



Service Activity	Description	Examples of VISTA Activities
Community Assessment	Environmental scan of community context and need	<ul style="list-style-type: none"> - Help design a community assessment plan - Help complete a survey of neighborhood or a report of need/recommendations based on findings - Help incorporate into program service delivery - Help update community assessment to monitor the most pressing community challenges
Community awareness and engagement	Expand community knowledge and support of the program effort	<ul style="list-style-type: none"> - Help complete a public relations media plan - Help conduct community outreach or organizing meetings - Help develop presentations, newspaper articles and PSAs
Expand/strengthen partnerships/networks	Initiate efforts with other organizations, for example, through applying jointly for funding, collaborating on programming or referrals, sharing staff and resources, developing training and materials that are shared	<ul style="list-style-type: none"> - Identify potential collaborators and plan informational meetings - Help improve communication about community projects among partner organizations - Help establish intra-organization systems (e.g. linked database, common forms) - Help develop commitments among collaborators to the project and formalize partnerships, e.g. MOUs, budgets
Financial resources	Develop/expand a diversified funding stream	<ul style="list-style-type: none"> - Develop fundraising plan - Recruit fundraising committee - Help establish fundraising unit - Identify resources for fundraising - Help develop capital campaign or approach donors - Draft and submit proposals - Plan ongoing fundraising
Material development	Improvement or expansion of materials that support programming (e.g. toolkits, curricula, worksheets)	<ul style="list-style-type: none"> - Assess current materials - Develop or modify materials to strengthen programming - Develop and/or training materials - Develop manuals - Train staff in the use of newly developed materials

Outreach	Participant recruitment	<ul style="list-style-type: none"> – Develop an outreach plan for target beneficiaries/ participants – Help ensure program is relevant to potential participants – Develop/improve presentations, communication tools and methods of conducting outreach to potential participants
Performance measurement	Assessing results of program offerings	<ul style="list-style-type: none"> – Help develop or improve a performance management system for the anti-poverty programming – Help train staff to use performance management system routinely to continually improve measures – Help staff use findings from performance measurement efforts to inform improvements of existing and new program offerings
Program development and delivery	Improvement or expansion	<ul style="list-style-type: none"> – Help expand existing program or develop new program design – Help implementation of new/expanded program
Technology use	Develop systems for organizational effectiveness	<ul style="list-style-type: none"> – Develop, pilot, revise database (volunteer, client) or internal or external knowledge management system – Develop social media tools – Pilot new tools – Train staff to do updates and maintain database or knowledge management system – Develop on-going staff/volunteer/community technology resource
Volunteer recruitment and management system	Establish or expand pool of volunteers to assist with service delivery	<ul style="list-style-type: none"> – Help organization and other stakeholders recognize need for and use of volunteers – Help clarify volunteer roles – Develop volunteer generation plan – Develop partnerships for recruiting volunteers – Develop volunteer unit, volunteer manual/training/curriculum – Recruit/manage volunteers – Develop/pilot volunteer training – Develop volunteer intake/tracking/recognition system – Train staff to manage volunteer plan – Resource plan for ongoing support of systems (recognition, training, supervision)