

RSVP Caribbean Volunteers Limited



Respond ■ Discover ■ Change Lives

MARKETING AND SALES PLAN (2016-2017)

May 2016

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SECTION I: COMPANY BACKGROUND

INTRODUCTION

This document outlines the marketing and sales strategy for RSVP Caribbean Volunteers Limited for 2016-2017. It provides a general approach that Marketing Executives and the Strategic Marketing Alliances across the world are expected to adapt to suit their own unique realities. It is expected that given the peculiarities of each country that Marketing Executives and Strategic Marketing Alliances will use what is applicable in terms of the suggested strategies and approaches, add novel and creative strategies where necessary and create their own unique marketing plan to ensure that outlined targets are met. Each Marketing Executive and Strategic Marketing Alliance is expected to create a marketing plan that clearly outlines the strategy for each service, market segment/group, programme, project and for males and females before they proceed in marketing the services of RSVP Caribbean Volunteers Limited – careful planning is key.

Given that RSVP Caribbean Volunteers is a relatively new company, it has to compete with established organizations. RSVP Caribbean therefore has to stand out in terms of what it offers and ensure value for money so that overtime a solid image is built of the company and the services provided. While marketing it is our aim to build awareness and visibility while we try to set the foundation for RSVP Caribbean as a viable option in the market. We will also seek to educate buyers, move leads along the purchase path (nurturing), engage industry influencers, cross-sell and up-sell, serve existing customers, generate new leads and establish RSVP Caribbean in the market. In our communication there has to be a clear strategy of why volunteers should choose RSVP Caribbean and what makes us unique from other companies and promote an experience.

OVERVIEW

RSVP Caribbean Volunteers was conceptualized and developed based on the lack of suitable, affordable and safe needs-based programmes and projects for volunteers who wish to come to the Caribbean. RSVP Caribbean offers programmes and projects that are properly researched and make a meaningful difference. If you give of your time as a volunteer you need to know that it was worth it, you need to know that it was useful, you need to know that the company truly cares about the programmes, projects and communities that you work in and that is what RSVP Caribbean does – Respond...Discover...Change Lives.

RSVP Caribbean Volunteers is a registered company with its head office in Jamaica and sub-offices across the Caribbean. The focus is on the Caribbean because the socio-economic issues such as illiteracy; poor health services and facilities; inadequate access to, or, unaffordable health care; high unemployment; poverty; improper sanitation in schools and communities; lack of access to basic necessities (*food, clothing and shelter*); insufficient programmes for the elderly; the homeless and persons with disabilities and many other issues continue to be a challenge in Caribbean islands. As a volunteer you can accept the invitation from RSVP Caribbean to come and do your part to positively change the lives of persons through the various volunteer programmes – Respond...Discover...Change Lives.

RSVP Caribbean Volunteers coordinates safe, affordable, high quality needs-based programmes and projects for overseas volunteers from any country who want to give of their time, skills and resources to their chosen location. The company manages and coordinates all aspects of the volunteer's experience including, but not limited to, providing the necessary information about the programmes, projects and accommodation as well as advice on the culture, travel and volunteering requirements. Ongoing support before arrival and while volunteers are in-country is an important part of the service provided. RSVP Caribbean Volunteers provides efficient service for the entire volunteering experience and takes the burden off the volunteers. Let us take the hassle out of your volunteering experience – why not RSVP today?

The RSVP Caribbean Volunteers Team has over 20 years combined experience in volunteer placement and working with volunteers from over 40 countries. The team members have vast cultural exposure based on their extensive international travel experience; which includes the countries of our volunteers and, of course, the Caribbean nations that will facilitate the RSVP Caribbean Volunteers experience. As a result, RSVP Caribbean has first-hand knowledge of what it means to live and work in the Caribbean; which is coupled with our sound knowledge of the Caribbean's hospitality, travel and tourism industry. RSVP Caribbean is very passionate about helping others which is an extension of the fact that we believe 100% in what we do and, as a result, have been active in volunteering on various programmes and projects for many years.

OUR APPROACH

The approach used by RSVP Caribbean Volunteers is as follows:

1. **Issues and Needs-Based Programmes and Projects** – all programmes and projects are based on specific situations that have been highlighted through research, consultations and reports. RSVP Caribbean cannot fix everything but we believe in doing our part to change lives.
2. **Sustainable Development Goals** – all programmes and projects are linked to the global sustainable development goals that many Caribbean islands are signatories to. These are specific local, national, regional and international priorities that are critical in improving the lives of persons. Of the seventeen (17) sustainable development goals, RSVP Caribbean through the work of its volunteers will focus on seven (7) of these goals. These are *no poverty, good health and well-being, quality education, clean water and sanitation, decent work and economic growth, sustainable cities and communities and climate action*. Every action or task undertaken by a volunteer is connected to a framework for short, medium and long-term improvements.
3. **Strategic Focus** – RSVP will focus on one region – the Caribbean. This is important as it allows careful in-depth research, assessment, intervention and monitoring and evaluation of programmes and projects within a specific context. The similarities and differences across the Caribbean allows for case studies, communities of practice and documenting best practices. This targeted approach fosters better impact and use of resources.
4. **Community Impact** – the communities and partners are the greatest assets and beneficiaries. RSVP Caribbean believes in tangible outcomes and so the programmes and projects are developed with the sole purpose of ensuring that over time there are visible differences within the populations that we serve. Our local partners are vital to this process and we recognize, appreciate and honour that.

VISION

Our vision is to be the leading provider of meaningful and impacting volunteer opportunities that address critical issues in the Caribbean.

MISSION

Our mission is to identify programmes and projects that are aligned to local needs and provide mutually beneficial opportunities for volunteers, communities and partners to make a real difference.

CORE VALUES

RSVP Caribbean is committed to:

- **Integrity** – ensuring that honesty and strong moral principles guide the work of the company.
- **Quality Service** – providing exceptional service and well organized programmes and projects that will benefit all partners.
- **Community Impact** – ensuring that the contribution of volunteers supports community and national needs.
- **Cultural Exchange** – fostering a mutually beneficial learning experience for volunteers and all partners and ensuring that each partner leaves the process gaining a greater appreciation of the value of others. A culture of balance, fairness and creativity is promoted.
- **Mutual Respect** – ensuring that all local norms and customs are preserved and protected, and at the same time understanding the vantage point of the volunteers.
- **Environmental Preservation** – deliberately taking steps to ensure that the company and all its partners are environmentally aware and act responsibly in caring for the environment.
- **Sustainability** – ensuring the longevity of programmes through continuous support where needed and strategically facilitating a generational impact.

POINTS OF CULTURE (TEAM)

1. Commitment

- I am committed to the Vision, Mission and Core Values of RSVP Caribbean Volunteers Limited.
- I am committed to building a successful business with excellent teamwork and a customer-centred approach.

2. Ownership

- I accept that whatever happens to me personally and professionally results from my own actions and choices.

3. Integrity

- I am honest and up-front with my team, customers, partners and business associates.
- I deliver what the customer wants and on time.
- I resolve to amicably rectify any issues that may arise.

4. Excellence

- I guarantee value for money.
- Mediocrity is unheard of at RSVP Caribbean Volunteers Limited.
- I keep current, informed and practical with the aim of always cleverly designing packages for our customers.

5. Communication

- I communicate positively and effectively about my team, clients, RSVP Caribbean Volunteers Limited at all times.
- I uplift others.
- I avoid hearsay, gossip and negative energy.
- I control my non-verbals when I do not agree with something.
- I respect the views of other persons even if they differ from mine.
- I listen to the feedback and suggestions of my team and customers.
- I address concerns on an individual basis and never as a team.
- I greet and reference persons with their names.
- I apologize to my team when I have erred.
- I respond to all emails appropriately and in a timely manner (greetings, body, closure and within 24 hours).
- I use ASANA to organize tasks and update the team.

6. Success

- I remain focused on the successes of RSVP Caribbean Volunteers Limited and strive to achieve more.
- I succeed because I keep trying.

7. Education

- I learn from my mistakes.
- I seize every opportunity to learn more so I can develop personally and professionally.
- I believe in not only transferring knowledge but also skills.
- I use practical approaches.

8. Team Work

- Team work is paramount at RSVP Caribbean Volunteers Limited.
- I give more than 100% in order to achieve team goals.
- I lead by example.
- I give my team the opportunity to be creative, innovative and think inside and outside the box.

- I am a part of a motivated, talented and committed team.

9. Balance

- I balance my spiritual, social, physical, emotional, family and work needs.

10. Fun

- I believe life is fun and should be lived to the fullest.
- I inject fun in the work at RSVP Caribbean Volunteers Limited.

11. Systems

- I focus on having the appropriate systems for RSVP Caribbean Volunteers Limited and the team.
- I focus more on the systems ensuring they work and less on the person.

12. Consistency

- I consistently follow the path to growth and development of RSVP Caribbean Volunteers Limited.
- I ensure that structures and procedures are in place so that the team is efficient.

13. Gratitude

- I affirm gratitude daily.
- I am appreciative of the contributions of everyone around me.
- I celebrate wins (big and small) for my team, customers, partners and associates.

14. Abundance

- I deserve abundance in all aspects of my life.
- I use my abundance to help others.

SECTION II: GOALS AND TARGETS

BRANDING

All team members must follow the key principles of branding for RSVP Caribbean Volunteers Limited. This overtime will lead to a strong image for the company. Branding is way of defining the company to yourself, the team and all external audiences including but not limited to volunteers, partners, beneficiaries, host families and strategic alliances. It is the “identity of the company”, that represents the core of what the business is and its values, not just what it looks and sounds like. The benefits that a strategically defined brand can bring is a powerful tool for any company that wants to be successful and this is our aim. When customers connect emotively — because they share the same values and beliefs of our brand — it leads to higher sales and better brand differentiation. It also leads to loyalty, advocacy and can even protect our price in times when competitors rely on promotional discounts to drive sales. It can also give us the ideal platform from which to extend our service or range.

In defining the RSVP Caribbean brand the following approaches are important:

1. **Brand Definition** – The services of RSVP Caribbean is unique because of its focus on the Caribbean and the purposeful support for the Sustainable Development Goals. This focused approach means that as a company we can make a meaningful contribution to a specific geographical area. We are based in the Caribbean, understand the context, value the beneficiaries that we serve and we are keen on targeted development in the countries that we operate. We are different because of the standards, focus, goals and the community development fund.
2. **Brand Identity** – RSVP Caribbean should be original and authentic in our services and approaches and create a wow factor at all times. We should be innovative, bold and daring and constantly get creative to carve out an image that is different from all other volunteer placement companies. With growth we should always try not to be too bureaucratic and evolve with the needs of our customers and partners. At all times the company colours – blue and white with the accent colour of orange should be used. The following items are branded using the guidelines in the branding manual:
 - a. Folders
 - b. Business cards
 - c. Company profile
 - d. Product price sheet
 - e. Letterhead

- f. Envelopes
 - g. Complimentary slips
 - h. Staff shirts
 - i. Staff blazers
 - j. Volunteer t-shirts
 - k. Retractable banners
 - l. Feather banner
 - m. Company pin
 - n. Company calendar
 - o. Company diaries
 - p. Bookmarks
 - q. Water bottles
3. **Core Mission** – the driving force of the business is to help others. We believe in providing support to make a difference in the lives of others. Our purpose is to touch one life at a time in big and small ways – but never forgetting that it is the “touch” that is important.
 4. **Understanding of Self** - Each of us brings to the table a unique set of values, beliefs and purpose which determines who we are. Each team member has to be connected to the mission and vision of the company. We have to understand what each team member brings to the table and how this connects to the company in a wholesome way. Our personalities determine how we behave in different situations, how we dress, what we say, what appeals to us among other things. For some persons it is intuitive and it is rare that you even consider what your own character is, but when you are building a brand it is vital to have that understanding.
 5. **Consistent Communication** - this helps to reinforce the business’ character and clarify our services so customers are aware of exactly what to expect from the services we provide - same voice, same information, same efficiency at all times.
 6. **Key Messages** – develop key messages that are understood by the team that work together to build a coherent identity. The crafting of our messages at all times should reflect our standards.
 7. **Long-term Relationships** – RSVP Caribbean is keen on building lasting-relationships. We are honest, open and accurate in what we communicate and we deliver on our promises. We thrive on volunteer satisfaction and ensuring that we do all we can to make all partners happy.

