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# SXM DOET

## TOOLKIT

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Together  
We Achieve  
More!



oranje fonds Doe je mee?

## 1. About SXM DOET

**SXM DOET** forms part of the largest volunteer initiative in the Dutch Kingdom, with previously over 400.000 volunteers participating and around 10.000 projects being successfully executed. It's an initiative of and funded by the Oranje Fonds in the Netherlands, and locally executed by the Be The Change Foundation. Whereby the fifth annual edition will take place on **Friday March the 13th and Saturday March the 14th, 2020.**



These two days are especially dedicated to helping NGOs, schools, health organizations and various community organizations complete odd jobs, begin projects, or host special activities that they would not otherwise be able to get done on their own.

The Oranje Fonds has provided the opportunity to support each project financially, whereby small grants (max. \$650,-) are allocated to NGOs/Foundations in order to successfully accomplish each project or activity within the given timeframe of those two days with the assistance of volunteers.

The Project Management Team has also gotten the support of many local businesses that contribute with discounts and in-kind donations, ensuring your funding gets you that much further.

## 2. Ideas for SXM DOET Projects

**SXM DOET** mobilizes the St. Maarten community to lend a helping hand and make positive changes for your organizations over the course of one to two days. When coming up with your project **Be Creative!** Take note of odd jobs or projects that need to be done and think about what you'd like to achieve for your organization and/or your target group.

Here are some inspiring suggestions:

- Social activities for those in need, e.g.:
  - (Foster) children
  - Senior citizens
  - Disabled persons
  - Patient groups, etc.
- Neighborhood or beach cleanup
- Group exercise activity:
  - i.e. Movement
  - Meditation/Yoga/Pilates...
  - Zumba/Belly Dance...
  - Sporting activity
- Prepare and serve baked goods
- Cooking classes
- Organize a dance/musical/theatre performance
- Dance lessons (salsa, merengue, hip hop, ballet etc.)
- Provide grooming day for pets
- Maintenance or small renovations
  - Paint

- Make general repairs
  - Build greenhouse for growing food
- Organize a workshop for target group
- General “spring cleaning”
- Teach or coordinate a workshop, e.g.
  - Arts and crafts
  - Natural products
  - DIY workshops
- Outdoor excursions or educational field trips / field trips
- Beach day
- Spruce up clubhouse / community center
- Organize a food festival (soup, barbecue, sandwiches, favorite local dishes, desserts...)
- Upkeep of courtyard or garden
- Renovate sports facility or (re-)build a playground
- Organize a sports day (football, basketball, baseball...)
- Dinner and a dance for target group
- Tell or read stories to target group
- Spa or pampering session for target group
  - Mani- / pedicures
  - Haircut / Styling
- Organize gaming tournament
  - Dominoes / chess / backgammon / cards
- Coordinate a scavenger hunt
- Make decorations for a hospital room or ward
- Help maintain a sports facility
- Organize a fun fair or carnival
- Donation drive at local supermarkets

*Organize activities that intrigue volunteers and help your organization achieve one of its goals!*

### 3. Setting Up Your Project

This Toolkit provides practical support and a step-by-step planning guide for your project. The tips and tricks mentioned in this document will help to work out your project from beginning to end.

#### What makes an activity or project successful?

First, it is important to consider what your organization wants to achieve and what would be a feasible project for the short time span. Estimate how many volunteers would be necessary to execute the project, if they would need a specific skill and what age groups would be suitable, and sign up online – [www.sxmdoet.com](http://www.sxmdoet.com) (create profile – register project – request funding).

Thereafter, consider **how** to involve volunteers and get the job done with as much teamwork as possible. Be sure the tasks required for the completion of the job are explicitly clear!

Take into consideration that if a project is associated with any type of risk, that you are insured for such purposes, this is not something SXM DOET can be held liable for.

#### 7 Important Steps

**Step 1:** Elaborately think about which project you want to execute during SXM DOET. Think about the target group and discuss what project would be the best option to execute during SXM DOET with your board members and/or colleagues.

Ask yourself the following questions:

- What would my organization like to achieve? Is there something that really needs to get done?
- What does our organization consider important?
- What would be something fun to do with/for the target group?
- What would be something fun for the volunteers to assist with?
- Does the project require specific expertise?
- Can it be achieved within the given time frame of 1-2 days?

**Step 2:** Analyze how you would like to be involved during SXM DOET and which project can profit the most from the assistance of volunteers.

Make the following considerations:

- What is the scope and nature of the project?
- Is it a project that motivates the volunteer to lend a helping hand? Does it touch their heart?
- How many volunteers are needed to achieve the goal?
- What do I want volunteers to know about my organization?
- Is it feasible?

