

VISTA Assignment Description (VAD) Template

Title: VISTA Volunteer Recruitment Associate
Sponsoring Organization: READ USA, Inc.
Project Name: READ USA Capacity and Sustainability
Project Number: 23VSHFL004
Project Period: February 10, 2025 – February 09, 2026
Site Name (if applicable): READ USA HQ
Focus Area(s)
Primary: Capacity Building
Secondary: Education
Note: <i>If your VAD is not accepted, the State Office will note the reason(s) why here.</i>

VISTA Assignment Objectives and Member Activities

Goal of the Project: To help ensure over 50,000 elementary children, over 1,500 teens, and hundreds of teachers at Title 1 schools (low-income, under-resourced communities) have access to book choice and ownership, one-to-one literacy tutoring, multicultural literacy programming, professional literacy development, and workforce development preparation to increase grade level reading proficiency, solving illiteracy, and in turn, reducing the number of people experiencing poverty by improving literacy in the communities. VISTA members will build capacity by reviewing current systems, and then planning, building, and implementing revised or new systems in the areas of external communications, fundraising development, volunteer recruitment, tutor recruitment, grant writing, and logistics and scaling the literacy tutoring program. The VISTA members will create sustainable organizational infrastructures that will allow READ USA to expand programming services in current and new communities.

Objective of the Assignment (02/10/2025– 02/09/2026)

Assess, develop, implement, and evaluate volunteer recruitment strategies that can be replicated and scaled to support READ USA's community-based programming. Volunteer base and number of hours that each volunteer commits will increase by 20% by the end of the project period.

Member Activity (02/10/2025 – 05/09/2025): Assess READ USA's current volunteer recruitment strategies by gathering metrics, holding focus group(s) with multiple stakeholders, and reporting findings of the current system. Begin involvement with current and proposed volunteer opportunities focusing on initial needs assessment. Execute initial recruitment strategies.

Member Activity (05/10/2025 – 08/09/2025): Use findings to develop volunteer recruitment strategies that incorporate feedback from stakeholders, board members, and staff to grow the volunteer base and retain volunteers throughout the year to support READ USA's community-based programs.

Member Activity (08/10/2025 – 11/09/2025): Implement the newly developed volunteer recruitment strategies that builds the capacity of READ USA's volunteer base and retains volunteers throughout the year to support READ USA's community-based programs.

Member Activity (11/10/2025 – 02/09/2026): Evaluate the success and improvements needed to the newly implemented volunteer recruitment strategies. Create a handbook for staff to use detailing the process and systems of the volunteer recruitment strategies.