Secondary:</b> Education
<b>Note:</b> <i>If your VAD is not accepted, the State Office will note the reason(s) why here.</i>

## VISTA Assignment Objectives and Member Activities

<b>Project Goal:</b>	The OKC Metro Literacy Coalition leads a collaboration of literacy providers and supporters to strengthen services and present a united voice for birth to adult literacy. Our vision is to create a fully literate community. The VISTA Communications and Development Coordinator will increase the capacity of OKC Metro Literacy Coalition to promote awareness of literacy issues, connect learners to services, and support literacy providers by creating a sustainable communications and development strategy.
<b>Period of Performance:</b>	02/01/2019 – 01/31/2020
<b>Objective:</b>	Develop and implement OKC Metro Literacy Coalition’s communications plan to all relevant stakeholders—learners, volunteers, members, partners, donors, policy makers.
<b>Member Activities:</b>	<ol style="list-style-type: none"> <li>1. Maintain social media channels (Facebook, Twitter, and Instagram) to share relevant news and information</li> <li>2. Write content to highlight various literacy organizations in OKC</li> <li>3. Take simple photos to highlight various literacy organizations in OKC (basic photography skills desired but not required)</li> <li>4. Compose and send monthly email newsletter</li> <li>5. Respond to stakeholder requests via phone or email (basic Spanish skills desired but not required)</li> <li>6. Write and send press releases as needed</li> <li>7. Oversee production of print collateral as needed, including community reports and awareness campaigns</li> <li>8. Help with compilation of available literacy data to communicate to stakeholders</li> <li>9. Update website content as needed</li> <li>10. Document communications plans and practices for future continuity</li> </ol>
<b>Period of Performance:</b>	02/01/2019 – 01/31/2020

<b>Objective:</b>	Assist with OKC Metro Literacy Coalition's fundraising/development efforts through donor stewardship, grant cultivation, and event management.
<b>Member Activities:</b>	<ol style="list-style-type: none"><li>1. Donor stewardship<ol style="list-style-type: none"><li>a. Maintain accurate giving records in the DonorPerfect donor management system</li><li>b. Implement donor acknowledgment system of thank yous and receipts</li></ol></li><li>2. Grant cultivation<ol style="list-style-type: none"><li>a. Assist in grant writing, submission, and reporting</li><li>b. Maintain a database of funding opportunities and deadlines</li><li>c. Seek new grant opportunities</li></ol></li><li>3. Event management<ol style="list-style-type: none"><li>a. Assist with planning and implementation of annual fall Scrabble Showdown fundraiser, including tracking sponsorships, in-kind gifts, event registrations, donor acknowledgments and receipts, and other event details.</li><li>b. Assist with other fundraising events as needed.</li></ol></li><li>4. Document development practices for future continuity</li></ol>