

# VISTA Assignment Description (VAD)

**Title:** Fowler Dental Clinic Media & Development Associate 2021-2022

**Sponsoring Organization:** Wisconsin Association of Free & Charitable Clinics, Inc

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

**Project Number:** 19VSNWI007

**Project Period:** 09/29/2019 - 02/26/2022

**Site Name:** Wisconsin Association of Free and Charitable Clinics

## Focus Area(s)

**Primary:** Healthy Futures

**Secondary:**

## VISTA Assignment Objectives and Member Activities

**Goal of the Overall VISTA Project:** Engage in and develop programs to expand capacity to increase access to quality programs to provide dental care to those in need with a focus on the uninsured and those with limited access to oral health services. This project will span 2021-2022.

### Objective of the Assignment

The VISTA will Enhance Existing Organization Programs to ensure clinic is utilizing best practices.

**Member Activity (09/29/2019 - 09/30/2020):** Member Activity: Engage in preparation, organization, and delivery of outreach activity. Member Activity: Organize and document patient surveys, photo releases, and quality assessments for grant and media use. Member Activity: Collaborate with staff for development of Medical Dental Integration Program and Quality Improvement program and reporting. Member Activity: Create a resource and handoff plan for future VISTA member.

### Objective of the Assignment

The VISTA Member will engage in clinics Media Program to increase community awareness and branding of the clinic.

**Member Activity (09/29/2019 - 09/30/2020):** Member Activity: Create a 12-month content calendar to organize and communicate media plan. Member Activity: Review and renew or create media content in print and online. Member Activity: Engage in media campaign including online, print, video, radio, and social media including a monthly e-newsletter. Member Activity: Create a process, procedures, and content for donor acknowledgment program. Member Activity: Generate monthly giving reports, receipts and donor acknowledgments. Member Activity: Create a resource document on practices, tools, and resources to use for next VISTA Member.

### Objective of the Assignment

The VISTA Member will engage with Fund Development and Sustainability with the clinic.

**Member Activity (09/29/2019 - 09/30/2020):** Member Activity: Research grants and foundations which align with our mission and work. Member Activity: Engage with Director for grant writing and reporting. Member Activity: Collaborate with fundraising committee and events as needed. Member Activity: Research corporate sponsorships, estate/legacy gifts, and endowment funds. Member Activity: Create a SOW for future VISTA Members.