**Step 3:** Create a list of materials, goods, services needed in order to accomplish the project or activity. Don't forget your refreshments!

**Step 4:** Prepare a feasible and realistic budget. Contact suppliers to find out the cost of materials, goods, etc. necessary to complete the project (use our sample budget sheet and checklist).

If you are applying for funding from the Oranje Fonds, fill in the application found online by January 31<sup>st</sup>, 2020.

*NOTE: If the budget exceeds the maximum grant possibility, now is the time to adjust your project idea or look for additional sponsors.*

**Step 5:** Create a detailed schedule, plan of action, and division of labor both in the period leading up to SXM DOET and for / during the days of the actual event.

Ask yourself the following questions:

- Who? What? Where? Why? When?
- What preparations are needed beforehand?
- Who is going to handle which steps and when?
- Are the tasks realistic and feasible?

**Step 6:** Consider partners and sponsors who can help with certain parts of the project, such as providing certain materials and/or resources.

- Are there any partners/sponsors/businesses willing to provide goods at an affordable price?
- Does your project require specific expertise? Who can provide it?
- What other organizations are willing and able to support the project?
- Is there a specific group of volunteers needed to support the project?

**Step 7:** Promote your project and raise awareness! Take advantage of social and traditional media, your own network, etc. in order to draw attention to your project, spread the word!

- Who should be informed about the project?
- Who and how can our project be supported?
- What extra effort can my organization do to give extra attention to both partners and volunteers?

## 4. Sources of Funding

For SXM DOET there will be three different sources of funding available for non-profit/non-governmental organizations that sign up:

1. Oranje Fonds
2. Business community sponsors/partners
3. Financial resources of the participating organization

Oranje Fonds: NGOs that participate during SXM DOET can apply for a small grant in order to cover the necessary costs of materials and refreshments to execute their project. Applicants must be registered at the Chamber of Commerce as a foundation, school, sports association, care institute or other community-oriented organization. Projects requiring 5+ (external) volunteers can apply for a grant of a maximum of USD\$650 for SXM DOET. A maximum of USD\$150 of the funding can be used for refreshments for the participating volunteers (unless you have an activity that involves a client luncheon, in the case of a care organization or tending to vulnerable groups).

*NOTE: Funding is provided on a “first come, first serve” basis, so please submit your funding request in a timely manner via the SXM DOET website.*

More information about how the grant monies should be used is available on the [www.sxmdoet.com](http://www.sxmdoet.com) website.

Business community sponsors/partners: SXM DOET participating organizations are encouraged to approach companies and other potential sponsors requesting assistance for materials, resources, and/or services to realize their project. These can be businesses DOET already partners with or others. The corporate sponsors of DOET are also there to assist with advice (i.e. gardening tips) and prep work (i.e. pre-sawing woodwork) as well.

Financial resources of the organization: If necessary and if possible, the participating organization itself will have to provide financial support in order to execute the project.

## 5. Examples of Possible Supplies

Depending on the type of project or activity you are executing, the materials needed may differ from the example below. Nevertheless, it is a good way to consider the many different items needed and elements that go into the days of SXM DOET.

FYI: You can always inquire if any of your volunteers have some tools as well that they can bring to assist (i.e. machete, ladder, etc.)

Materials	Quantity	Estimated cost	Potential suppliers
Gloves			
Garbage bags			
Brushes/rollers/trays			
Paint			
Garden tools (to rent/loan)			
Ladders (to rent/loan)			
Hammer, saw, drill, machete (to rent/loan)			
Lumber			
Screws / nails / bolts / nuts			
Drinking water			
Light snacks / lunch / breakfast			
Cooler and ice			
First aid kit			
Tables, chairs, tent for shade (to rent/loan)			
Seeds and gardening materials			
Cups, plates, napkins, utensils			
Arts and craft materials (paper/glue/paint/markers)			
Musical entertainment (cds/mp3 player/speaker)			

## 6. Mapping Out Your Budget

Mapping out a feasible and realistic budget for your project is a very good idea, especially if your organization will be applying for a mini-grant from the Oranje Fonds.

Description	Estimated cost (USD)	Actual cost (USD)
<b>Materials</b>		
<b>Food &amp; Beverages</b>		
<b>TOTAL cost in USD</b>		

Revenues	Estimated revenues (USD)	Actual revenues (USD)
Oranje Fonds grant		
Business community donations		
Organization's own funding		
<b>TOTAL revenue in USD</b>		

<b>Closing balance in USD</b> (= Total revenues minus actual cost)		
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## 7. Coordinating Volunteers

### Before March 13<sup>th</sup> and 14<sup>th</sup>

After an individual or group registers to volunteer with your project, your organization will receive an e-mail confirmation. It is recommended that the main contact person for your project contact each volunteer to ensure that they are aware of what the project entails, where to meet, when it will take place, what is expected of them, and any other details necessary (do they need to bring something specific, i.e. sunscreen).

