



**Crafting a Compelling Service Opportunity Listing**

 **VISTA**  
Volunteers in Service to America

Dial: 866-609-4997

 **NATIONAL & COMMUNITY SERVICE**  
Department of Education

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**Today's Speakers** Dial: 866-609-4997 



**Ericc Powell**  
AmeriCorps VISTA  
Training Specialist

**Kim Judy**  
Office of Field Liaison - NY  
State Program Officer

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**Session Goals** Dial: 866-609-4997 

By the end of the webinar, you will be able to:

- Articulate the importance of the Service Opportunity Listing as part of your recruitment plan
- Describe what makes an engaging Service Opportunity Listing
- List the key components of a Service Opportunity Listing
- Draft a catchy two-line teaser
- Describe the relationship between a VISTA Assignment Description and a Service Opportunity Listing

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Tell Your Story Dial: 866-609-4997 




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VISTA supervisors stress the importance of creating a detailed and clear position description that can be used as a screening tool before and during an interview.

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Where to list your positions? Dial: 866-609-4997 

- Service Opportunity Listings appear here for the general public

- Must apply to a Service Opportunity Listing on [my.americorps.gov](http://my.americorps.gov)



**MyAmeriCorps.gov via eGrants**

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Other Sites for Listing Positions

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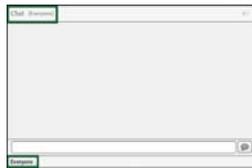
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Chat Question

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- How do you make your Service Opportunity Listing stand out, either on [www.myamericorps.gov](http://www.myamericorps.gov) or another site, like Idealist?



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Key Components of a Service Opportunity Listing

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- Who
- Where
- What the members will do
- Why people should join YOUR project
- Nitty gritty details:
  - Start and end dates for member service term; contact information; living allowance amount; terms, conditions, and benefits of VISTA member service

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### Program Benefits

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- Think about including:
  - living allowance rate for your county
  - choice of education award OR end of service cash stipend (with amounts)
  - additional training and professional development opportunities
  - housing benefits or meal plans you may offer
  - transportation assistance
  - other benefits that may interest applicants

Program Benefits : Living Allowance , Choice of Education Award or End of Service Stipend , Training , Health Coverage\* , Relocation Allowance , Childcare assistance if eligible .

\*For details about AmeriCorps VISTA healthcare benefits, please visit <http://www.vistacampus.gov/healthcare>

Terms : Permits attendance at school during off hours , Permits working at another job during off hours , Car recommended .

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### Poll Question

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#### Think of a time when you volunteered...

I volunteer because \_\_\_\_\_.

- ① Personal Values
- ② Community Concern
- ③ Esteem Enhancement
- ④ Gain Understanding
- ⑤ Personal Development




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### Think Tank

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Think Tank, Inc. exists to alleviate poverty by equipping communities to embrace mindsets and practices that restore the social fabric of society.




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### Core Principles of Recruitment

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- 1 **BUILD SOCIAL CAPITAL**
- 2 **DO WITH**
- 3 **LISTEN FIRST**  
And build on strengths
- 4 **PROMOTE LEADERSHIP**  
And self governance
- 5 **HOLISTIC**  
Recognize the interconnected parts

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### Two Line Teaser Makeover

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Accepting Applications Now

Results 11 Through 20

First Previous 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 Next Last  
Your search returned 1000 results.

Program Name	Program Type	Accepting Applications	Location
2018-19 Tulane University Center for Public Service	VISTA	01/07/2019 - 01/30/2020	LA
VISTA members work in conjunction with Tulane staff and community organizations to build volunteer programs, develop community capacity, and create sustainable partnerships.			
2019 City of San Antonio My Brother's Keeper	VISTA	12/01/2018 - 03/21/2019	TX
MBKSA's mission is to improve the life chances of boys and men of color through policy and systems change, shifting public narratives, and developing leadership and capacity programs.			
2019 Community Engagement Specialist VISTA	VISTA	01/19/2019 - 03/20/2019	IN
Join Volunteers of America Indiana in fighting the opioid epidemic by coordinating volunteers and donations for our Winchester House addiction treatment program.			
2019 Disaster Resilience AmeriCorps VISTA - Atlantic City, NJ	VISTA	09/12/2018 - 03/22/2019	NJ
Disaster Resilience AmeriCorps VISTA program is building capacity in communities at high risk from natural disaster, provides disaster preparedness for populations with limited English proficiency.			