RESEARCH

Background of Market

Research has been carried out online and through discussions with colleagues in six (6) Caribbean countries. The findings reveal that there are several companies that offer volunteer coordination services mainly in the United Kingdom, Canada, New Zealand and the United States of America who would be the main competitors. These companies offer standard and generic programmes. Some of these programmes address important issues such as child rights, health and education. The difference with RSVP Caribbean Volunteers Limited is that programmes and projects will reflect the real needs of the location. Many of the stories behind the starting of these businesses emerged from past volunteers who either questioned where their money went or wanted to contribute more.

One company – Jamaica Volunteer Program operates from Kingston, Jamaica and offers similar services to companies overseas. There is conflicting information on when they began operations – 2001 and 2008, but they seem to be doing fairly well based on length of time in existence and their facebook page. They offer similar programmes that RSVP Caribbean Volunteers Limited will offer, however RSVP Caribbean Volunteers Limited will have some unique offerings. The noticeable difference with Jamaica Volunteer Program and Projects Abroad (as a reference point) is that they do not cover insurance, their prices are much lower, daily transportation is provided with their own bus, lunch is not covered and the thematic focus is not clear as the programmes are many and not completely defined. This would be the only company operating from Jamaica as a competitor.

Projects Abroad, International Service Learning, Global Leadership Adventures, Global Volunteers, Go Volunteering, V2 – Volunteer and Vacation and World Endeavours are the main overseas competitors. International Service Learning has fixed dates projects in Jamaica (Clarendon), Cuba, Dominican Republic and Haiti. Global Leadership Adventures has projects in Belize, Cuba and Dominican Republic. Global Adventures has projects in St. Lucia and Go Volunteering has a wildlife project listed in Jamaica but the link does not reveal any information. V2 – Volunteer and Vacation has projects in Jamaica (St. Mary and St. Ann) and Trinidad and Tobago and recently in Bolivia and World Endeavours has a project for the hearing impaired in Kingston, Jamaica. The “2015 best volunteer abroad programs, organizations and projects” was reviewed along with “10 of the best volunteer abroad organization”. Only Projects Abroad is featured in both.

What is also quite noticeable is the lack of presence in the Caribbean. There is a unique opportunity to research the Caribbean market urgently and try to launch ahead of the competition as many Caribbean countries are untapped.

DRAFT

Analysis of Competition (as at December 2015)

Name of Competitor	Year of Establishment/ Location	Main Products and Services	Prices	Strengths/Weaknesses	What they do not offer that RSVP could
Jamaica Volunteer Program – registered business, number of volunteers yearly could not be found	2001/2008 Kingston, Jamaica	Volunteer coordination for a number of projects – orphanage/child care, sports, building, human rights and justice, elderly care, psychology, veterinary medicine and animal care, teaching, conservation and environment, agriculture and farming nursing, dentistry, family, Christmas, gap year, career break, boomers, high school and spring break	Programme fee \$100USD- \$300USD 1 week \$699USD 4 weeks \$2,480USD 8 weeks \$4,900USD Extra Week \$500USD	Kingston – needs are evident, close to the airport, more orphanages are available Transportation provided as they seem to own a bus Own housing for dormitory style accommodation along with host family Endorsements from overseas companies	Rastafarian Culture Project Reggae Music and Dance Project Community Development Fund Health and Wellness Discounts Specials Bundles
Projects Abroad – registered business, 10,000 volunteers each year	1992 Head office in the UK, 29 developing countries	Volunteer coordination for a number of projects – care, sports, teaching, building, human rights and law, elderly care, psychology, veterinary medicine and animal care,	No Programme fee 1 week \$2,195USD	Years of existence, well established Country options Recruitment team across Europe and	Rastafarian Culture Project Reggae Music and Dance Project Community

Name of Competitor	Year of Establishment/ Location	Main Products and Services	Prices	Strengths/Weaknesses	What they do not offer that RSVP could
		conservation and environment, agriculture and farming, nursing, dentistry, archaeology, creative and performing arts, physiotherapy, family, Christmas, gap year, career break, boomers, high school, spring break	4 weeks \$3,680USD 8 weeks \$4,860USD Extra week \$345-420USD Extension \$435-420USD	North America Ranked among one of the world's top 10 volunteering organization 2015 best volunteer programme – ranked in top 10 Jamaican in-country support (pre-arrival) not provided Contribution to projects is very limited	Development Fund Health and Wellness Discounts Specials Bundles Conservation Project Entrepreneurship Project Quarterly donation Fees cover work permit exemption, extension of stay, professional registration
Developing World Connections,	2000 Canada and operate in 9	Children and Youth, Education, Training and Livelihood, Food and	\$2,099-\$2,299CAD (Timeframe	Transportation in country	Rastafarian Culture Project

Name of Competitor	Year of Establishment/ Location	Main Products and Services	Prices	Strengths/Weaknesses	What they do not offer that RSVP could
non-profit organization, 200 volunteers each year	countries	Water Security, Homes and Community Building, Women and Gender	unclear)	Clear themes Fixed dates	Reggae Music and Dance Project Community Development Fund Health and Wellness Discounts Specials Bundles Flexibility
Global Vision International, 2000 volunteers each year, all continents, 150 projects, 25 countries	1997 Boston, USA	Marine conservation, wildlife conservation, animal care, teaching, child care, construction	No registration fee 4 weeks \$2,100USD	Information provided on "where does my money go"	Rastafarian Culture Project Reggae Music and Dance Project Community Development Fund Health and Wellness

Name of Competitor	Year of Establishment/ Location	Main Products and Services	Prices	Strengths/Weaknesses	What they do not offer that RSVP could
					Discounts Specials Bundles
Agape Volunteers, registered non-profit, 4 African countries	2011 UK	Teaching, orphanage, medicine, HIV/AIDS, sports, conservation, music	No registration fee 1 week \$510GBP 4 weeks \$920GBP 8 weeks \$1,350GBP	University representatives as a part of their staff which provides important linkages	Rastafarian Culture Project Reggae Music and Dance Project Community Development Fund Health and Wellness Discounts Specials Bundles
Love Volunteers, 34 countries	2009 New Zealand	Child care and orphanage, community development, construction and outdoor,	Unable to find	Website steps "How it works" clear process	Rastafarian Culture Project

Name of Competitor	Year of Establishment/ Location	Main Products and Services	Prices	Strengths/Weaknesses	What they do not offer that RSVP could
		environment and conservation, health and medicine, disabilities, sports, art and music, teaching and education, wildlife and animals, women's empowerment			Reggae Music and Dance Project Community Development Fund Health and Wellness Discounts Specials Bundles
International Volunteers HQ, 28 countries, 5,000 each year	2007 New Zealand	Child care, teaching, medicine and health care, wildlife and animal care, environment and conservation, construction and renovation, arts and music, sports, NGO support, community development, elderly care, special needs care	Registration \$279USD 1 week \$330USD 4 weeks \$1,075USD 8 weeks \$1,715USD Extra week	Boasts affordability Clear website	Arts and music Special needs care Rastafarian Culture Project Reggae Music and Dance Project Community Development Fund

Name of Competitor	Year of Establishment/ Location	Main Products and Services	Prices	Strengths/Weaknesses	What they do not offer that RSVP could
			\$65USD		Health and Wellness Discounts Specials Bundles
A Broader View, registered non-profit, 625 volunteers each year, 25 countries, 195 projects	2007 Pennsylvania, USA	Animal rescue, elderly, medicine, dental, street kids and youth, women's support, children with special needs, HIV/AIDS prevention, midwifery, teaching, youth and human rights, children support, language and cultural immersion, sea turtle conservation, therapy and rehabilitation, community development, social welfare, TV/Radio/News	Programme fee \$120USD 1 week \$895USD 4 weeks \$1,195USD 8 weeks \$1,640USD	Contribution to projects defined and stated	Women's Empowerment Midwifery Rastafarian Culture Project Reggae Music and Dance Project Community Development Fund Health and Wellness Discounts

Name of Competitor	Year of Establishment/ Location	Main Products and Services	Prices	Strengths/Weaknesses	What they do not offer that RSVP could
					Specials Bundles
International Service Learning, non-governmental organization, 1,750 volunteers per year 12 countries	1994 Washington DC, USA	Medical, enrichment (community, ecology, education, photojournalism), adventure (hiking, sports), dentistry, nursing, pharmacy, veterinary, physiotherapy	Application fee \$85USD 1 week \$1,795USD 4 weeks \$2,195USD	Years of existence Fixed dates	Rastafarian Culture Project Reggae Music and Dance Project Community Development Fund Health and Wellness Discounts Specials Bundles
International Student Volunteers, 2,700 volunteers each year, 6 countries	2002 USA	Conservation, scuba diving (unclear)	Unable to find	Customized group trips Highest rated volunteer programme 4.85/5 Key endorsements	Rastafarian Culture Project Reggae Music and Dance Project Community

Name of Competitor	Year of Establishment/ Location	Main Products and Services	Prices	Strengths/Weaknesses	What they do not offer that RSVP could
				US President recognition "What am I paying for" clear	Development Fund Health and Wellness Discounts Specials Bundles
U-Volunteer, registered business, 3 countries	2007 Texas, USA	Teaching, sports, community development, healthcare, conservation, childcare, building	1 week \$725USD 4 weeks \$1,250USD 8 weeks \$1,950USD Extra week \$175USD	Breakdown "How your fee is spent"	Rastafarian Culture Project Reggae Music and Dance Project Community Development Fund Health and Wellness Discounts Specials Bundles

Name of Competitor	Year of Establishment/ Location	Main Products and Services	Prices	Strengths/Weaknesses	What they do not offer that RSVP could
African Impact, 13 countries, 1,250 volunteers each year	2004 Cape Town, South Africa	Childcare, HIV/AIDS support, teaching, health care, sports, building and development, conservation, wildlife research and conservation, lion rehabilitation, photography, veterinary, environment, dolphins and marine, NGO/Charity, youth development, marketing and social media, hospitality and tourism, law	2 weeks \$842GBP	Operates in-country Website fairly good	NGO/charity Hospitality and tourism
Global Leadership Adventures, 17 countries	2003 California, USA	Childcare, building, culture, environmental protection, sports, sea turtle initiative, journalism, animal and wildlife, medicine	3 weeks \$4,899	Website not user-friendly US President's award	Rastafarian Culture Project Reggae Music and Dance Project Community Development Fund Health and Wellness

Name of Competitor	Year of Establishment/ Location	Main Products and Services	Prices	Strengths/Weaknesses	What they do not offer that RSVP could
					Discounts Specials Bundles
Go Eco, 1,000 volunteers each year, 38 countries	2005 USA	Wildlife, family, humanitarian, education, medicine	2 weeks \$950USD 4 weeks \$1,510 8 weeks \$2,630USD		Rastafarian Culture Project Reggae Music and Dance Project Community Development Fund Health and Wellness Discounts Specials Bundles
Global Citizen Year, non-profit	California, USA	Economic development, public health, environment, education	\$2,500USD (unclear)	Focus on bridge and gap year	Rastafarian Culture Project

Name of Competitor	Year of Establishment/ Location	Main Products and Services	Prices	Strengths/Weaknesses	What they do not offer that RSVP could
				80% funded through tuition and fellowship fund or financial aid	Reggae Music and Dance Project Community Development Fund Health and Wellness Discounts Specials Bundles
Global Volunteers, non-profit, 17 countries	1984 Canada	Childcare, gardens, labour assistance (carpenters, painters), classroom tutoring, healthcare, health	1 week \$2,695CAD 2 weeks \$2,895CAD	Fixed dates	Rastafarian Culture Project Reggae Music and Dance Project Community Development Fund Health and Wellness

Name of Competitor	Year of Establishment/ Location	Main Products and Services	Prices	Strengths/Weaknesses	What they do not offer that RSVP could
					Discounts Specials Bundles
Go Voluntourism, 3,000 volunteers each year 120 countries	2010 Vancouver, Canada	Education, English, environment, wildlife	\$500-\$3,000+USD (unclear)	Jamaican write up fairly good	Rastafarian Culture Project Reggae Music and Dance Project Community Development Fund Health and Wellness Discounts Specials Bundles
V2 Volunteer and Vacation	2013 UK based with projects in	Teaching, community development, marine conservation, animal care	2 weeks \$2,240USD	Project description – simple and easy to follow	Equine Therapy Rastafarian

Name of Competitor	Year of Establishment/ Location	Main Products and Services	Prices	Strengths/Weaknesses	What they do not offer that RSVP could
	St. Ann and St. Mary, Jamaica and Trinidad and Tobago	and veterinary medicine, equine therapy	8 weeks \$4,175USD	Fixed dates	Culture Project Reggae Music and Dance Project Community Development Fund Health and Wellness Discounts Specials Bundles
World Endeavours	Unknown	Deaf education in Kingston Jamaica	1 week \$1,390USD Extra week \$325USD		

NICHE MARKETS

Research shows that volunteers across Europe and North America are very keen on volunteering in Jamaica and then from Asia to a lesser extent. The latter seems to be mainly based on location, entry requirements and language barriers. As such marketing will begin mainly in Europe and North America with key countries: Germany, England, Switzerland, Denmark, France, the Netherlands, United States of America and Canada and then as time progresses the focus will expand. There is a strong connection between the Jamaican and German cultures, having a German town in Jamaica but also Germans are very keen on learning about the Jamaican culture and how they can contribute. Research shows that for the other countries persons are keen on volunteering in Jamaica.