Keep in mind the following:

- Thank volunteers for registering to your project and indicate when you will contact them again
- Verify and check their phone numbers and e-mail addresses
- Provide volunteers with accurate contact information of the Project Coordinator
- If a group of volunteers sign up, ask the main contact person for the other e-mail addresses (if desired) for direct communication to all volunteers
- If your project requires a specific skill, ask your volunteers if they possess that skill, or even if certain extra tools are necessary.
- Send out a reminder with details of the project, like the final time schedule, what sort of attire volunteers are expected to wear, and/or items that volunteers should bring themselves (gardening gloves, shovels, etc.) one week and one day prior to SXM DOET
- Mention directions to the location and whom to look out/ask for

### Briefing Volunteers on the Day Of

- Volunteers meet at the arranged time and place
- Volunteers sign in with name, email address, phone number and other pertinent info you want to have for your database
- Volunteers to receive their SXM DOET shirt / cap and/or other promotional materials

Briefly explain what your organization does and emphasize the overall goal of your SXM DOET project: namely to bring people together, lend a helping hand, and have fun together. Emphasize that the volunteers are the stars of the show!

Go over your schedule with volunteers and team members, making sure you also mention when break times will be and where refreshments can be found. Clearly explain exactly what needs to be done, how and what the desired result is. Indicate which person(s) are in charge and whom volunteers can ask questions to, should they have any.

Make sure all volunteers assist with the execution of the project as well as any clean up that may follow! All materials and/or tools should be returned to their respectful owners (the organization or if borrowed). Discuss any safety measures and make sure volunteers know what to do in the case of an emergency (large or small).

### Project Coordinators (PC)

- The project coordinator (PC) should divide tasks amongst volunteers to make sure work and materials are distributed evenly

- The PC will be in charge of monitoring the progress of the project to ensure everything is going smoothly
- The PC should keep track of project materials and should always be present on the project site
- Ensure that that the PC is easily recognizable and able to be reached by phone
- PC ensures safety of volunteers, and ensures they all have a good time giving back (adding music helps)

## 8. SXM DOET Checklist

Tick off the items on this list to ensure your projects success!

### **December - January: Plan Your Project**

- Be creative when thinking up a great project to achieve your goals
- Sign up on the [www.sxmdoet.com](http://www.sxmdoet.com) website, register project, request funding (if needed)
- Like the [www.facebook.com/SXMDOET](https://www.facebook.com/SXMDOET) page and follow [www.instagram.com/sxm.doet](https://www.instagram.com/sxm.doet) to stay up to date
- Plan how to recruit your volunteers and acquire donations/discounts (if necessary) and get busy!

### **January - March: Recruit Volunteers and Acquire Donations**

- Recruit volunteers through social and traditional media, as well as by word of mouth. Always refer them to the website (add link to your page, email clients/parents, get board involved, etc)
- Reach out to volunteers, thank them for participating and notify them of the schedule
- Find sponsors for refreshments and other necessary items or services (supermarket, bakery, snack, catering company, wholesaler, building supply store, beauty shop, salon, bus company, etc.)
- Make good use of your SXM DOET banners, posters and promotional materials
- Invite a local celebrity or public figure to join/promote your project
- Send press releases to local media and invite journalists/photographers to your project for the big day
- Request to appear on radio shows to publicize your cause and recruit volunteers
- Make a list of supplies needed and shopping to be done
- Review what needs to be done, by whom, and by when, so everything is clear to all participants
- Coordinate who of the organizing staff will be present on the day and make sure everyone understands what he/she will be doing
- Ensure that one of the organizing staff is on stand-by in case the contact person is unable to make it

### **Two weeks before SXM DOET: Have Everything Ready for Project and Location**

- Send a condensed program to registered volunteers, let them know whom the contact person is, where to meet, what time, and what is expected of them.
- Create/print out a contact list/sign in sheet with fields for name, phone number and email address for volunteers to add to your volunteer database (can be found on website by downloads)
- Prepare evaluation questions to send to your volunteers post-SXM DOET with SurveyMonkey or other free survey websites (also done by Project Management Team for DOET as a whole)
- Purchase and gather supplies

### **One week before SXM DOET: Dot the i's and cross the t's**

- Draft a press release to be published upon completion of the event, be it in the paper or on your Facebook page

- Double check that everything is in order for the big day, including for example catering arrangements and having all of your necessary supplies
- Make sure all staff are aware of all the DOET in's and out's

### **One day before SXM DOET: Last Minute Preparations**

- Use SXM DOET promotional material/decoration at location
- Put up signs to indicate where toilets, refreshments, first aid kits etc. are to be found
- Lay out promotional material of the organization to distribute to the volunteers
- Send out a last motivational reminder SMS/e-mail/WhatsApp/ping to volunteers

### **March 13 & 14**

- Wear your SXM DOET t-shirt and get ready to execute your project!