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### Chat: What do you think of this teaser?

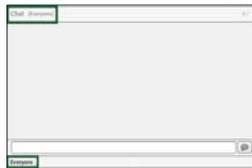
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Communications and Fundraising VISTA at Women's Place

The VISTA will work on raising funds from multiple channels, including individual donors, grants, and events, and will also get the word out via email blasts, newsletters, and social media.

Length: 158 characters




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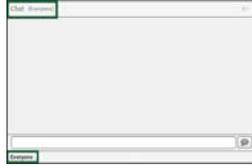
Chat: What do you think of this teaser?

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Communications and Fundraising VISTA at Ready Partners

Our after-school program supports kids in grades 4 - 8 by matching them with mentors and providing tutoring services.



Length: 98 characters

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Makeover....

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Communications and Fundraising VISTA at Ready Partners

Help children succeed! As our VISTA, you will raise funds from multiple channels and tell our story in our public materials. Great opportunity for a writer or budding fundraiser to serve in an after-school and mentoring program.

Length: 195 characters

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What do you think of this listing?

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Member Duties: Members will create new programs for our shelter. Members will also plan events. Communication skills needed.

Use the poll to indicate:

- Good to go
- Needs improvement

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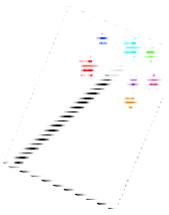
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### Opportunity Listing Makeovers

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#### Communications and Fundraising VISTA at Women's Place Ready Partners

Help children succeed. The As our VISTA you will work on raising funds from multiple channels and tell our story in our public materials. Great opportunity for budding fundraiser, including individual donors, grants and events, and will also get the word out via email blasts, newsletters and social media.

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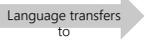
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### VAD

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### Member Duties

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### Mercy Corps Oregon Member Duties

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- As a VISTA member at New Connections, you will help end poverty by creating a program that links low-income ex-offenders with employment. Major functions will include cultivating a network of employers willing to hire ex-offenders by conducting in-person and online outreach, pursuing donations for a computer lab by developing a funding plan and securing donors, and designing a volunteer recruitment plan and recruiting and training volunteers. VISTAs serve their communities through indirect service.

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Mercy Corps Oregon Member Skills

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- Applicant should have a four-year degree in behavioral sciences or similar, or four years of relevant work experience, or a combination thereof. The applicant should be independent, possess strong writing skills, and enjoy public speaking. The applicant should have experience with MS Office Suite, project planning, and volunteer recruitment.

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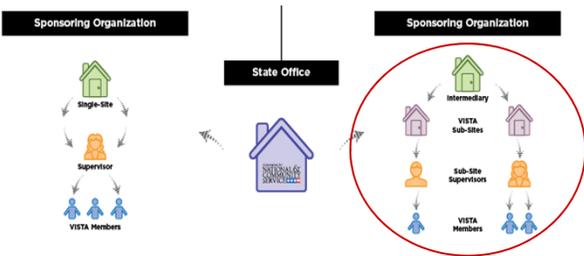
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Working with Sub-Sites

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Recruitment Approaches for Projects with Multiple Sites

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1. Intermediary Sponsors recruit directly
2. Sponsors ask Sub-Sites to recruit
3. Hybrid model

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Share Templates with Sub-Sites

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As a VISTA member at ABC Cares, you will help end poverty by building a volunteer recruitment and support system. Major functions will include creating a tracking system for volunteer inquires, writing marketing materials, and developing a volunteer training program.

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Tips for Success

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- External opportunity postings should include the same details as your My AmeriCorps listing
  - Note where your best applicants found out about your listing
- Once a position is filled:
  - Take down external listings
  - Uncheck "accepting applications" in eGrants
- Remember to look for candidates within the community you serve

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Member retention starts with intentional recruitment!

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Next Steps

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- Look at your two-line teaser
- Compare your VISTA Assignment Description to your member duties
- Identify what makes your program unique

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Thank you for your participation!

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If you have further questions or for more information, contact:  
[VISTATrainingSupport@cns.gov](mailto:VISTATrainingSupport@cns.gov)

*Visit the Supervisor Webinars page on the VISTA Campus for upcoming webinars and recordings of past webinars.*

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Thank you!




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