

# VISTA Assignment Description (VAD)

**Title:** Goodwill Marketing VISTA

**Sponsoring Organization:** Knoxville – Knox County Community Action Committee (CAC)

**Project Name:** CAC AmeriCorps VISTA

**Project Number:**

**Project Period:** 08/13/2018 – 08/12/2019

**Site Name (if applicable):** Goodwill Industries-Knoxville, Inc.

**Focus Area(s)**

**Primary:** Economic Opportunity

**Secondary:**

**Note:**

*If your VAD is not accepted, the State Office will note the reason(s) why here.*

## VISTA Assignment Objectives and Member Activities

### Goal of the Project:

The VISTA will help ensure the continued success and growth of Goodwill Industries-Knoxville's vocational training and educational programs. The Goodwill VISTA project will build the capacity of GWIK by developing a sustainable donations acquisition program and strengthening relationships within the community.

### Increase Donations of Goods (August 2018 -January 2019)

Develop and strengthen relationships with businesses and donors within the Knoxville and surrounding community.

#### Member Activities:

1. Research existing methods and avenues for donations by conducting a survey across departments.
2. Develop a method for approaching and recruiting business donations.
  - a. Create a template that GWIK staff across departments can utilize to solicit donations of unsold goods.
  - b. Develop and strengthen relationships with businesses, chambers and other potential partners to promote Goodwill as an option for unsold merchandise.
3. Develop a method for recruiting community organizations to host Goodwill donation drives.
  - a. Create a template that GWIK staff across departments can utilize to solicit community organizations such as churches, schools and clubs, to organize donation drives.
  - b. Support the growth of existing donation drives.

### Develop Goodwill's Communication with Community Members (October 2018 – August 2019)

Increase Goodwill's capacity for providing services to individuals with barriers to employment in the 15-county service region by strengthening Goodwill's image and interactions within the community.

#### Member Activities:

1. Share Goodwill's mission with individuals within the community.

- a. Produce client stories through written and video media to provide specific stories of Goodwill's work. This content will then be available in a 'story bank' that all departments can draw from.
  - b. Develop content for social media, blogs, The Goodwill Show and other public-facing outlets.
  - c. Collaborate with the retail team to optimize existing staff training to effectively communicate Goodwill's mission with all customers. The VISTA will utilize client success stories and program information to aid staff in better communicating mission.
  - d. Present to community groups to educate about Goodwill's impact and opportunities.
2. Coordinate special events to gain interest in Goodwill's stores.
    - a. Develop new special events and promotions for potential and current customers. Create guides and train staff to repeat events annually, or as needed.
    - b. Support the growth of existing special events, such as the Goodwill Vintage Fashion Show, Goodwill Golf Classic, Halloween costume contest, and the Ugly Christmas Sweater Workshops by leveraging volunteers and soliciting sponsors.
3. Involve community members as volunteers.
    - a. Recruit and educate volunteers for GWIK's Volunteer program in support of the Director of Marketing.
    - b. Track and report volunteer activity.