MARKETING GOAL

The aim is to be the number one volunteer coordination company in the Caribbean in terms of the programmes, projects, services, satisfaction and importantly the impact made by volunteers in the developing countries that RSVP Caribbean Volunteers Limited operates.

SALES TARGET

It is forecasted that majority of the sales target will be met through individual programmes but there is a strong possibility that if marketed properly group and corporate programmes will also be a key revenue generator. The sales target will be met by having a strong and knowledgeable sales team both locally and overseas, clear guidelines on marketing and sales processes and innovation in offerings through exciting specials, discounts and bundles that will entice the customers. The Child Care and Protection Programme is a consistent revenue generator and the Reggae Music and Dance Project and Rastafarian Culture Projects and the Humanitarian, Sports and Health and Wellness Programmes have huge potential as these are considered niche programme and projects.

While we have set a flat sales target of 10 volunteer sign-ups per month per Marketing Executive and 20 volunteers per month for Strategic Marketing Alliances, the forecast below shows the number expected for arrival in-country so the anticipation is that we will meet these numbers if each team member delivers.

Sales Forecast – Year 1 (2017) by Months and Countries

Months	Germany	England	Switzerland	Denmark	France	Netherlands	USA	Canada	Jamaica	Total
January	12	6	6	6	6	6	6	6	12	66
February	12	6	6	6	6	6	6	6	12	66
March	12	6	6	6	6	6	6	6	12	66
April	9	6	6	6	6	6	6	6	18	69
May	18	9	9	9	9	9	9	9	18	99
June	18	9	9	9	9	9	9	9	18	99
July	18	9	9	9	9	9	9	9	18	99
August	12	6	6	6	6	6	6	6	12	66
September	12	6	6	6	6	6	6	6	12	66
October	9	3	3	3	3	3	3	3	9	39
November	9	3	3	3	3	3	3	3	9	39
December	9	3	3	3	3	3	3	3	9	39
Total	150	72	72	72	72	72	72	72	159	813

NB: Jamaica relates to the numbers to be achieved by the Jamaican marketing team. It does not mean we are marketing to Jamaican volunteers.

Sales Forecast – Year 1 (2017) by Services and Countries

Services	Germany	England	Switzerland	Denmark	France	Netherlands	USA	Canada	Jamaica	Total
Individual Volunteering Service	105	42	42	42	42	42	24	24	12	66
Group Volunteering Service	10	10	10	10	10	10	8	8	12	66
Internship and Dissertation Service	20	5	5	5	5	5	5	5	12	66
Summer Volunteering Service	10	10	10	10	10	10	10	10	18	69
Spring Break Volunteering Service	0	0	0	0	0	0	10	10	18	99
Corporate Volunteering Service	0	0	0	0	0	0	10	10	18	99
Professional Volunteering Service	0	5	3	3	3	3	5	5	18	99
Language Lesson Service	5	0	2	2	2	2	0	0	12	66
Total	150	72	72	72	72	72	72	72	159	813

Sales Target, Break-Even Analysis- Year 1 (2017)

Months	Sales Target (Ideal)	Sales Target (Minimum Acceptable Standard)	Break-Even (30 Volunteers arriving monthly)
January	66	40	33
February	66	40	23
March	66	40	25
April	69	40	24
May	99	40	24
June	99	60	26
July	99	60	26
August	66	60	27
September	66	35	26
October	39	35	26
November	39	30	25
December	39	30	30
Total	813	510	315

KEY PERFORMANCE INDICATORS – 2017

1. Recruit a minimum of 500 volunteers for programme and projects in the Caribbean by December 31, 2017.
 - a. One hundred (100) – March 31, 2017
 - b. Three hundred and fifty (350) – June 30, 2017
 - c. Four hundred and fifty (450) – September 30, 2017
 - d. Five hundred (500) – December 31, 2017
2. Successfully launch and execute at least two (2) campaigns by June 30, 2017.
 - a. One (1) – March 31, 2017
 - b. One (1) – June 30, 2017
3. Link-building with at least four (4) main industry influencers by October 31, 2017
 - a. One (1) – March 31, 2017
 - b. One (1) – June 30, 2017
 - c. One (1) - August 31, 2017
 - d. One (1) – October 31, 2017
4. Build relationships with at least 10 high schools by April 30, 2017.
5. Build relationships with at least 20 universities by June 2017, 2017.
6. Marketing Executives to organize and facilitate at least 10 open days per country/region/town by December 31, 2017.
7. At least 1,000 person attending the open days per country/region/town by December 31, 2017 (per Marketing Executive).
8. At least 3 articles in the newspaper in Jamaica promoting the work of RSVP Caribbean by December 31, 2017.
9. At least 10 articles worldwide promoting the work of RSVP Caribbean by December 31, 2017.
10. At least four (4) strategic alliances by June 30, 2017.

SECTION III: MARKETING ANALYSIS

TARGET MARKETS

The target markets include, *but is not limited to*, volunteers from Europe, North America and Asia who will visit the Caribbean to participate in various needs-based programmes and projects. The main countries and cities that potential volunteers will be recruited from include, *but are not limited to*, Germany (*Berlin, Munich, Hamburg, Frankfurt, Cologne, Dusseldorf, Dresden, Stuttgart and Leipzig*); England (*London, Manchester, Birmingham, Bristol, Liverpool, Leeds, Nottingham, Cambridge and Brighton*); Switzerland (*Zurich and Geneva*); Denmark (*Copenhagen*); France (*Paris and Bordeaux*); the Netherlands (*Amsterdam, Rotterdam, the Hague*); United States of America (*New York, Washington, Michigan, California, Colorado, Florida, Georgia*) and Canada (*Toronto, Vancouver, Ottawa, Montreal, Quebec*).

DEMOGRAPHICS

The key groups include: high school, college and university students, gap year, recent graduates, career breakers, professionals, corporate entities, university lecturers and retirees. The specific biographical data of the identified demographics are as follows:

- **High school students** (*in high school or just leaving high school*) to be targeted are 16-18 year olds who are interested in volunteering or whose parents believe that such an experience is important for their personal development. The packaging of the service for this target group should be appealing to the high school students but also to the parents as they are the ones who will likely pay for their participation in the programme.
- **The college and university students, gap year and recent graduates** are 18-25 year olds who need to volunteer for personal growth and development, or, to satisfy a university requirement. The packaging of this service should be similar to that of the high school students as parents and sponsors play a key role in funding this experience.
- **Career breakers** who want to give back at this juncture of their lives or who are thinking of changing careers will be targeted. Their programmes will be designed based on their specific backgrounds and will ensure that their skills are adequately utilized.
- **Professionals** who want to use their skills and expertise to contribute to a developing country. They must be practicing in their field for at least one year.

- **Company employees** who seek to participate as part of their corporate and social responsibility; and their quest for personal fulfillment. Chief Executive Officers will be targeted to encourage them to allow their employees to volunteer at the company's expense. They will be guaranteed a short but impacting experience that can also serve as leadership training and a team building exercise.
- **University lecturers and their students** who want an in-depth, practical experience that provides a first person perspective on how societies, cultures, economies, systems and/or processes work in comparison to their own . This target group will have more than a cultural experience as it will be a learning and process integration offering – service learning.
- **Individuals who have retired** and want to give of their time and talent will also be targeted.

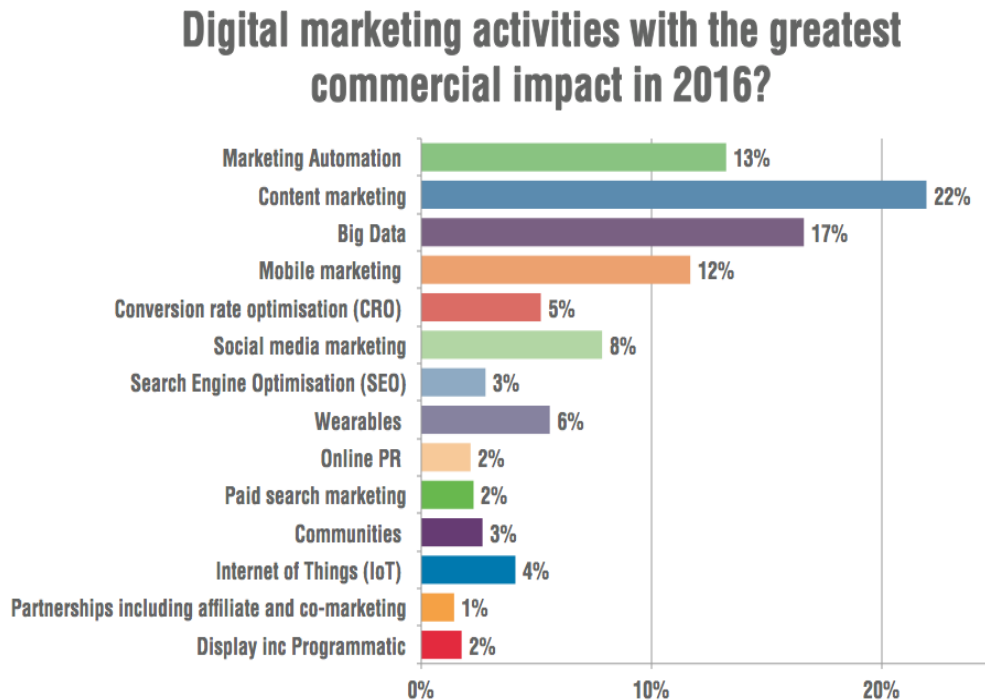
Demographics	Age	Location	What Appeals to them	Their Why
High school students	16-18	School, mall, home, career fairs, sporting games, recruitment fairs, online	Technology, simplicity, videos, limited text	Care, fits schedule, exploration
College and university students, gap year and recent graduates	18-25	School, mall, parties, home, career fairs, sporting games, recruitment fairs, library, career counselling centres, civic clubs, fraternities, sororities, lounges, bars, online	Technology, simplicity, videos, limited text	Interaction, giving back, cultural exchange, university credits, need to help others, exploration
Career breakers	30+	Office, gym, networking meetings, church, career counselling centres, government organizations, non-government organizations	Details, utilization of skills, proper timetable	Can make a difference, interesting and challenging, using skill and experience
Professionals	25+	Office, gym, networking meetings, seminars, conferences, women's club, men's club, elite clubs, professional associations, church, government organizations, non-government organizations	Details, utilization of skills, proper timetable	Intellectually stimulating, matches career skills, can make a difference
Company employees	25+	Office, gym, networking meetings, seminars, conferences, expositions, women's club, men's club, elite clubs, professional	Details, utilization of skills, proper timetable, safety and support	Intellectually stimulating, matches career skills, can make a difference, team building

Demographics	Age	Location	What Appeals to them	Their Why
		associations, church, government organizations, non-government organizations		
University lecturers	30+	Universities, seminars, conferences, women's club, men's club, elite clubs, corporate outplacement programmes, corporate volunteer programmes	Details, utilization of skills, proper timetable, safety and support	Intellectually stimulating, matches career skills, can make a difference
Retirees	50+	Home, mall, women's club, men's club	Limited information, comfort, safety and support	Can make a difference, matches skill sets
Affluent	40+	Women's club, men's club, elite clubs,	Limited information, comfort, safety and support	Can make a difference, a great opportunity of their teenage children

MARKET TRENDS

Reference: #1

The graph below shows the results of a survey as of February 8, 2016 conducted by Smart Insight. The poll received over 1,500 answers.



