

AmeriCorps VISTA Assignment Description (VAD)

VISTA Project: Food for All		VISTA Member Name: Maria Perez
Site Name: Farmers Market	Assignment Area: Marketing and grant writing	Date: Sept 2010

VISTA Member Activities and Steps Checklist		Planned Period of Work
Goal (from VISTA Project Plan): Create new, sustainable food projects (including community gardens and farmers markets) that will improve availability and access to fresh produce, provide economic opportunity and enhance general health in low-income neighborhoods.		
Activity 1: Work with farmers market director to research, write and submit grant applications. Step 1: Research grant opportunities appropriate for the market Step 2: Develop templates and language for grants Step 3: Develop timeline for submitting grants Step 4: Write grants Step 5: Create database to store grant submission information		September 2010 – January 2011
Activity 1 Comments/Summary of Accomplishments:		Activity 1 Completed (date): _____
Activity 2: Generate marketing materials for the community's farmers market. Step 1: Research the marketing techniques of other community based farmers markets in the area Step 2: Create a marketing plan Step 3: Write a brochure to introduce the market to the community Step 4: Design flyers for distribution at events and local community centers Step 5: Develop templates and research content for a market newsletter to keep people informed about the market (when it is open) Step 6: Recruit volunteers to work on developing and sustaining the marketing materials		February 2011 – August 2011
Activity 2 Comments/Summary of Accomplishments:		Activity 2 Completed (date): _____
Activity 3: Work with farmers market director to promote and do outreach throughout the market season. Step 1: Identify community based media outlets for placing ads Step 2: Identify community based editors to pitch market related stories to Step 3: Identify community locations for placing flyers, brochures and		April 2011 – August 2011

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newsletters Step 4: Create a list of free advertising sources in the area, including contacts and names of publication Step 5: Create contacts list to record all research Step 6: Recruit volunteers to distribute fliers and brochures in the community	
Activity 3 Comments/Summary of Accomplishments:	Activity 3 Completed (date): _____
Activity 4: Work with the community to ensure that market outreach will run successfully in future years. Step 1: Visit other markets to talk to market groups and learn techniques and strategies for sustainability Step 2: Suggest strategies for improving the market during the season Step 3: Create a manual of marketing strategies Step 4: Recruit volunteers to keep the marketing efforts going	April 2011 – August 2011
Activity 4 Comments/Summary of Accomplishments:	Activity 4 Completed (date): _____