



Marketing & Events

Goal of the Project (as provided by AmeriCorp):

Anti-Hunger Corps VISTA program aims to address hunger, poverty, and build the capacity of the agencies that address these issues. Members will assist unemployed and under-employed people obtain job training, job placement, and financial literacy services; improve access to food from government and nonprofit sources for targeted populations in particular and food insecure people in general; enable residents of food deserts to access healthier foods through farmers markets and community gardens; more low-income children to obtain free school breakfasts and summer meals; effective nonprofit groups fighting hunger and poverty to raise more money and recruit and manage more volunteers, particularly high-impact and skilled volunteers.

Objective of the Assignment (*Early June, 2022 – 01/18/2023*)

The Marketing and Events VISTA manages essential projects that enable the Florida Food Policy Council (FLFPC) to facilitate discussions and solutions to food system issues. The position provides the VISTA with a broad look at the communications and fundraising needs of a nonprofit organization. Furthermore, it includes opportunities to support the FLFPC staff with coordinating community outreach projects and assisting in the planning and implementation of special events.

Member Activities:

1. Assist in creating and managing the FLFPC's virtual Florida Food Forums and Florida Food Dialogues.
 - a. Responsibilities include: event planning, creation, and dissemination of event materials, communication with speakers, and event host, and management of technology during virtual events.
 - b. In person events require assistance in content creation and dissemination.
2. Curate after-event emails and produce edited recordings of virtual events.
 - a. Edit recordings and publish to YouTube channel.
 - b. Create a summary of event and post to website.
 - c. Develop emails to be sent out through Mailchimp and Wild Apricot platforms.
3. Draft and publish press releases, event updates, or other news on our website.
 - a. Collaborate with Communications team on strategies and preparation of content.
 - b. Proof and upload correct images and text to website and other platforms.
4. Assist in the development and publication of resources on FLFPC website.
 - a. Support the creation of new resources such as directories, publications, interviews, and recordings related to food systems work.
 - b. Assist in reviewing articles submitted for publication.