### **1 hour Before Your Project Start Time**

- Make coffee/tea, fill the cooler with ice, arrange drinks and snacks. Volunteers should have a nice welcoming!
- Brief your own 'in-house' volunteers/staff of the days proceedings
- Have materials and supplies needed for the project accessible and in a clearly designated area

### **Showtime!**

- Welcome your volunteers, give a little introduction to your organization (this is a great way to get volunteers for the long term)
- Distribute the SXM DOET t-shirts & caps to your volunteers (give preference to external volunteers)
- Briefly explain the project, the goal, and the desired outcome for the day
- Ask **all** participants to fill out their details on your prepared sign up list (great way to keep in touch for future projects and a thank you note)

### **Towards the End of Your Project**

- Thank all of your volunteers!
- Encourage volunteers to complete your evaluation form before leaving.

### **Post SXM DOET (following week)**

- Send out press release
- Post updates and thank you message on social media
- Send the results of your evaluation forms to the SXM DOET Team
- Send a warm thank you message with a photo to all those involved
- Return the SXM DOET banners

***Enjoy your accomplishments!***

## 9. Tips & Tricks

Enjoy the preparations!

Good preparation is vital to the success of SXM DOET. It takes organizational skills, especially if your project is spread out over several locations or if your group has more than 10 participants.

The following tips will help your organization achieve your goals smoothly.

1. This is the perfect time to recruit volunteers. The SXM DOET media campaign has informed many interest groups of the initiative. Those groups can be companies, service clubs, sports clubs, schools or other foundations. Utilize this opportunity to get new people involved with your organization.

2. Visit your local supermarket, minimarket, bakery, snack or catering company and ask if they would like to make a contribution to your food and drink supplies. It is a small effort for such a helpful gesture.

3. Your volunteers will feel extra appreciated if a sportsman, musician, public figure or local celebrity pays a visit to your activity.

4. Inform local media (radio, TV, newspaper and websites) about the details of your project and the location, date and time. Send out a press release, for example. Spreading the word is important even if you are no longer in need of more volunteers. The participants like to read about their future project.

5. Send your volunteers a condensed program that also mentions the fun parts, like snack breaks, time to socialize and briefings. The anticipation is as much fun as the real thing - and it is a nice reminder of the event.

6. Appoint one person as your main contact for the day and during preparations. One or two others can take care of catering and ensure fresh food and drinks are available to all at the appropriate times. This will make it a perfect day for all involved.

7. Ensure that there are enough materials and enough things for the volunteers to do (make a realistic estimate of needed volunteers). Volunteers are there to help, and won't feel like they've contributed if there isn't much for them to do. Also ensure that the project can indeed be completed in the time allocated. This ensures volunteers go home feeling gratified, having completed their day's mission.

8. Make sure all participating volunteers fill out your contact information sheet and send them a thank you message later on. You can also send them future updates and other information periodically.

9. After SXM DOET concludes you could post a message on your own Facebook page or on the SXM DOET one, and tell the public about your day. Include a nice photo of the volunteers at work or the finished project. In case you were the beneficiary of a financial contribution from the Oranje Fonds, we would appreciate it if you mention the financial assistance in your post. This goes for any other contributors as well. You can already prepare (part of) your message in the week preceding SXM DOET.

## 10. Agenda

<b>Date</b>	<b>Event Name</b>	<b>Location</b>	<b>Time</b>
Tue. Nov 26 <sup>th</sup> , 2019	Info Session	Lion's Den	6:00PM
Fri. Jan 24 <sup>th</sup> , 2020	Upcycling Workshop	Kooyman	6:00PM
Fri. Jan 31 <sup>st</sup> , 2020	Funding Application Deadline	<a href="http://www.sxmdoet.com">www.sxmdoet.com</a>	11:59PM
Thu. Feb 6 <sup>th</sup> , 2020	Funding & Marketing Workshop	Coffee Lounge Town	6:00PM
Sat. Feb 29 <sup>th</sup> , 2020	Launch/Merchandise party	Lagoonies	9:00AM
Fri. March 13 <sup>th</sup> , 2020	SXM DOET Day 1	Various	Varies
Sat. March 14 <sup>th</sup> , 2020	SXM DOET Day 2	Various	Varies
Sun. March 15 <sup>th</sup> , 2020	Thank You Party	TBA	TBA