

VISTA Assignment Description (VAD)

Title: Development & Outreach Associate VISTA Health Net 2022-2023

Sponsoring Organization: WISCONSIN ASSOCIATION OF FREE AND CHARITABLE CLINICS, INC.

Project Name: Wisconsin Association of Free & Charitable Clinics, Inc IV

Project Number: 22VSEWI001

Project Period: 01/02/2022 - 12/31/2022

Site Name: Healthnet of Rock County

Focus Area(s)

Primary: Healthy Futures

Secondary:

VISTA Assignment Objectives and Member Activities

Goal of the Overall VISTA Project: The VISTA Member's objectives for this project are to secure revenue across fundraising sectors, implement outreach efforts and increase community awareness of HealthNet's programs and services, refine HealthNet of Rock County's social and digital media strategy, and further efforts of HealthNet of Rock County's fundraising committee. Through the VISTAs service patients can be seen at no cost which can keep patients out of poverty by not receiving unaffordable medical bills.

Objective of the Assignment

Further secure revenue across fundraising sectors to allow future services and resources to its patients.

Member Activity (01/02/2022 - 12/31/2022): Member Activity: Research and create resources for staffers about HealthNet's fundraising software and how to more effectively utilize software for fundraising purposes. Member Activity: Engage in fundraising committees and sub committees to create marketing and engagement tools to enhance events and other fundraisers. Member Activity Research and write applications for grants and funding opportunities for Development Director and CEO to further provide resources for patients. Member Activity: VISTA will develop a continuation plan/guide for future VISTA members to carry out project.

Objective of the Assignment

Implement outreach efforts with the goal of increase community awareness of HealthNet's programs and services.

Member Activity (01/02/2022 - 12/31/2022): Member Activity: Research and then create marketing and outreach materials that will create awareness of the clinics services. Member Activity: Research best practices and then launch a patient outreach program to local businesses that frequently employ our patients. Member Activity: Understand past and current engagement communications efforts and refine and implement improved engagements to promote community outreach opportunities. Member Activity: Develop a sustainability plan for future VISTA members.

Objective of the Assignment

Refine HealthNet of Rock County's social and digital media strategy.

Member Activity (01/02/2022 - 12/31/2022): Member Activity: Research best methods and then create a report for social and digital media strategy and a social calendar for promoting organization. Member Activity: Design graphics that coincide with HealthNet of Rock County's branding guide to further promote organization. Member Activity: Implement the social media and digital campaign strategies outlined in report. Measurable by completion of strategies in report. Member Activity: VISTA will develop a continuation plan/guide for future VISTA members to carry out project.

Objective of the Assignment

Maintain efforts of HealthNet of Rock County's fundraising committee.

Member Activity (01/02/2022 - 12/31/2022): Member Activity: Research current and new processes to implement creative ways to thank donors. Member Activity: Incorporate new process to share and promote recognition of donors online via social media/website. Member Activity: Research and implement unique donor connection opportunities to try to establish a network/community of like-minded supporters of HealthNet. Member Activity: VISTA will develop a continuation plan/guide for future VISTA members to carry out project.