



# AmeriCorps VISTA

## VISTA Assignment Description (VAD)

<b>Affiliate/Host Site Name:</b> Habitat for Humanity of Montgomery and Delaware Counties	<b>Host Site Manager (HSM) Name:</b> Cara Przybylowicz
<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 type="checkbox"/> Neighborhood Revitalization <input type="checkbox"/> Veterans/Military Families <input checked="" type="checkbox"/> None
<b>Service Week (days/times):</b> Tuesday – Saturday, 8:30 AM – 5:00 PM, occasional evenings	<b>Direct Supervisor Name:</b> Courtney Sullivan and Ryan Castanos (ReStore Managers)
<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** (position’s goals in relation to the project as a whole, as well as the impact the project will have in the community)

Habitat for Humanity of Montgomery and Delaware Counties (Habitat MontDelco) has successfully operated a Habitat ReStore in West Norriton, PA. This store has generated \$110,000 annually for Habitat’s programs. With the affiliate’s expansion to serve both Montgomery and Delaware County residents more effectively, Habitat MontDelco is under constant strain for unrestricted resources to achieve our goals. To increase revenue, Habitat MontDelco opened a second ReStore location in Horsham, PA. The overall goal for this VISTA position is to assist our affiliate in developing and/or incorporating already established best practices into new and current policies and procedures within our ReStore operations at both locations, in order to maximize our efficiency, growth and productivity.

For example, the VISTA member in this role would be responsible for developing, implementing and documenting a volunteer recruitment, training, and retention program for the new ReStore location. S/he will improve methods of volunteer utilization and recognition across both stores, and will enhance our engagement with the community and its investment in the mission of our affiliate. They will 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. They will also research and implement best practices for standard ReStore operating policies and procedures across the two county region.

Goals of the position:

- 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;
- 4) Develop multi-location donation procurement strategies across Montgomery and Delaware Counties
- 5) Improve methods of volunteer utilization and recognition across ReStore locations
- 6) Travel to other ReStore locations throughout the area to get ideas that may be adopted at our ReStores
- 7) Learn and bring other ReStores policies back to our counties

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

- \$125,000 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



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- \$75,000 in-kind resources

- 50 individuals will collaborate with VISTA member on projects related to this position. (Stakeholders, volunteers, community members, staff, etc.)
- 4 systems, processes, and/or tools 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 both ReStores 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 ReStores and/or the amount of donations. Research sources within the communities 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 at both locations.
4. Research standard policies and procedures for operating a ReStore and assess where our stores need improvement (donation guidelines, cash handling guidelines, etc.)
5. Research funding opportunities that support volunteer engagement and store development.
6. Prepare to draft grants by meeting with staff members to understand the goals for the ReStore and researching grant opportunities that might be available to the ReStore and that would benefit the ReStore.

### Objective Two (Second Quarter)

DEVELOPMENT - Based on the information gathered, develop and document an enhanced ReStore volunteer program at both locations, 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 ReStores. Create a ReStore volunteer directory database to capture volunteer data.
2. Develop marketing and outreach strategies/materials designed to increase visibility of the ReStores 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 for both of Habitat MontDelco's ReStores. Create a ReStore donor directory database of local businesses and community partners for each location 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.
5. Prepare to draft grants based on findings from Objective 1, and begin gathering data to complete the applications.

### 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.



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### 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 ReStores 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, 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 programs in their 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)



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- Host Site Events including ReStore events, donor stewardship receptions, VIP Receptions, and affiliate signature events (eg. Gala, Anniversary Events, major donor receptions).  
\*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:

- 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
- Retail experience preferred
- Project management experience helpful
- Marketing experience is highly desirable

### 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:** 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, alternating between both ReStore locations, and will share space with other staff. The 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, provide explanation detailing necessary usage of vehicle. If member will be using a company vehicle, also include in the details:

The ReStores are located in Horsham, PA and West Norriton, PA and the commute by car is 45 minutes.

Public transportation options are limited in these communities 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. The affiliate has a shared vehicle that is available for workday travel to and from meetings. Because the vehicle is shared with all staff, however, its availability may be limited at times.

**How to Apply:** Please send your resume and cover letter to [cara@habitatmontdelco.org](mailto:cara@habitatmontdelco.org) to apply.