For reference, below is the break-down of activities which helps to explain the results. For example, Big Data is surprisingly high, but this includes market insight and predictive analytics.

- Big Data (including market and customer insight and predictive analytics)
- Content marketing
- Communities (branded niche or vertical communities)
- Conversion rate optimization (CRO) / improving website experiences
- Display (banners on publishers, ad networks social media including retargeting and programmatic)
- Internet of Things (IoT) marketing applications marketing automation (including CRM, behavioural email marketing and web personalisation)
- Mobile marketing (mobile advertising, site development and apps)
- Paid search marketing, for example Google AdWords Pay Per Click Online PR (including influencer outreach)
- Partnerships including affiliate and co-marketing
- Search Engine Optimization (SEO)
- Social media marketing including Social CRM and Social Customer Care

- Wearables (for example, Apple Watch, activity trackers, augmented reality)

(Source: Smart Insights, February 2016)

Reference: #2

1. Virtual reality - Virtual Reality has come a long way since the concepts and products released in the '90s. Technology like the Oculus Rift, which was bought out by Facebook to the tune of \$2 billion, is going to have a big impact on the way companies engage individual consumers.

Think about the current demand for personalization among consumers and how that can be implemented with a 3D virtual experience. You could quite literally provide your customers with a 360-degree immersive story through visual content.

Virtual tours, one-on-one engagement and interactive and immersive commercials are just a few ways marketing will likely shift in the near future via the use of virtual reality.

2. The new age of search meets social - Google has dominated the search market, followed closely by Yahoo! and Bing, for years. We're now seeing that Facebook is making continued advancements to step outside of the social bubble and create a more expansive service to rival those search giants. By expanding its search functionality, Facebook is able to tie in other components, which include call-to-action buttons and payment messaging.

Mix that with the existing ability users have to follow groups, join social discussions and engage brands while chatting with friends on Facebook, and you can see why the social site is quickly positioning itself to be an all-in-one platform for the web.

It's not just about social engagement anymore: Sites like Facebook are allowing brands to create real digital experiences.

3. A step away from evergreen - Brands frequently embrace evergreen content, or content that will last for an extended period of time and continue to generate traffic. This year, we are seeing a growing trend in the opposite direction: simple, brief content shared in real time. Platforms like Periscope and Snapchat are pushing a "less is more" concept, where we communicate with the end user for a shorter and briefer span of time.

In a world where your target audience is on the go and strapped for time, these kinds of marketing hors d'oeuvres are exactly what users are looking for.

Both Snapchat and Periscope provide unique peeks into brands that consumers feel connected to, while satisfying their voracious appetites for new content.

4. Marketing automation - Automation isn't new, but it has become more necessary and more relevant, especially with the focus shifting to writing 10 times the amount of content that is 10 times better than what your competitors are putting out. The bulk of your time this year is going to be spent competing hardcore for the waning attention of your audience. You can expect that content creation to take up vast time resources, so you and automation are going to become best buddies.

There is no shortage of choices when it comes to platforms, and those marketing automation platforms will make it easier for you to segment your customers for improved email scheduling while tracking them through your sales funnel and monitoring social performance.

5. Location-based marketing growth - The best way to create an interactive experience with your customers is to deliver content and target the user directly at or near the point of engagement.

That can happen as a customer nears a retail location or other designated physical location such as a tradeshow or special event. Using Bluetooth technology, you can use push notifications to nearby devices, attracting the attention of your target audience.

Applications go beyond retail - or location-based marketing. For instance, SK Telecom and Seoul National University Bundang Hospital are using Bluetooth Smart Beacons to provide round-the-clock patient information and navigation to 6,000 daily patients.

Analysts estimate that beacons, acting as hubs, will be deployed all over airports and transit stations to easily send out notifications on departures, delays and passenger assignments. We are also seeing Bluetooth beacons being deployed in the smart home and at large event venues.

That provides serious insight for marketers into ways they can promote engagement, not only with their brand, but among customers during B2B and B2C events.

While retailers and brands have been experimenting with location-based push marketing for a few years, the support was lacking from major phone manufacturers. The new beacon technology from Bluetooth Smart is now widely supported by manufacturers, and is a reliable and cost-effective solution for location-based marketing adaption this year.

6. Better relationship marketing - Relationship marketing is a strategy more businesses are picking up on in order to foster better customer loyalty, as well as improved long-term engagement.

Over the last few years, many brands used social media to improve that level of engagement. While effective, the messaging was still broad - to a group or community - and less personalized than what we are seeing now.

Smartphone adoption continues to grow, with an estimated 2 billion consumers worldwide expected to own smartphones this year. A consumer with a 24/7 connection to the web provides the means to directly connect with that individual. Every smartphone is an opportunity to connect with a prospect.

Through mobile technology and applications, you can build a stronger loyalty program and foster long-term engagement based around an emotional customer connection, not just a connection via a product or service.

You have more data than ever before to fuel that outreach, and that's what's going to help you make the switch from mass-targeted content and interruptive marketing to solid relationships built on trust.

(Source: www.entrepreneur.com)

General Trends based on Experience

1. Volunteers prefer content through short videos
2. Infographics are a useful tool to show volunteer impact
3. The website must be compatible with mobile phone
4. It is important to personalize communication
5. Content marketing continues to grow
6. It is important to make social media marketing platform specific
7. It is important to humanize your brand and use data to educate your audience

PEST ANALYSIS

Issues	Impact on Business/Response
Political <ul style="list-style-type: none"> ▪ Government instability with frequent changes in policies and procedure ▪ Political environment with general and local elections due within the next 12-24 months ▪ Attempts of ownership of projects by political representatives ▪ Use of project activities for political gain ▪ Growing political discord and pressure on agencies to be creative in generating income which causes increase in registration fees 	<ul style="list-style-type: none"> ▪ At least quarterly review of all policies and procedures ▪ Forge new partnerships if there is a change in government ▪ Tarnishing of reputation if not managed carefully ▪ Partnerships will need to be carefully established
Economic <ul style="list-style-type: none"> ▪ Global economic crisis ▪ Increased inflation rates ▪ Changing taxation policies 	<ul style="list-style-type: none"> ▪ Less money to spend on volunteering ▪ More competitive pricing ▪ Value for money approach (educate on value and not on price) ▪ More emphasis on the customer experience ▪ Better management of income and expenditure
Socio-Cultural <ul style="list-style-type: none"> ▪ Differences in cultural norms 	<ul style="list-style-type: none"> ▪ Pre-arrival information ▪ Orientation
Technological <ul style="list-style-type: none"> ▪ Rapid changes in communication channels such as social media ▪ Constant management of communication channels ▪ Ongoing research and development 	<ul style="list-style-type: none"> ▪ More responsive to customers ▪ Frequent monitoring of social media platforms and review sites

SWOT ANALYSIS

<p>Strengths</p> <ul style="list-style-type: none"> ▪ Regional Director has 8 years experience running a successful volunteering organization (from setup stage) ▪ Very knowledgeable of the necessary procedures to be followed based on Jamaican laws and policies ▪ Experience coordinating volunteer programme and projects for volunteers from 39 countries ▪ Professional working relationship with persons from 58 countries ▪ Experience training staff from the UK, Bolivia, Peru, South Africa ▪ Knowledge of Caribbean countries such as Grenada, Dominica, St. Vincent and the Grenadines, St. Lucia, Bahamas, Turks and Caicos islands having worked in these islands ▪ 13+ years project management experience ▪ Solid partnerships in all sectors in Jamaica ▪ Strong Caribbean network ▪ Good understanding of market trends ▪ Very good understanding of what appeals to volunteers and what they expect 	<p>Opportunities</p> <ul style="list-style-type: none"> ▪ Developing partnerships for investment in company ▪ Possibility of expanding to the Caribbean ▪ Improved benefits through volunteerism for Jamaica ▪ Operating a volunteer placement company in Jamaica that values the people and their needs ▪ Improved offering than competitors ▪ Community Development Fund - 5% of project fee per volunteer ▪ Commission, incentive and bonus package to keep marketing team motivated and fairly rewarded for their efforts
<p>Weaknesses</p> <ul style="list-style-type: none"> ▪ Limited start-up capital so investor support is essential 	<p>Threats</p> <ul style="list-style-type: none"> ▪ Insufficient medical placements in Jamaica

SECTION IV: MARKETING STRATEGY

RSVP CORE SERVICES

1. **Individual Volunteering Service** – You have thought about giving back to those in need, exploring the Caribbean and making sure that you live – not just exist. You have wondered what it would be like to live for a while in a developing country and experience the real situations that exist, not just what is advertised as the tourist product. RSVP Caribbean offers the solution to these wondering thoughts and will coordinate a one of a kind, safe and affordable volunteering experience for you. The Individual Volunteering Service is a trip for a person who will be travelling alone, or with less than 5 friends, to volunteer in the Caribbean. You can choose from any of the advertised programmes. Volunteers can select a programme based on their interests, skills and background. Dependent on your date of arrival, other volunteers will already be in-country and there is always 24/7 staff support.
2. **Group Volunteering Service** – If you want to experience the Caribbean with your friends, colleagues or family, we have the right projects just for you. Through our Group Volunteering Service we organize trips for groups such as universities, churches, community groups, sports teams, service learning groups (faculty-led or student-led), medical campaigns, friends, families and any other group that wants to volunteer in the Caribbean. You can choose from one of the advertised projects. You can also tell us about your specific needs and we will tailor a project just for your group. RSVP Caribbean will work with you to determine the specific objectives of your trip and then prepare a timetable which will be sent to the group leader prior to arrival.
3. **Internship and Dissertation Service** –The Caribbean can be an interesting and exciting place to earn your university credits; volunteering in the Caribbean provides the opportunity to do just that. The Caribbean offers you a different perspective on a number of issues, as it is made up of developing countries. You will see, observe and learn about issues that you may never see in your country. Our systems, procedures, resources and ability to creatively use what we have available is a must see. Don't do your internship and dissertation in your country – what fun is that? Do it in the Caribbean with RSVP. If you are a volunteer who has specific requirements related to your university studies and would like to achieve these objectives on a project in the Caribbean then this service is suitable. A full description of the internship is required which will be passed on to the partner agency. Any

associated forms which must be completed need to be sent before acceptance so we can determine if we have a suitable internship for you.

4. **Summer Volunteering Service** – No-one wants to sit at home for the summer. Everyone wants to do something fun, exciting and meaningful. RSVP Caribbean offers carefully tailored projects for high school students (16-18 years old) who want to volunteer during the summer (June – August). As a volunteer you will work on projects that will change your life and the lives of persons that you will work with. You will leave the Caribbean country you have selected with a sense of purpose and fulfillment. This project is designed to provide ongoing support to volunteers while in-country as you are fully chaperoned and parents and guardians can take comfort in knowing that their children will receive special attention. RSVP Caribbean will prepare a timetable which will be sent to you and your parents prior to arrival.
5. **Spring Break Volunteering Service** – Do something different for spring break. Do something that will allow you to experience life in another country while helping those in need. If you are a university student who wants to use your spring break in a productive way, then RSVP Caribbean has the right project for you. These short-term projects are customized to suit the limited timeframe but also ensure that the volunteering experience is mutually beneficial.
6. **Corporate Volunteering Service** – Our corporate volunteering service is designed for corporate teams to increase innovation, improve leadership skills and encourage a culture of giving and sustainable development. The **Corporate Volunteering Service** experience improves team building skills, bolsters group dynamics, supports the development of problem-solving skills, fosters resilience, highlights the importance of giving and promotes corporate social responsibility. It allows for a greater understanding of cross-cultural issues, stimulates creativity, challenges leaders and the team to operate outside of their comfort level and contributes to a shared learning experience. Employers can send a group of their employees to volunteer in the Caribbean for short periods so that the activity does not affect productivity. Employers can also use this as a performance incentive whereby employees are awarded a trip to the Caribbean to volunteer and enjoy the culture. RSVP Caribbean will work with you to determine the specific objectives of your trip and then prepare a timetable which will be sent to the group leader prior to arrival.
7. **Professional Volunteering Service** – If you have been working in your field but need to experience how others in your field operate in a developing

country then RSVP Caribbean has just the project for you. Professional volunteering allows for a mutual learning experience. You bring your skills and expertise to the partner agency but you also learn from them. Some processes may be similar, others quite different but in the end, all the persons involved would have benefited from the process. So if you are qualified and have been working in your field for at least one year and would like to give of your time, skills and expertise on a programme in the Caribbean why not volunteer on one of our programmes?

