

VISTA Assignment Description (VAD)

Title: Impact Narrative & Design VISTA

Sponsoring Organization: Coalition for Nonprofit Housing and Economic Development

Project Name: Strengthening DC Community Development with VISTA

Project Number: 17VSADC002

Project Period: 09/07/2025 - 08/07/2027

Site Name: Coalition for Nonprofit Housing & Economic Development (CNHE)

Focus Area(s)

Primary: Economic Opportunity

Secondary:

VISTA Assignment Objectives and Member Activities

Goal of the Overall VISTA Project: The goal of the VISTA project is to strengthen The Coalition's capacity to advance economic opportunity for low-income residents in Washington, DC by building sustainable systems for impact documentation, narrative development, and organizational visibility. Through strengthened infrastructure for collecting, organizing, and communicating program outcomes, The Coalition will more effectively demonstrate the impact of community economic development initiatives, elevate promising anti-poverty strategies, and support increased investment in housing, workforce development, and small business initiatives serving historically under-resourced communities.

Objective of the Assignment

The VISTA Volunteer will strengthen The Coalition's capacity to document and communicate organizational impact by evaluating, developing, and refining systems for impact measurement, narrative collection, and impact documentation

Member Activity (09/07/2025 - 08/07/2027): Assess existing practices, tools, and systems used to collect, organize, and communicate impact data, stories, and organizational outcomes. Support the collection, organization, and analysis of impact data and narratives for use in the organization's annual report and other communications efforts.

Member Activity (09/07/2025 - 08/07/2027): Develop and implement, or refine as needed, frameworks and processes for collecting, organizing, tracking, and reporting impact metrics across programs and initiatives.

Member Activity (09/07/2025 - 08/07/2027): Evaluate and enhance existing impact story collection and management processes to improve consistency, accessibility, and usability.

Member Activity (09/07/2025 - 08/07/2027): Support the collection, organization, and analysis of impact data and narratives for use in the organization's annual report and other communications efforts.

Objective of the Assignment

The VISTA Volunteer will strengthen The Coalition's capacity to communicate organizational impact through ongoing maintenance of impact measurement and narrative collection systems, content development, and visual communications.

Member Activity (09/07/2025 - 08/07/2027): Maintain, refine, and utilize systems for collecting, organizing, and reporting impact metrics and organizational narratives.

Member Activity (09/07/2025 - 08/07/2027): Collect, organize, and incorporate impact data and stories into organizational communications materials.

Member Activity (09/07/2025 - 08/07/2027): Develop written communications materials, including impact stories, website content, newsletters, reports, and other organizational communications.

Member Activity (09/07/2025 - 08/07/2027): Create graphic design assets and visual materials that communicate program outcomes, organizational impact, key initiatives, and organizational accomplishments.

Objective of the Assignment

The VISTA Volunteer will strengthen the long-term sustainability of The Coalition's impact measurement and communications practices through documentation, resource development, and recommendations for continued implementation.

Member Activity (09/07/2025 - 08/07/2027): Document systems, procedures, and best practices developed during the service term.

Member Activity (09/07/2025 - 08/07/2027): Create templates and guidance materials for ongoing impact measurement, narrative collection, content development, and visual communications.

Member Activity (09/07/2025 - 08/07/2027): Organize and transition impact data resources, communications assets, and supporting materials for continued staff use.

Member Activity (09/07/2025 - 08/07/2027): Develop recommendations for future impact measurement, reporting, and communications needs.