**VISTA Assignment Description (VAD) Template**

| **Title:**  VISTA Development Associate |
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| **Sponsoring Organization:**  READ USA, Inc.  **Project Name:**  READ USA Capacity and Sustainability  **Project Number:**  23VSHFL004  **Project Period:**  August 14, 2023 - August 13, 2023 |
| **Site Name (if applicable):** READ USA HQ |
| **Focus Area(s)**  **Primary:**  Capacity Building  **Secondary:** Education |
| **Note:**  *If your VAD is not accepted, the State Office will note the reason(s) why here.* |

| **VISTA Assignment Objectives and Member Activities** |
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| **Goal of the Project:**  Support the sustainability of READ USA through partnership building with private funders and other development activities. |
| **Cultivate relationships with private funders (*08/14/2023 – 08/13/2024)***  **Member Activities:**   1. Keeps in regular contact with donors during fundraising events. 2. Maintains the accuracy and integrity of databases by ensuring that all information is kept current and up to date. 3. Troubleshoots database issues. 4. Mail flyers and other correspondence to potential donors, volunteers, and guests in order to inform them of events and activities.   **Support fundraising campaigns and events (*08/14/2023 – 08/13/2024)***  Second objective that this VISTA is to accomplish.  **Member Activities:**   1. Provides support to various committees and volunteers during fundraising campaigns and events. 2. Support with the creation and finalization of guest lists. 3. Provide support to other advertising and public relations efforts. 4. Support with scheduling meetings with prospective funders and donors. |