8. **Language Lesson Service** – Do you want to improve your English while in the Caribbean? Then choosing the language lesson service is just for you. Language immersion provides, possibly, the very best way to improve your use of a second language; the immersion is inevitable if you visit a Caribbean country. English is the first language of most Caribbean islands and as such, we are able to teach written and conversational English very well. A trained teacher will facilitate these structured lessons with volunteers. If you would rather learn Patois which is the dialect of Jamaica then you can – yeah mon (yes you can)! A competent Patois teacher will facilitate these structured lessons with volunteers.
9. **Customized Volunteering Service** – If you have checked out the programmes and projects but you are not seeing anything of interest to you please contact us and let us know. If you have a particular interest then complete the Enquiry Form and our team at RSVP Caribbean will research your interest and let you know if it is possible. If it's possible we will do everything to make it happen.

PROGRAMME AND PROJECT SUMMARY

Programmes and Projects	Global Sustainable Development Goal	Age Requirement	Programme and Project Requirements	Offered	Minimum Stay	Destinations
Child Care and Protection Programme	Good Health and Well-Being	16+	No specific requirement for some orphanages and day care centre. Volunteers with interest, studies or experience in social work, psychology, sociology or any related area are suitable.	All year round	1 week	Jamaica, Grenada, St. Lucia
Teaching Programme	Quality Education	16+	No specific requirement for teaching in early childhood, primary or high school. However, a good command of English is required. Volunteers with interest, studies or	2 nd week in January – 2 nd week in June 2 nd week in September – 1 st week in December Due to school holidays	2 weeks	Jamaica, Grenada, St. Lucia

Programmes and Projects	Global Sustainable Development Goal	Age Requirement	Programme and Project Requirements	Offered	Minimum Stay	Destinations
			experience in teaching, early childhood development or any related area are suitable.			
Medicine and Health Care Programme	Good Health and Well-Being	18+	<p>No specific requirement for pre-medical volunteers. Volunteers will only be able to observe.</p> <p>Medical students will also only observe and any practical work will be at the discretion of the partner.</p> <p>Professionals will be asked to register to do practical work. To observe only no registration is required. RSVP</p>	All year round	2 weeks	Jamaica, Grenada, St. Lucia

Programmes and Projects	Global Sustainable Development Goal	Age Requirement	Programme and Project Requirements	Offered	Minimum Stay	Destinations
			Caribbean will guide you through the simple registration process.			
Nursing Programme	Good Health and Well-Being	18+	<p>No specific requirement for pre-nursing volunteers. Volunteers will only be able to observe.</p> <p>Nursing students will also only observe and any practical work will be at the discretion of the partner.</p> <p>Professionals will be asked to register to do practical work. To observe only no registration is required. RSVP Caribbean will guide you through the</p>	All year round	2 weeks	Jamaica, Grenada, St. Lucia

Programmes and Projects	Global Sustainable Development Goal	Age Requirement	Programme and Project Requirements	Offered	Minimum Stay	Destinations
			simple registration process.			
Physiotherapy Programme	Good Health and Well-Being	18+	<p>Volunteers should have completed at least one year of physiotherapy studies (<i>observation only</i>), over two years any practical work will be at the discretion of partners.</p> <p>Professionals will be asked to register with to do practical work. To observe only no registration is required. RSVP Caribbean will guide you through the simple registration process.</p>	All year round	2 weeks	Jamaica

Programmes and Projects	Global Sustainable Development Goal	Age Requirement	Programme and Project Requirements	Offered	Minimum Stay	Destinations
Dentistry Programme	Good Health and Well-Being	18+	<p>Volunteers should have completed at least one year of dental school (<i>observation only</i>), over two years any practical work will be at the discretion of partners.</p> <p>Professionals will be asked to register to do practical work. To observe only no registration is required. RSVP Caribbean will guide you through the simple registration process.</p>	All year round	2 weeks	Jamaica
Health and Wellness Retreat Programme	Good Health and Well-Being	16+	No specific requirements, volunteers must require special intervention if	<p>Specific Dates</p> <p>September 1-30, 2016</p> <p>November 1-30,</p>	4 weeks	Jamaica

Programmes and Projects	Global Sustainable Development Goal	Age Requirement	Programme and Project Requirements	Offered	Minimum Stay	Destinations
			suffering from psychological, mental or health issues.	2016 January 1-31, 2017 March 1-31, 2017 May 1-31, 2017 July 1-31, 2017 September 1-30, 2017 November 1-30, 2017 (Minimum 15 persons required in each group)		
Sports Programme	Quality Education	16+	No specific requirement for teaching in early childhood, primary	2 nd week in January – 2 nd week in June 2 nd week in	2 weeks	Jamaica, Grenada, St. Lucia

Programmes and Projects	Global Sustainable Development Goal	Age Requirement	Programme and Project Requirements	Offered	Minimum Stay	Destinations
			<p>or high school. However, a good command of English is required.</p> <p>Volunteers with interest, studies or experience in teaching, sport development, sports medicine or any related areas are suitable.</p>	<p>September – 1st week in December</p> <p>Due to school holidays</p>		
Humanitarian Programme	No Poverty	16+	<p>No specific requirement.</p> <p>Volunteers with interest, studies or experience in building, construction, architecture, renovations, painting, carpentry, and plumbing are</p>	All year round	1 week	Jamaica

Programmes and Projects	Global Sustainable Development Goal	Age Requirement	Programme and Project Requirements	Offered	Minimum Stay	Destinations
			most suitable.			
Environmental Awareness and Protection Programme	Clean Water and Sanitation	18+	Volunteers with experience and studies in marine biology, waste water management, environmental education, watershed management, tropical ecology, climate change adaptation, sustainable development or any other related fields are most suitable.	All year round	2 weeks	Jamaica
Entrepreneurship Programme	Decent Work and Economic Growth	18+	Volunteers with experience and studies in business development, entrepreneurship, accounting, finance, marketing, sales, human resource	All year round	4 weeks	Jamaica

Programmes and Projects	Global Sustainable Development Goal	Age Requirement	Programme and Project Requirements	Offered	Minimum Stay	Destinations
			management or any other related fields are suitable.			
Youth and Community Development	Sustainable Cities and Communities	18+	No specific requirement, volunteers who want to learn more about community development in the Caribbean and who want to contribute to changing lives	All year round	2 weeks	Jamaica
Reggae Music and Dance Project	Sustainable Cities and Communities	18+	No specific requirement. Volunteers who want to learn more about the reggae music and Jamaican dance culture are encouraged to apply.	All year round	1 week	Jamaica
Rastafarian Project	Sustainable Cities and	18+	No specific requirement. Volunteers who want	All year round	1 week	Jamaica

Programmes and Projects	Global Sustainable Development Goal	Age Requirement	Programme and Project Requirements	Offered	Minimum Stay	Destinations
	Communities		to learn more about the Rastafarian culture are encouraged to apply. Volunteers with interest, experience and studies in cultural development, history, literature or any related areas are suitable.			
Internship and Dissertation Project Child Care and Protection, Teaching, Medicine, Nursing, Physiotherapy, Dentistry, Sports, Humanitarian,	Good Health and Well-Being No Poverty Quality Education Sustainable Cities and Communities Climate Action	18+	Completed at least one year of study in relevant field	See specific programme	Programme specific - see minimum stay for each programme	Jamaica

Programmes and Projects	Global Sustainable Development Goal	Age Requirement	Programme and Project Requirements	Offered	Minimum Stay	Destinations
Environmental Awareness and Protection, and Rastafarian						
Professional Project Child Care and Protection, Teaching, Medicine, Nursing, Physiotherapy, Dentistry, Sports, Humanitarian, Environmental Awareness and Protection, and Rastafarian	Good Health and Well-Being No Poverty Quality Education Sustainable Cities and Communities	21+	At least a Bachelor's Degree and one year work experience relevant to the programme	See specific programme for more information	Programme specific - see minimum stay for each programme	Jamaica
Summer Project Child Care and Protection, Humanitarian,	Good Health and Well-Being	16-18	Please see specific projects	Specific dates below	Programme specific - see minimum stay for each	Jamaica

Programmes and Projects	Global Sustainable Development Goal	Age Requirement	Programme and Project Requirements	Offered	Minimum Stay	Destinations
Sports and Medicine	No Poverty Quality Education				programme	
Spring Break Project Child Care and Protection and Humanitarian	Good Health and Well-Being No Poverty	16+	Please see specific projects	See specific dates below	Programme specific - see minimum stay for each programme	Jamaica
Group Trips Child Care and Protection, Teaching, Medicine, Nursing, Sports, Humanitarian and Rastafarian,	Good Health and Well-Being No Poverty Quality Education Sustainable Cities and Communities	16+	Please see specific projects	You select your dates and we will try our best to make it happen	Programme specific - see minimum stay for each programme	Jamaica
Corporate Projects Child Care and	Good Health and Well-Being No Poverty	20+	At least one year work experience	You select your dates and we will try our best to make it	Programme specific - see minimum stay for each	Jamaica

Programmes and Projects	Global Sustainable Development Goal	Age Requirement	Programme and Project Requirements	Offered	Minimum Stay	Destinations
Protection, Teaching, Humanitarian, Rastafarian, Sports, Medicine, Nursing, Holistic Retreat Projects	Quality Education Sustainable Cities and Communities			happen	programme	
Language Lesson Project	Quality Education	16+	No requirements for English, a basic command of the English Language for patois	All year round	2 weeks	Jamaica
Customized Project	Based on specific request	18+	Based on specific request	Based on specific request	Based on specific request	Jamaica

Summer Dates – 2016-2017

Summer 2016

Child Care and Protection

Sunday, June 12, 2016 – Saturday, June 25, 2016

Sunday, July 3, 2016 – Saturday, July 16, 2016

Sunday, July 17, 2016 – Saturday, July 30, 2016

Humanitarian

Sunday, July 3, 2016 – Saturday, July 16, 2016

Sunday, July 17, 2016 – Saturday, July 30, 2016

Sports

Sunday, July 10, 2016 – Saturday, July 23, 2016

Sunday, August 7, 2016 – Saturday August 20, 2016

Summer 2017

Child Care and Protection

Sunday, June 11, 2017 – Saturday, June 24, 2017

Sunday, July 2, 2017 – Saturday, July 15, 2017

Sunday, July 16, 2017 – Saturday, July 29, 2017

Humanitarian

Sunday, July 2, 2017 – Saturday, July 15, 2017

Sunday, July 16, 2017 – Saturday, July 29, 2017

Sports

Sunday, July 9, 2017 – Saturday, July 22, 2017

Sunday, August 6, 2017 – Saturday August 19, 2017

Spring Break 2017

Sunday, February 26, 2017 – Saturday, March 4, 2017

Sunday, March 5 2017 – Saturday March 11, 2017

Sunday, March 12, 2017 – Saturday March 18, 2017

Spring Break 2018

Sunday, February 25, 2017 – Saturday, March 3, 2017

Sunday, March 4 2017 – Saturday March 10, 2017

Sunday, March 11, 2017 – Saturday March 17, 2017

DRAFT

RSVP GUARANTEES

- **Resource Allocation** - we guarantee that resources will be provided to programmes and projects.
- **Donation** - we guarantee that once per quarter a tangible donation will be made to an institution or individual in need; from one of the RSVP Caribbean destinations.
- **Community Impact** - we guarantee that 5% of your programme fee will go towards a Community Development Fund to support community projects and partner needs through the RSVP Foundation.
- **Needs-Based Programmes and Projects** - we guarantee that you will have a meaningful programme or project that allows you to make a difference.
- **Exceptional Service** - we guarantee to deliver excellent service that exceeds your expectations.
- **Efficient Service** - we guarantee to always respond on time (*within 48 hours for weekday queries and within 72 hours for weekend queries*), for late replies you will receive 2% discount; if we are not on time you pay less.
- **Confidentiality** - We guarantee complete privacy of information collected from you and on your behalf.
- **Uniqueness** - we guarantee a customized approach to each volunteer and will take your particular situation, expectations and needs into consideration at all times.

