



VAD

Title: <i>Jefferson Memorial Forest (JMF) Digital Communications and Outreach Coordinator VISTA</i>
Sponsoring Organization: Americana Community Center Project Name: 'Where Louisville Meets the World' Project Number: 16VSSKY003 Project Period: 1/1/2022 – 1/1/2023
Site Name: Jefferson Memorial Forest (JMF)
Focus Area(s) Choose from Education, Healthy Futures, Economic Opportunity, and Environmental Stewardship. Primary: Economic Opportunity Secondary: Healthy Futures

VISTA Assignment Objectives and Member Activities

Goal of the Project - The long-term aim of the project.

Working alongside Natural Areas Division staff and in partnership with Wilderness Louisville, the non-profit partner supporting the Division, the VISTA will focus on digital communications and community engagement to increase equitable access to nature and nature-related programming for underserved communities. Wilderness Louisville raises funds and advocates for Natural Areas Division programming which fosters engagement with natural spaces for youth of color and youth from low socioeconomic backgrounds. The VISTA will build the Natural Areas Division's capacity to advance city-wide goals related to health and racial equity by 1) increasing awareness of and building community support for the Division's work via curating digital content (i.e. newsletters, program flyers, social media posts) 2) assisting with fundraising efforts, and 3) strengthening the organization's membership program. The VISTA's efforts will lay the foundations for either a full-time or part-time staff position in the future.

Objective of the Assignment (1/1/2022 – 1/1/2023):

Strengthen Wilderness Louisville's annual paid membership program and build the organization's individual donor base to support nature-related programming for youth in target neighborhoods in west and south Louisville.

Member Activity: Collaborate with Wilderness Louisville's Marketing Committee members and JMF staff to increase membership purchases and maximize organizational use of associated membership tracking tools (i.e. GiveWP)

Member Activity: Create protocols and procedures for annual membership appreciation events and activities that will increase the percentage of membership renewals as well as attract new members.

Member Activity: Correspond with donors and members through GiveWP (donor management software) to better record and maintain donor communications.



Member Activity: Contribute to donor relations by improving and maintaining donor data in all related databases. Produce reports on donor data to Wilderness Louisville board members, and Natural Areas Division staff.

Member Activity: Assist the Wilderness Louisville Development Coordinator in developing a coordinated donor stewardship strategy complete with protocols related to donor communications and donor appreciation.

Member Activity: Participate in Natural Areas Division and Wilderness Louisville committee meetings or other community meetings focused on project goals.

Objective of the Assignment (1/1/2022 – 1/1/2023):

Curate the Natural Areas Division's quarterly newsletter and annual report to build community and funder awareness of the organization, with the goal to increase funding for outdoor/nature-related infrastructure and programming that serves residents in priority neighborhoods.

Member Activity: Research annual report and newsletter templates for similar non-profits or related organizations. Provide insight and training to relevant staff.

Member Activity: Refine and edit annual report and newsletter templates via Canva or Microsoft Publisher, and incorporate content provided by Natural Areas staff.

Member Activity: Obtain engaging media content (i.e. video & photos) concerning current events, projects, or programs to include in Division and Wilderness Louisville publications and social media.

Member Activity: Compile data and content/prepare the 2021 annual report for the organization.

Objective of the Assignment (1/1/2022 – 1/1/2023):

Spearhead the Natural Areas Division's social media strategy and marketing plan in collaboration with the Communications Department of Parks & Recreation.

Member Activity: Assist in the drafting process of press releases related to funding/grant updates, various Parks projects and programs, and other news related to publicizing the mission of Wilderness Louisville/JMF.

Member Activity: Research marketing and outreach plans from similar organizations (i.e. the Frederick Law Olmsted Parks Conservancy, Louisville Parks Foundation, etc.)

Member Activity: Gather and curate engaging digital content to post on Wilderness Louisville's social media platforms to keep followers, funders, and members informed and interested.