

# CASA of New Jersey

## VISTA Assignment Description – Development Assistant

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### About CASA of New Jersey

Court Appointed Special Advocates (CASA) is a nonprofit organization that recruits, screen, trains, and then supervises community volunteers to advocate for the best interests of children who have been abused or neglected. CASA volunteers are appointed by the Family Court to work one-on-one with these children ensuring that they receive all the services necessary while in the foster care system and helping to move them towards a safe and permanent home as quickly as possible.

Established in January 2000, Court Appointed Special Advocates of New Jersey, Inc. is an independent non-profit organization whose mission is ensuring that the services of a CASA volunteer advocate – trained and supervised by a local affiliate CASA program – are available to every child in out-of-home placement throughout the State of New Jersey. Through funding, training, public education, and technical assistance, CASA of New Jersey supports a statewide network of county-based CASA programs that advocate for the best interests of children removed from their homes because of abuse and/or neglect.

For more information, please see [www.casaofnj.org](http://www.casaofnj.org).

### CASA of New Jersey's VISTA Project

Twelve VISTA Development Assistants and VISTA Volunteer Administration Assistants, and one VISTA Leader will expand and improve New Jersey CASA programs' ability to provide services to abused and neglected children by increasing fund development and volunteer capacity. And, by so doing, New Jersey's CASA programs will be able to provide CASA advocacy services to more children in the child welfare system.

*This posting describes the responsibilities and goals of the Development Assistant Position, only. Should you be interested in the Volunteer Administration Assistant position, or a dual position, please see those job postings.*

**All new VISTA candidates should begin their application immediately by going here:**

**<https://my.americorps.gov/mp/login.do> Once their application has been approved, they can then search for our project and submit their application to our project.**

### VISTA Development Assistant

The VISTA Development Assistant will work with following local CASA program:

- CASA of Monmouth County (Eatontown, NJ)

The Development Assistant will focus on increasing and diversifying the program's development capacity by cultivating donors, tracking giving in a funding database, grant research and writing, planning and hosting fundraising events, among other responsibilities. The VISTA is expected to attend the August 11-14, 2009 Pre-Service Orientation in Philadelphia, and that they are expected to begin service on August 15, 2009 (their first

day being Monday, August 17<sup>th</sup>). The position lasts for one year, with the potential for a VISTA extension or regular employment with CASA.

## Responsibilities

- Assist with, coordinate, develop, and implement special events, direct mail appeals, and other development initiatives.
- Assist with timely dissemination of promotional and outreach materials to donors, including solicitation letters, action alerts, email promotions, holiday programs, among others.
- Identify new donors and cultivate existing donors.
- Assist in developing and implementing a sustainable development plan.
- Coordinate fundraising events.
- Prepare reports for funders, board members, and staff.  
Expand lists of potential funders, including foundation, corporations, and private individuals.
- Populate, maintain, update, and troubleshoot donor and development data in *GiftWorks* or *Exceed! Basic* donor databases. Basic training on these software products will be provided.
- Enhance existing media products, including written materials, website, and video.
- Identify and write grants proposals.
- Work with the Friends of CASA group
- Conceptualize, Design, and Implement innovative strategies for fund development.
- Perform other duties as necessary.
- PAY RATE for MONMOUTH COUNTY VISTA – \$13,056 for the year

<b>VISTA Assignment Description</b>	<b>Timeframe</b>
<b>Activity:</b> <i>Development Assistants will contribute their best practices for fundraisers to be included in a Best Practices Manual for Fundraisers.</i>	Complete by July 2010
<b>Step:</b> Research best practices for various fundraisers <b>Step:</b> Develop CASA-based best practices <b>Step:</b> Work with CASA staff and other VISTAs to develop and improve CASA Best Practices for Fundraisers Manual	
<b>Activity:</b> <i>Development Assistants will host two fundraisers each during this project.</i>	Complete by July 2010
<b>Step:</b> Work with supervisor to conceptualize, design and deliver fundraisers <b>Step:</b> Follow existing best practices for fundraisers and chronicle process <b>Step:</b> Ensure successful and profitable fundraisers	
<b>Activity:</b> <i>Development Assistants will raise \$15,000 each during this project</i>	Complete by July 2010
<b>Step:</b> Host successful fundraisers <b>Step:</b> Write winning grants <b>Step:</b> Increase individual donor, foundation, and corporate contributions	
<b>Activity:</b> <i>Development Assistants will each submit 2 grants during this project.</i>	Complete by July 2010
<b>Step:</b> Identify grants <b>Step:</b> Working with supervisor to develop grant proposals <b>Step:</b> Write and submit grant proposals	

*\*Please note that there are many VISTA positions with CASA across the State of New Jersey. Please look for our other available VISTA positions.*