RSVP CARIBBEAN UNIQUE SELLING POINTS

1. RSVP Caribbean is the only volunteer placement company focusing exclusively on the Caribbean
2. We offer knowledgeable in-country staff who will answer all your questions about the Caribbean before arrival.
3. We offer 24-hour support while in-country.
4. We offer well researched programme and projects that will suit your needs and that are connected to the Sustainable Development Goals (SDGs).
5. We offer a Caribbean operated volunteering business that understands the Caribbean context.
6. In addition to our regular support to partners we commit 5% of all programme and project fees that goes directly to a Community Development Fund and supports community projects

WHY VOLUNTEER WITH RSVP

RSVP Caribbean is based in Jamaica with key partners in different Caribbean islands. As nationals of the various countries the team understands the important needs that should be their focus and are committed to ensuring that volunteers make a meaningful difference while on their programmes. With RSVP Caribbean, the team focuses on impact while ensuring that all partners are considered in the process.

Accountability and Transparency – there is an unpaid Board of Directors that reviews the operations of the company every quarter to ensure that the volunteering experience is excellent and the community impact is evident. We comply with the highest standards of management, accountability, best practices and environmental stewardship. An annual report is also prepared and published.

Affordable – prices are reasonable and competitive; and RSVP Caribbean ensures value for money. The communities and partners benefit from the contributions made from programme and project fees.

Communication – RSVP Caribbean offers timely and accurate communication through our website, emails, personal webpage, telephone conversations and text messaging. All information is kept up-to-date and changes are quickly communicated.

Community Impact and Value for Money – the purpose of RSVP Caribbean is to serve persons in needs and so the impact being made at the community level is noticeable. Where possible resources are bought from community businesses and through focused intervention RSVP Caribbean supports giving back to areas of need. Volunteers, host families, partners, communities and local businesses are all important in the process of changing lives.

Expertise and Knowledge – all staff are competent, experienced and knowledgeable about the culture, requirements, programmes, projects, accommodation and way of life in each island. They will be able to answer all your questions and guide you based on your specific objectives for volunteering. We offer a Caribbean operated volunteering business that understands the Caribbean context. Each volunteer is directly assigned to one staff member pre-arrival and upon arrival to a Programme Coordinator who is their first point of contact. Two other staff members act as the next point of contact if for some reason the assigned staff member is not available.

Flexible Dates and Duration – in most cases you choose your dates and how long you want to stay. Except for factors beyond our control such as school holidays, public holidays, group dates, natural disasters or community downtime; you are able to determine when you want to come and how long you want to stay.

Fun – with all the work you will also have time for fun. Caribbean nationals know how to relax and have a good time – you will get to Discover while Changing Lives.

Good Standard Accommodations – all our accommodations are carefully checked to ensure safety, security and comfort. You will have the basic amenities – electricity, clean water, a comfortable bed, adequate storage and a lovely family who will treat you as one of their very own.

High Quality Needs-Based Programmes and Projects – All programmes and projects are properly researched and linked to local, national, regional and international priorities and are specifically aimed at addressing key issues affecting individuals, groups and communities in different islands. You will receive information on your programme or project before you arrive. RSVP Caribbean has a wide network of partners with established programme, project linkages and networks that are tapped into to source or create the best option for you. Our programmes and projects definitely make a tangible and noticeable difference. There is a pre-established plan for each programme and project with each partner; this plan and its expected outputs are implemented and followed for continuity and ease of tracking results.

Pre-Departure Support - Before arrival in country Team RSVP will provide on-going support through emails, calls, skype, Whatsapp and other options to ensure that the necessary support and information is communicated to all volunteers. Team RSVP knows about the Caribbean, is based in the Caribbean and understands the Caribbean context.

Responsible Volunteering – at RSVP Caribbean we ensure that volunteering abroad is a benefit to the volunteer and the local organization. We provide all the information so volunteers can make informed and responsible choices and do not exploit people, animals, wildlife and the environment in a bid to promote what we do. We have a Responsible Volunteering Policy that outlines how we operate.

24-Hour In-Country Support – Upon arrival our team provides 24-hour support and can be called upon any day and at any time to provide assistance.

Safety and Security – Your safety is our number one priority. We ensure that programme, projects, accommodations and communities are safe for our volunteers to work and live by conducting risk assessments and preparing risk management and safety plans. We provide a detailed orientation the day after arrival which includes the necessary safety tips. Background and reference checks of staff, host families and volunteers are completed. We also have first aid qualified staff and proper emergency response planning.

School/University Credits – If you are looking for school credits or to complete your internship or dissertation then RSVP Caribbean will provide that opportunity for you. You will also receive an academic reference and certificate if you have completed all the requirements of your volunteer agreement.

Sustainability – volunteering with RSVP Caribbean will be short-term for most volunteers. Given our approach which is aligning what we do to the Sustainable Development Goals it is imperative that each volunteer programme and partner has a plan that facilitates achieving these overarching goals. Each volunteer's tasks feed into that plan and so each volunteer builds on the work of previous volunteers. These goals and the work it necessitates is tied directly to empowering communities and building relationships that lead to growth in all programme areas. There is ongoing research and documentation, local needs being addressed, weekly visits to programmes and projects, staff training in specific programme areas, volunteer tasks linked to goals and plans with these plans being updated by each volunteer so that there is continuity.

Welcome and Orientation – coming to a new country can be daunting but do not worry the RSVP Caribbean staff will be there to meet you at the airport and ensure that you are safely taken to your host family. The day after arrival you will be picked up from your host family by a staff member and you will get a full day of orientation so you can better understand your new environment.

PRICING STRATEGY

RSVP Programmes and Projects are priced based on the following considerations:

1. Making volunteer programmes and projects affordable and also ensuring that the fees sufficiently cover operating expenses.
2. Thorough researched on over 25 competitors to determine the rates of different programmes and projects and determine suitable balance.
3. Clear definition of programmes and projects offered by RSVP Caribbean and the requirements to successfully run these ensuring that all partners are satisfied.
4. Given that RSVP will not be offering insurance coverage the programmes and projects are priced lower than the main volunteer placement companies but higher than the companies that offer an unrealistic package that compromises the integrity of the volunteering process.
5. Prices for RSVP Caribbean are slightly above Jamaica Volunteer Programmes (the Kingston, Jamaica based company) and this was determined by our offerings.

DRAFT

PRICE LIST - PROGRAMME AND PROJECT PRICES – GRENADA

Programmes	1 week	2 weeks	3 weeks	4 weeks	5 weeks	6 weeks	7 weeks	8 weeks	Extra week
Child Care and Protection	\$1,400USD	\$1,850USD	\$2,200USD	\$2,600USD	\$3,000USD	\$3,400USD	\$3,800USD	\$4,200USD	\$500USD
Teaching	N/A	\$1,850USD	\$2,200USD	\$2,600USD	\$3,000USD	\$3,400USD	\$3,800USD	\$4,200USD	\$500USD
Medicine	N/A	\$1,900USD	\$2,300USD	\$2,700USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$500USD
Nursing	N/A	\$1,900USD	\$2,300USD	\$2,700USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$500USD
Sports	N/A	\$1,850USD	\$2,200USD	\$2,600USD	\$3,000USD	\$3,400USD	\$3,800USD	\$4,200USD	\$500USD

PRICE LIST - PROGRAMME AND PROJECT PRICES - JAMAICA

Programmes/ Projects	1 week	2 weeks	3 weeks	4 weeks	5 weeks	6 weeks	7 weeks	8 weeks	Extra week
Child Care and Protection	\$1,500USD	\$1,950USD	\$2,300USD	\$2,700USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$500USD
Teaching	N/A	\$1,950USD	\$2,300USD	\$2,700USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$500USD
Medicine	N/A	\$2,000USD	\$2,400USD	\$2,800USD	\$3,200USD	\$3,600USD	\$4,000USD	\$4,400USD	\$500USD
Nursing	N/A	\$2,000USD	\$2,400USD	\$2,800USD	\$3,200USD	\$3,600USD	\$4,000USD	\$4,400USD	\$500USD
Physiotherapy	N/A	\$2,000USD	\$2,400USD	\$2,800USD	\$3,200USD	\$3,600USD	\$4,000USD	\$4,400USD	\$500USD
Dentistry	N/A	\$2,000USD	\$2,400USD	\$2,800USD	\$3,200USD	\$3,600USD	\$4,000USD	\$4,400USD	\$500USD
Health and Wellness Retreat	N/A	N/A	N/A	\$4,400USD	\$5,200USD	\$5,800USD	\$6,300USD	\$7,000USD	\$1,000USD
Sports	N/A	\$1,950USD	\$2,300USD	\$2,700USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$500USD
Humanitarian	\$1,600USD	\$2,000USD	\$2,400USD	\$2,800USD	\$3,200USD	\$3,600USD	\$4,000USD	\$4,400USD	\$500USD
Environmental Awareness and Protection	N/A	\$1,950USD	\$2,300USD	\$2,700USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$500USD
Entrepreneurship	N/A	N/A	N/A	\$2,800USD	\$3,200USD	\$3,600USD	\$4,000USD	\$4,400USD	\$500USD
Youth and Community Development	N/A	\$2,000USD	\$2,400USD	\$2,800USD	\$3,200USD	\$3,600USD	\$4,000USD	\$4,400USD	\$500USD
Rastafarian Culture	\$1,600USD	\$2,000USD	\$2,500USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,500USD	\$5,000USD	\$500USD
Reggae Music and Dance	\$1,900USD	\$2,500USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$4,700USD	\$5,100USD	\$500USD
Internship and Dissertation	\$1,700USD	\$2,100USD	\$2,500USD	\$2,900USD	\$3,300USD	\$3,700USD	\$4,100USD	\$4,500USD	\$600USD
Professional	\$1,500USD	\$1,950USD	\$2,300USD	\$2,700USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$500USD
Summer	N/A	\$2,700USD	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Programmes/ Projects	1 week	2 weeks	3 weeks	4 weeks	5 weeks	6 weeks	7 weeks	8 weeks	Extra week
Spring Break	\$1,000USD	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Group trips (5-10 persons)	\$1,800USD	\$2,100USD	\$2,500USD	\$2,900USD	\$3,300USD	\$3,700USD	\$4,100USD	\$4,500USD	\$700USD
Group trips (11-20 persons)	\$1,700USD	\$2,000USD	\$2,400USD	\$2,800USD	\$3,200USD	\$3,600USD	\$4,000USD	\$4,400USD	\$700USD
Group trips (21+ persons)	\$1,600USD	\$1,900USD	\$2,300USD	\$2,700USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$700USD
Corporate (5-10 employees)	\$1,800USD	\$2,100USD	\$2,500USD	\$2,900USD	\$3,300USD	\$3,700USD	\$4,100USD	\$4,500USD	\$700USD
Corporate (11-20 employees)	\$1,700USD	\$2,000USD	\$2,400USD	\$2,800USD	\$3,200USD	\$3,600USD	\$4,000USD	\$4,400USD	\$700USD
Corporate (21+ employees)	\$1,600USD	\$1,900USD	\$2,300USD	\$2,700USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$700USD
English Lesson	N/A	\$1,800USD	\$2,300USD	\$2,800USD	\$3,300USD	\$3,900USD	\$4,500USD	\$5,000USD	\$600USD
English Lesson Add-on 10 hours	\$400USD								
English Lesson Add-on 20 hours	\$750USD								
English Lesson Add-on 30 hours	\$1,050USD								
English Lesson Add-on 40 hours	\$1,400USD								
Patois Lesson	-	\$1,900USD	\$2,300USD	\$2,700USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$600USD
Patois Lesson Add-on 10 hours	\$500USD								
Patois Lesson Add-on 20 hours	\$850USD								

