 

**Farmer to Farmer East Africa**

**Volunteer Assignment Scope of Work**

**NOTE: THIS SCOPE OF WORK IS A DRAFT AWAITING EDITS**

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| **Summary Information** | |
| Country | Kenya |
| Assignment Code | KE57 |
| Country Project | Administrative Flex Assignment |
| Host Organization | CRS F2F |
| Assignment Title | F2F outreach data cleanup |
| Assignment preferred dates | August 23-September 30 |
| Assignment objective | Assist CRS team in gathering, producing, tracking, and reporting returned volunteer press releases, media events and presentations |
| Desired volunteer skills/ expertise | Demonstrated communications and interpersonal skills. Experience with putting in place media traceability systems is a distinct advantage. |

1. **BACKGROUND**

The Farmer-to-Farmer (F2F) East Africa program is a program that leverages US volunteer’s expertise to assist small holder farmers and small scale processors in East Africa to improve their business practices through volunteer assignments conducted with host organizations. Through F2F CRS will improve the livelihoods and nutritional status of significant numbers of low income households by: i) broadening their participation in established commodity value chains as producers and service providers; ii) strengthening community resilience to shocks such as droughts, that adversely affect livelihoods; and iii) preserving/enhancing natural resources upon which most rural communities depend. As an important corollary result, through the program CRS will also increase the American public’s understanding of international development programs and foster increased cross-cultural understanding between host countries and US volunteers.

1. **ISSUE DESCRIPTION**

Per USAID grant specifications, the CRS Farmer to Farmer team is responsible for ensuring its returned volunteers foster increased cross-cultural understanding and public awareness of the F2F program through presentations, press releases and media events such newspapers radios and strategic social media updates. In the life of project, returned volunteers with CRS support are expected to conduct 1000 such events which includes 400 group presentations, 300 press releases and 300 media events. CRS is responsible for tracking these actions, including totals in annual reports, and providing evidence of them. Due to the fact that these events come after assignment and do not fall on a predetermined timeline, they continue to be generated by the volunteers in different media and with different audiences in the life of the project and thus they are hard to track and capture. Common problems are: missing events that CRS F2F was unaware of, double counting events, reporting events that cannot be validated, limited information on conducted events making it hard to categorize them, and the challenges of combining overseas and US data.

1. **OBJECTIVES OF THE ASSIGNMENT**

The objective of this assignment is to assist the F2F team in reaching out to past volunteers individually to track and capture data accurately for fiscal year 2015. Additionally, the volunteers will create a system and processes for capturing and reporting data accurately moving forward. General tasks include:

* Reviewing outreach data already collected from FY14 and FY15
* Reach out individually to past volunteers asking for any additional data
* Assist volunteers with no outreach events by collaborating with them to write and send press releases, arrange speaking engagements and feature strategic online social media updates.
* Track each event in a spreadsheet with “evidence” of each outreach event
* Proactively liaise with F2F Monitoring and Evaluation Program Manager to clarify the accurate tracking and categorization of each event
* Travel to Nairobi, Kenya to assist F2F Monitoring and Evaluation Program Manager with data reconciliation cleaning and reporting for Outreach activities
* Create an electronic “outreach packet” to be sent to volunteers after assignments, with tips and instructions on how to arrange and report on Outreach Events after assignments.
* Create a functional system and processes for tracking Outreach Events moving forward

1. **ANTICIPATED RESULTS FROM THE ASSIGNMENT**

The anticipated deliverables from the volunteer assignment include:

* Accurate Volunteer outreach data for F2F FY14 and FY15 developed
* System and Processes created for accurate Outreach Data Tracking created
* Outreach electronic packet created
* Debriefing with CRS in Nairobi and Baltimore after assignment
* Volunteer feedback
* Field trip report
* Outreach activity, a press release and a media event back in US

1. **SCHEDULE OF VOLUNTEER ACTIVITIES IN KENYA**

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| Day 1 | Travel to Baltimore |
| Day 2 | Orientation in CRS Baltimore Headquarters |
| Day 3 | Review of information already gathered on Fy14 and FY15 outreach |
| Days 4-6 | Gather further data on FY14 and FY15 outreach |
| Days 7-8 | Rest days |
| Days 9-13 | Continue to gather FY14 and FY15 data |
| Days 14-15 | Rest days |
| Days 16-20 | Continue to gather FY14 and FY15 data; assist past volunteers in producing more outreach pieces |
| Days 21-22 | Rest Days |
| Days 23-26 | Assist past volunteers in producing more outreach pieces; develop Electronic Outreach packet |
| Days 27-29 | Travel to Nairobi |
| Day 30 | Review existing outreach data for FY14 and FY15 and data collecting systems for US and East Africa |
| Day 31-32 | Consolidate, compile and reconcile data with CRS PM MEAL |
| Day 33-34 | Develop system for tracking outreach events oversees and in the US |
| Day 35-36 | Rest days |
| Day 37 | Pretest and finalize the system with CRS PM MEAL |
| Day 38 | Draft volunteer report and review with Program Manager MEAL |
| Day 39 | Volunteer Depart Nairobi for the US |

# DESIRABLE VOLUNTEER SKILLS

The volunteer must have the following qualifications and competencies:

* Demonstrated communications, writing, and interpersonal skills
* Proficiency with Microsoft applications and Internet skills
* Ability to track data accurately, with attention to detail
* Ability to carry on a project to completion; knowing when to ask for clarification

1. **ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS**

**H. RECOMMENDED ASSIGNMENT PREPARATIONS**

**I Key Contacts**

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