



HFHI National Service 2017-2018 VISTA Assignment Description (VAD)

Affiliate/Host Site Name: Habitat for Humanity of Wake County	Host Site Manager (HSM) Name: Shanna Newell
Program: AmeriCorps VISTA Member Role: ReStore Development	Will members engage in any of these programs? <input type="checkbox"/> Disaster Recovery <input type="checkbox"/> Neighborhood Revitalization <input type="checkbox"/> Veterans/Military Families <input type="checkbox"/> None
Service Week (days/times): Monday to Friday, 8:30 AM – 5:00 PM, occasional evenings	Direct Supervisor Name: Natalie Chesson
Will this member be actively building on the construction site at least one day per week? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	

Goals:

The goals of this position are many:

- 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;

- This position will identify value added product for sale in all 6 of the Wake Habitat ReStores.
- Initially, the role will work with our existing ReMix paint program to optimize the product mix and production. This includes the introduction of colors, size mix by store and other optimization by store.
- The member will analyze of other value add products we currently produce and determine which, if any, are eligible to scalable production quantities. These include furniture painting and repair, stenciling, repurposing of picture frames or other adornment of household items.
- In addition, we would like to evaluate selling of house components we currently build in our warehouse facility, including raised bed planters, mailbox posts, and shutters.
- This member will also work with a local design school to design, manufacture and pilot other products not currently made by the affiliate. Ideas include picnic benches, birdhouses, and other common household items made of wood.
- Ideally, the majority of products will be easy to make with volunteers and use recycled materials from store donations or DeConstruction.

Outputs:

- **\$100,000** 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).
 - **\$100,000** cash resources
 - **\$0** in-kind resources
- **10-15** individuals will collaborate with VISTA member on projects related to this position. (Stakeholders, volunteers, community members, staff, etc.)
- **1** system, process, and/or tool created or enhanced by VISTA member that will increase capacity at the affiliate
- **0** additional projects that do not fall into one of the categories above created or enhanced by VISTA member that will increase capacity at the affiliate

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Objective One (First Quarter)

EXPLORATION: Explore the ReStore volunteer, marketing, and donation programs and resources that are currently in place at the site 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 ReStore and/or the amount of donations. Research sources within the community 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.
4. Research standard policies and procedures for operating a ReStore and assess where our store needs improvement (donation guidelines, cash handling guidelines, etc.)
5. Research funding opportunities that support volunteer engagement and store development.
6. Evaluate ReMix paint and recommend long term plan for production and distribution
7. Use other affiliates, Pinterest, craft fairs etc to identify other “value added product” that could be produced by the ReStore
8. Poll team and pick test products

Objective Two (Second Quarter)

DEVELOPMENT - Based on the information gathered, develop and document an enhanced ReStore volunteer program, as well as marketing and donor plans that will address the needs of the host site.

Member Activities

1. Develop a ReStore-specific volunteer recruitment, orientation, training and recognition plan that increases the amount of repeat volunteers serving in the ReStore. Create a restore volunteer directory database to capture volunteer data.
2. Develop marketing and outreach strategies/materials designed to increase visibility of the ReStore 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. Create a ReStore donor directory database of local businesses and community partners 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. Implement ReMix enhancements in pilot store
6. Lead testing of products in ReStores
7. Analyze which sell and which do not via consumer research or in store selling

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.

Member Activities

1. Implement ReStore specific volunteer recruitment, orientation, training and recognition plan that increases the

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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 ReStore 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.
6. Work with ReStores, Construction and Volunteer Services to develop plan to make products
7. Analyze results

**** 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

1. Develop a manual of resources and directions for maintaining the ReStore program in its 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.
3. Recommend sustainable plan for ReUse products.
4. Size the value of the program
5. Recommend long term resourcing 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
- National Service Leadership Conference (fall)
- 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

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- 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)
- Host Site Events
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Education/Experience/Knowledge/Skills required for this position

Required

- Valid Driver's License and ability to meet host site's insurance requirements.
- Microsoft Office Suite (especially Word/Excel)

Preferred/Helpful

- 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
- A second language is highly desirable, with preferred languages being Spanish or Arabic.
- Project management experience helpful
- Marketing experience is highly desirable
- Creativity appreciated

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.
- No special physical requirement

Service Site Environment:

The member will serve in an open-space office in the ReStore and will share space with other staff and/or AmeriCorps members. Each 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 ☒

Some travel is required for this position. Public transportation options are limited in our community so access to a personal vehicle is required to get to and from service, as well as any required meetings. A vehicle is required as travel between ReStores will be a common occurrence and a company vehicle may not always be available. Approved service-related mileage (beyond commuting to and from service) will be reimbursed per the affiliate's policy.

Habitat.org posting blurb:

Habitat for Humanity of Wake County has partnered with this community for more than 30 years and has hosted AmeriCorps members since 2001. We currently have 12 AmeriCorps alumni on staff, as we truly recognize the value and impact of serving. Our affiliate is regarded as a leader in developing new programs such as the Home Builders Blitz and

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piloting HFHI programs such as the Neighborhood Revitalization Initiative. We currently have 6 ReStores scattered throughout the county, with the goal of opening a 7th store in FY18. In addition to serving 115 families via homeownership and home preservation projects in FY18, we will also support global families in Honduras, Malawi and Cambodia. AmeriCorps members are eligible to attend a Global Village trip during their service term. In addition, members receive \$250 monthly housing allowance (\$400/mo for 2nd year Habitat AmeriCorps members), a \$75 tool allowance and work site gear. The Raleigh area is the perfect blend of urban and rural. We are home to several colleges including NC State University as well as an ever changing downtown landscape with all the amenities you'd expect in a modern city. For those who need a little green in their lives, over 200 parks can be found in Raleigh, thus maintaining its identity as the City of Oaks. www.habitatwake.org