Programmes/ Projects	1 week	2 weeks	3 weeks	4 weeks	5 weeks	6 weeks	7 weeks	8 weeks	Extra week
Patois Lesson Add-on 30 hours	\$1,150USD								
Patois Lesson Add-on 40 hours	\$1,500USD								
Customized	\$1,900USD	\$2,500USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$4,700USD	\$5,100USD	\$700USD

PRICE LIST - PROGRAMME AND PROJECT PRICES – ST. LUCIA

Programmes	1 week	2 weeks	3 weeks	4 weeks	5 weeks	6 weeks	7 weeks	8 weeks	Extra week
Child Care and Protection	\$1,400USD	\$1,850USD	\$2,200USD	\$2,600USD	\$3,000USD	\$3,400USD	\$3,800USD	\$4,200USD	\$500USD
Teaching	N/A	\$1,850USD	\$2,200USD	\$2,600USD	\$3,000USD	\$3,400USD	\$3,800USD	\$4,200USD	\$500USD
Medicine	N/A	\$1,900USD	\$2,300USD	\$2,700USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$500USD
Nursing	N/A	\$1,900USD	\$2,300USD	\$2,700USD	\$3,100USD	\$3,500USD	\$3,900USD	\$4,300USD	\$500USD
Sports	N/A	\$1,850USD	\$2,200USD	\$2,600USD	\$3,000USD	\$3,400USD	\$3,800USD	\$4,200USD	\$500USD

Please Note:

- The price quoted is per person.
- A non-refundable deposit fee of \$300USD must be paid before the processing of any application begins. This is due when submitting your application.
- Combined projects attract an additional \$100USD to cover administrative fees.
- \$90USD for each extra day.
- There is no registration fee.
- Extension while in-country will attract \$50USD for administrative fee plus the specific programme fee.
- All fees are due 90 days before departure or immediately if application is less than 90 days.
- The length of your programme is calculated from your arrival date to your departure date; if you will spend all your time on the programme. If you are doing independent travel after your programme then your programme date is your arrival date until your last date on the programme. Please ensure that your insurance covers your entire trip.
- If you stay on your programme over the agreed length of time reflected on your invoice you will be charged \$90USD per day to cover your food, accommodation and support.

WHAT IS INCLUDED

- Ongoing support from overseas Programme Advisor before applying
- Ongoing support from a RSVP Caribbean Volunteer Limited staff based in the Caribbean (*email, telephone, skype, Whatsapp or any preferred means of communication*) before arrival to provide expert advice on all aspects of your volunteering experience
- Volunteer manual
- A suitable programme based on your needs, skills and interests
- Preparation of programme or project and accommodation
- 24-hour support while in-country
- Accommodation for duration of programme or project
- Breakfast and dinner each day
- Daily lunch is only provided for volunteers on the health and wellness retreat programme, rastafarian programme, summer project and group trip project
- Transportation to and from the airport
- Transportation cost from your host family to your programme based on local taxi or bus system
- A cultural event once per week
- An in-house workshop once per week
- Work permit exemption fee in Jamaica (*if required*)
- Extension fee in Jamaica (*if required*)
- Any registration from local authorities required for professionals
- Volunteer t-shirt
- Welcome souvenir
- A comprehensive orientation upon arrival
- In-kind donation to your placement

WHAT IS NOT INCLUDED

- Airfare and any associated fees and taxes to travel to and from destination. It is your responsibility to purchase a return flight.
- Daily lunch
- Any sightseeing, trips and tours on the weekends or after work
- Cost to prepare work permit exemption and registration documents in your home country (if necessary)
- Visa fees in home country (*if necessary*)
- Vaccinations (*which should be done in home country where required*)
- Spending money
- Internet
- Laundry
- Phone calls
- Travel and Health Insurance (Mandatory)
- Criminal Record Check
- Any other personal or incidental expenses

PROMOTIONS (Conditions Apply)

- Volunteer with your partner for a minimum of 8 weeks and get a 5% discount each on your programme/project fee.
- Volunteer for a minimum of 12 weeks and get a 5% discount.
- If you were referred by a past volunteer you get 5% discount.
- Get a loyalty card after your first trip and get 10% discount on your next trip to any RSVP Caribbean destination.
- Volunteer for a minimum of 16 weeks and get 10% discount.
- Each month there will be a promotion offered to potential volunteers.

Monthly Promotions

Month	Programme of the Month	Conditions
June 2016	Apply for the Child Care and Protection Programme during the month of June and get 5%discount	<ul style="list-style-type: none">▪ You must apply by June 30th▪ Pay the non-refundable deposit▪ You must arrival in country no later than 6 months after application
July 2016	Apply for the Humanitarian Programme during the month of July and get 5%discount	<ul style="list-style-type: none">▪ You must apply by July 31st▪ Pay the non-refundable deposit▪ You must arrival in country no later than 6 months after application
August 2016	Apply for the Sports Programme during the month of August and get 5%discount	<ul style="list-style-type: none">▪ You must apply by August 31st▪ Pay the non-refundable deposit▪ You must arrival in country no later than 6 months after

Month	Programme of the Month	Conditions
		application
September 2016	Apply for the Medicine and Health Care Programme during the month of September 30 th and get 5%discount	<ul style="list-style-type: none"> ▪ You must apply by September 30th ▪ Pay the non-refundable deposit ▪ You must arrival in country no later than 6 months after application
October 2016	Apply for any Spring Break Project during the month of October and get 5% discount	<ul style="list-style-type: none"> ▪ You must apply by October 30th ▪ Pay the non-refundable deposit ▪ You must arrival in country no later than 6 months after application
November 2016	Apply for the Youth and Community Development Programme during the month of November and get 5%discount	<ul style="list-style-type: none"> ▪ You must apply by November 30th ▪ Pay the non-refundable deposit ▪ You must arrival in country no later than 6 months after application
December 2016	Apply for the Summer Project during the month of December and get 5%discount	<ul style="list-style-type: none"> ▪ You must apply by December 31st ▪ You must arrival in country no later than 6 months after application

Month	Programme of the Month	Conditions
January 2017	Apply for the Reggae Music Project during the month of September 30 th and get 5% discount	<ul style="list-style-type: none"> ▪ You must apply by January 30th ▪ Pay the non-refundable deposit ▪ You must arrival in country no later than 6 months after application
February 2017	Apply for the Rastafarian Culture Project during the month of February and get 5% discount	<ul style="list-style-type: none"> ▪ You must apply by February 28th ▪ Pay the non-refundable deposit ▪ You must arrival in country no later than 6 months after application
March 2017	Apply for the Summer Project during the month of March and get 5% discount	<ul style="list-style-type: none"> ▪ You must apply by March 31st ▪ Pay the non-refundable deposit ▪ You must arrival in June, July or August 2017
April 2017	Apply for the Summer Project during the month of April and get 10% discount	<ul style="list-style-type: none"> ▪ You must apply by April 30th ▪ Pay the non-refundable deposit ▪ You must arrival in June, July or August 2017
May 2017	Apply for the Child Care and Protection Programme during the month of May and get 5%discount	<ul style="list-style-type: none"> ▪ You must apply by May 31st ▪ Pay the non-refundable deposit ▪ You must arrival in country no later than 6 months after

Month	Programme of the Month	Conditions
		application
June 2017	Apply for the Nursing Programme during the month of June and get 5%discount	<ul style="list-style-type: none"> ▪ You must apply by June 30th ▪ Pay the non-refundable deposit ▪ You must arrival in country no later than 6 months after application
July 2017	Apply for the Humanitarian Programme during the month of July and get 5%discount	<ul style="list-style-type: none"> ▪ You must apply by July 31st ▪ Pay the non-refundable deposit ▪ You must arrival in country no later than 6 months after application
August 2017	Apply for the Sports Programme during the month of August and get 5%discount	<ul style="list-style-type: none"> ▪ You must apply by August 31st ▪ Pay the non-refundable deposit ▪ You must arrival in country no later than 6 months after application
September 2017	Apply for the Medicine and Health Care Programme during the month of September 30 th and get 5%discount	<ul style="list-style-type: none"> ▪ You must apply by September 30th ▪ Pay the non-refundable deposit ▪ You must arrival in country no later than 6 months after application

Month	Programme of the Month	Conditions
October 2017	Apply for any Spring Break Project during the month of October and get 5% discount	<ul style="list-style-type: none"> ▪ You must apply by October 30th ▪ Pay the non-refundable deposit ▪ You must arrival in country no later than 6 months after application
November 2017	Apply for the Youth and Community Development Programme during the month of November and get 5%discount	<ul style="list-style-type: none"> ▪ You must apply by November 30th ▪ Pay the non-refundable deposit ▪ You must arrival in country no later than 6 months after application
December 2017	Apply for the Summer Project during the month of December and get 5%discount	<ul style="list-style-type: none"> ▪ You must apply by December 31st ▪ Pay the non-refundable deposit ▪ You must arrival in country no later than 6 months after application

MARKETING MATERIAL

The following marketing material will be used by RSVP Caribbean.

Marketing Material	Description	Timeframe
1. Website	<p>The website is a professional and has a fun flare that represents the uniqueness and vibrancy of the Caribbean but also the peculiarity of each island. The basic concept of the website is:</p> <ul style="list-style-type: none">▪ The logo to the top left and social media links (<i>Facebook, Twitter, LinkedIn, Instagram, Blog, YouTube, Snapchat</i>) to the top right of the homepage.▪ At the top (<i>between the logo and the social media sites</i>) there are 10 main tabs with related drop down options which takes the reader to each related page.▪ These 10 main tabs are About Us; Destinations; Programme and Projects; Prices; Resources; FAQ; Apply Now; Contact Us; Media; Charity and Donations.▪ In the centre of the homepage there are at least seven (7) pictures and three (3) promotions which are interchanged.▪ The website was designed to provide potential, current and past volunteers and partners with a simple, clear, easy to read and user friendly space.▪ The “Apply Now” and “Contact Us” options are strategically placed throughout the website. It is prominently displayed on each of the website’s sub-pages for easy access by browsers.	June 1, 2016

Marketing Material	Description	Timeframe
2. Company Brochure	The company brochure is a comprehensive brochure with company background, vision, mission, services, programmes, projects and contact information	June 1, 2016
3. Programme Flyers	A specific flyer for each programme	July 31, 2016
4. Project Flyers	A specific flyer for each project	July 31, 2016
5. Videos	<p>Videos will be done overtime to promote each aspect of RSVP Caribbean:</p> <ul style="list-style-type: none"> a) Company overview b) Child Care and Protection Programme c) Teaching Programme d) Medicine Programme e) Nursing Programme f) Physiotherapy Programme g) Dentistry Programme h) Holistic Retreat Programme i) Sports Programme j) Humanitarian Programme k) Environmental Awareness and Protection Programme l) Entrepreneurship Programme m) Youth and Community Development Programme n) Rastafarian Culture Project o) Reggae Music and Dance Project 	At least 3 by July 31, 2016 and thereafter 3 per quarter

Marketing Material	Description	Timeframe
	<p>p) Internship and Dissertation Project</p> <p>q) Professional Programme Project</p> <p>r) Summer Project</p> <p>s) Spring Break Project</p> <p>t) Group Trip Project</p> <p>u) Corporate Project</p> <p>v) Language Lessons</p> <p>w) Host Families</p> <p>x) Grenada</p> <p>y) Jamaica</p> <p>z) St. Lucia</p>	
6. Video Testimonials	<p>a) Volunteers</p> <p>b) Partners</p> <p>c) Host Families</p>	Starting September 1, 2016
7. Written Testimonials	<p>a) Volunteers</p> <p>b) Partners</p> <p>c) Host Families</p>	Starting September 1, 2016
8. Infographics	<p>a) Programme impact</p> <p>b) Project impact</p> <p>c) Orientation process</p>	<p>a) Quarterly beginning March 31, 2017</p> <p>b) Quarterly beginning March 31, 2017</p> <p>c) January 31, 2017</p>

