

## VISTA Assignment Description (VAD)

**Title:** Panira Healthcare Clinic, Inc. Volunteer Program Manager

**Sponsoring Organization:** Southwest Florida Regional Planning Council

**Project Name:** Southwest Florida Regional Planning Council II

**Project Number:** 16VSSFL011

**Project Period:** 03/31/2019 - 04/11/2020

**Site Name (if applicable):** Panira Healthcare Clinic

**Focus Area(s)**

**Primary:** Capacity Building

**Secondary:** Healthy Futures

### VISTA Assignment Objectives and Member Activities

**Goal of the Project:** To help ensure that low-income patients can receive the care and treatment they need, the AmeriCorps VISTA project will build the capacity of Panira Healthcare Clinic by developing sustainable volunteer recruitment, and ensuring that each volunteer is utilized to best assist the clinic with providing the affordable healthcare necessary to break the cycle of poverty and keep our community healthy.

## **Objective of the Assignment (*Period of Performance: May 2019- May 2020*)**

The VISTA will manage and coordinate activities designed to develop strategies, implement and retain volunteers, collect information on potential volunteer abilities and skills, keep detailed records of volunteers' information and assignments, as well as lead orientation sessions to prepare them to serve the needs of the clinic. This position is both strategic and tactical, requiring creativity to implement the details to accomplish the goals. The VISTA must be comfortable to manage multiple projects with exceptional details on varying timelines. The VISTA will report to the Chief Operational Officer on all projects. This role requires partnering with other staff to coordinate organizational activities to increase and maintain a Volunteer Task Force at the clinic.

**Member Activity:** Work closely with the CEO, COO, Development and Marketing Department to develop and implement a multifaceted approach to volunteer recruitment utilizing various techniques (databases, e-mail, and social media, etc.). Execute and manage annual special events with the purpose of building and cultivating relations with the volunteers. Coordinate events, fundraiser, health fairs, Gala with the volunteers. Search for grants that will assist to recruit staff for the Volunteer Program.

**Member Activity:** Develop strategies for volunteers' retention by presenting new customer services and enhancing existing relationships. Work with administrative and medical staff, external contractors to facilitate the clinic needs. Develop strategies that will lead to new volunteers. Ensure that the mission of the organization is clearly communicated. Create volunteer handbook for all new volunteers to be distributed at orientation. . Managing development operations of the volunteers including but not limited orientation, training, background check, handbook, survey, gift processing, hours and more.

**Member Activity:** Supporting the marketing efforts of the clinic by working closely with the CEO/COO to recruit volunteers in the development of content for marketing campaigns across all communication channels. Assisting in development of the content strategy for Panira Clinic website and social media, post content on regular basis for the volunteers. Developing creative and messaging that drives effective, branded marketing communications across website, social platforms, collateral, email, and print advertising. Assisting in writing/editing press releases, distributing to the media.

**Member Activity:** Building a volunteer task force to work closely with the medical and administrative staff to develop, implement, collect, organize, and share compelling volunteer opportunities, stories and programs. Developing creative and mission-centric fundraising including marketing messages that articulates our need and special role in the community.

**Member Activity:** Preparing all donor cultivation and solicitation materials by adapting messaging as needed relative to donors and volunteers. Supporting and coordinating marketing efforts for the agency as related to events, donor development and retention, and other areas, as required, with the Marketing and Development Unit.

**Objective of the Assignment** (*Period of Performance: May 2019- May 2020*)

Develop, implement strategies to recruit a Volunteer Task Force to support the clinic in the delivery of convenient, quality and professional medical healthcare in the community of Collier and surrounding areas.

**Member Activity:** Oversee volunteer scheduling and placement to ensure each person's skills and abilities are best utilized. Develop and implement strategies to recruit, schedule volunteers for everyday activities; contacting unscheduled volunteers to fill openings in the calendar throughout the month.

**Member Activity:** Develop and maintain software for tracking volunteer hours and placement and also identify funding sources.

**Member Activity:** Assist volunteers in discovering which opportunities best suit their likes and talents.

**Member Activity:** Assist in other related duties for a successful Volunteer Task Force Program.