Marketing Material	Description	Timeframe
9. Referral Card	This is offered to all volunteers and bonus points given for each referral. When volunteers have accumulated the required bonus point they can volunteer on one of our programmes and projects (conditions apply)	July 31, 2016
10. Loyalty Card	This is offered to all volunteers after their first trip and they get 10% discount on the next trip to any RSVP Caribbean destination.	July 31, 2016
11. Newsletter	A user-friendly synopsis of the month's activities which is sent to our database	30 th of each month beginning September 2016
12. Quotes	<ul style="list-style-type: none"> a) Volunteers b) Partners c) Host Families 	Beginning July 2016
13. PowerPoint	A comprehensive and professional overview of RSVP Caribbean that is used during career fairs, information sessions and various presentations	June 1, 2016
14. Folders	A professional and bold design to be used for different events, orientation and press kits	June 1, 2016
15. Business cards	A professional, simple but sleek design that will be used by all staff members	June 1, 2016
16. Company profile	A specific flyer about the company	September 31, 2016
17. Price sheet	A complete list of services with respective prices	June 1, 2016

Marketing Material	Description	Timeframe
18. Staff shirts	a) T-shirts b) Polo-shirts c) Jersey shirts d) Dress shirts	August 2016 January 2017 January 2017 January 2017
19. Staff blazers	A professional jacket possibly with pants, uniquely designed that gives a bold presence	January 2017
20. Volunteer t-shirts	T-shirts given to volunteers during orientation. One colour across all destinations but different design on the back and sleeve for each country.	July 31, 2016
21. Retractable banners	a) Company vision, mission, services, contact details b) Logo c) Programmes d) Projects	January 2017
22. Feather banner	Banner with logo and contact details	January 2017
23. Company pin	Classy logo representation	January 2017
24. Bookmarks	Promotional bookmarks with services, programmes, projects and contact details	January 2017
25. Water bottles	Promotional water bottles with logo and contact details	January 2017
26. Volunteer Stories	Sort stories written by volunteers about their experience	Starting July 2016

MARKETING STRATEGIES

Marketing Strategies	Description	Programme/Project	Target Group	Timeframe
Website	Search engine optimization, google analytics	All	All	June 1, 2016
Initial Contact List	Make a list of one hundred and fifty (150) influencers from personal network and ask them for leads and direct contacts	All	All	June 10, 2016
SalesEdge	A unique marketing service offered by 20 Twenty Strategies Consulting	Spring Break, Summer Project Corporate, Internship and Dissertation, Group Trip	High School/gap year Corporate University	June 6, 2016
Niche Marketing	Assign Marketing Executives to primarily focus on these unique experiences in specific locations	Reggae Music and Dance, Rastafarian Culture, Humanitarian, Entrepreneurship, Sports, Health and Wellness	All	June 6, 2016
Open Days and Career Days	Presentations and displays at high schools, universities and colleges	All Programmes Reggae Music and Dance, Rastafarian	High School/gap year College	June 6, 2016

Marketing Strategies	Description	Programme/Project	Target Group	Timeframe
		Culture, Internship and Dissertation, Spring Break, Summer Project Group Trips	University	
Information Days/Evenings	Presentations and displays at set public venues	All	All	June 6, 2016
Skype meetings	Advertise specific dates and times for meetings where persons can join the discussion and learn more about RSVP Caribbean	All	All	June 7, 2016
Online chat	Live chat via the website where browsers are targeted	All	All	June 1, 2016
Corporate and Professional Group presentations	Presentations to companies and professional groups	All	Corporate Professional	June 6, 2016
RSVP Representatives/Ambassadors	High school, college and university students who will promote the work of RSVP Caribbean	All	High school, college and university students	August 8, 2016
Word of Mouth	Past volunteers, colleagues and networks to assist in promoting the services of RSVP Caribbean	All	All	June 1, 2016
Posters/Flyers and Brochures	Distribute flyers and brochures	All	All	June 1, 2016

Marketing Strategies	Description	Programme/Project	Target Group	Timeframe
	to key market segments at specific locations			
Pop-up events (malls, tradeshow)	Display RSVP Caribbean services at various events	All	All	July 4, 2016
Webinars	Host live webinars	Spring Break Summer Project	High school, college and university students	September 5, 2016
Networking meetings	Involvement in various meetings and generate contacts and leads	All	Corporate Professional	July 4, 2016
Direct mail	Make list of key individuals and companies to target	All	All	July 4, 2016
RSVP Campaigns	Determine specific campaigns that will address issues in the Caribbean	TBD	TBD	January 2017
Facebook	Social media platform to be managed by Social Media Manager. Themes have been developed to promote the work of RSVP Caribbean	All	All	June 1, 2016
Twitter	Social media platform to be managed by Social Media Manager used to promote the	All	All	June 1, 2016

Marketing Strategies	Description	Programme/Project	Target Group	Timeframe
	work of RSVP Caribbean			
Instagram	Social media platform to be managed by Social Media Manager used to promote the work of RSVP Caribbean	All	High School, College, University students	June 1, 2016
YouTube	Social media platform to be managed by Social Media Manager used to promote the work of RSVP Caribbean	All	All	June 1, 2016
Snapchat	Social media platform to be managed by Social Media Manager used to promote the work of RSVP Caribbean	All	High School, College, University students	June 1, 2016
LinkedIn	Social media platform to be managed by Social Media Manager used to promote the work of RSVP Caribbean	All	Corporate, career breakers, retirees	June 1, 2016
Periscope	Social media platform to be managed by Social Media Manager used to promote the work of RSVP Caribbean	All	High School, College, University students	January , 2017
Blog	Platform to be managed by Social Media Manager used to	All	All	Starting June 10, 2016 and

Marketing Strategies	Description	Programme/Project	Target Group	Timeframe
	promote the work of RSVP Caribbean			every Friday thereafter
Vlog	To be managed by Social Media Manager used to promote the work of RSVP Caribbean	All	All	September 30, 2016
Media	Get volunteer experiences published in local newspaper	All	All	January 2, 2017
Link-Building	Create website linkages to key companies and schools/universities	All	All	January 2017
RSVP App	Develop and launch a mobile app	All	High School, College, University students	June 2017

ADVERTISING

Minimal advertising will be done for 2016 – 2017. Other marketing strategies as highlighted above will be used.

PUBLICITY

Activity	Date	Time	Venue
Women on the Frontline	June 14-20, 2016	9:00	Riu Ocho Rios, Jamaica
Jamaica Diaspora Conference	2017 (TBD)	TBD	TBD
Expo Jamaica	April 2018 (TBD)	TBD	TBD
Overseas event #1	TBD	TBD	TBD
Overseas event #2	TBD	TBD	TBD
Television interview	June 2017	TBD	TVJ studio
Radio interviews	June 2017	TBD	Radio studio
Monthly Twitter Chat	Monthly	TBD	Twubs Chatroom
Facebook Live	Weekly	TBD	TBD
JAPEX	TBD	TBD	TBD
Tradeshow – Europe	TBD	TBD	TBD
Tradeshow - Canada	TBD	TBD	TBD

SOCIAL MEDIA STRATEGY

Platforms	Requirements	Targets	Comments
Facebook	Minimum 3 posts per day according to themes and activities	<ul style="list-style-type: none"> 1,000 relevant followers by December 2016 5,000 relevant followers by December 2017 	Linked to twitter account Develop list of hashtags Tag relevant persons
Twitter	Minimum 3 generic posts per day	<ul style="list-style-type: none"> 1,000 relevant followers by December 2016 5,000 relevant followers by December 2017 	Develop list of hashtags Tag relevant persons
Instagram	Minimum 3 posts per day	<ul style="list-style-type: none"> 500 relevant followers by December 2016 2,000 relevant followers by December 2017 	Develop list of hashtags
LinkedIn	Post at least once per week	<ul style="list-style-type: none"> 100 relevant followers by December 2016 300 relevant followers by December 2017 	
Blog	Post at least once per week	<ul style="list-style-type: none"> 100 relevant followers by December 2016 	Develop list of searchwords

		<ul style="list-style-type: none"> ▪ 300 relevant followers by December 2017 	
Snapchat	Post at least three times per week	<ul style="list-style-type: none"> ▪ 500 relevant followers by December 2016 ▪ 1,000 relevant followers by December 2017 	
Periscope	Post at least three times per week	<ul style="list-style-type: none"> ▪ 1,000 relevant followers by December 2017 	
YouTube	Post at least once per week	<ul style="list-style-type: none"> ▪ 100 persons subscribing by December 2016 ▪ 200 persons subscribing by December 2017 	Develop list of videos

MARKETING AND SALES TEAM

The marketing and sales team is be led by the Marketing Director. Marketing Executives will be employed in main cities throughout Europe and North America. There is a small marketing team based in Jamaica that will also form a part of the marketing and sales team. The marketing company 20 Twenty Strategies Consulting will use its SalesEdge service to market to four (4) specific areas in the USA. Strategic Marketing Alliances will be formed with companies across Europe and North America to support marketing efforts.

Countries	Cities	Number Required	Marketing Executives	Strategic Alliances
Germany	Berlin, Munich, Hamburg, Frankfurt, Cologne, Dusseldorf, Dresden, Stuttgart and Leipzig	4	TBC	TBC
England	London, Manchester, Birmingham, Bristol, Liverpool, Leeds, Nottingham, Cambridge and Brighton	4	TBC	TBC
Switzerland	Zurich and Geneva	2	TBC	TBC
Denmark	Copenhagen	2	TBC	TBC
France	Paris and Bordeaux	2	TBC	TBC
Netherlands	Amsterdam, Rotterdam,	3	TBC	TBC

Countries	Cities	Number Required	Marketing Executives	Strategic Alliances
	the Hague			
USA	New York, Florida, Georgia	6	4	TBC
Canada	Toronto, Vancouver, Ottawa, Montreal, Quebec	6	TBC	TBC
Jamaica	Los Angeles, Chicago, California, Arizona	1	-	20 Twenty Strategies

NB: Discussions are far advanced with many Marketing Executives and Strategic Marketing Alliance partners. It is anticipated that by June 17, 2016 at least eight (8) Marketing Executives will be hired and Strategic Marketing Alliances forged with four (4) companies.

SECTION V: MARKETING AND SALES PROCEDURE

MARKETING EXECUTIVE'S ROLE

The role of the Marketing Executive serves a dual function, marketing and sales. His/her role is to promote the services of RSVP Caribbean to the target market by designing and implementing the marketing plan and expose our services effectively to the market but also generate leads which are converted into sales.

THE SALES CYCLE

The sales cycle is the time between the initial contact made with a customer, the identification of services to be purchased, the acceptance of the intended purchase, and the transaction that completes the sale. It is a measure of the efficiency of a sales department within an organization when compared with industry standards. The sales cycle in the volunteer placement industry varies but typically:

- 50% of customers will buy the service in 6-12 months (requires persuasion)
- 30% of customers will buy the service in 3-6 months (decided but not ready to leave, this is typical)
- 20% of customers will buy the service in 1-2 months (ready to leave)

The sales cycle can vary based on services and target audience, and no one sale will be exactly the same. However, identifying the key steps and stages improves sales efficiency and helps the sales team sell more.

Most volunteers normally sign-up October – December and they book for January – July of the following year, 3-6 months in advance.

The sales cycle has eight components:

1. **Prospect for Leads** - Prospecting refers to the process of finding new potential customers. Each Marketing Executive is responsible for creating his/her leads list to work with.
2. **Initial Contact/Set an Appointment** – Use the leads created in step 1 to create an appointment. Where possible set-up face-to-face appointments rather than sell over the phone. However, we understand this will not always be possible. With sales you will frequently have to work your way through one or more people to reach the appropriate decision maker. It may take multiple calls before you even find out who your target is. Often you will have to convince the “gatekeeper” - the person who protects the decision maker – to let you through. Don't think of the gatekeeper as an enemy. He or she is a

potential ally, who can give you valuable information about the decision maker. The point of your call is not to sell your product but to get an appointment. You need to pique the decision maker's interest just enough that he or she wants to hear more. Start by asking if it's a good time to talk; that shows that you respect your prospect's busy schedule. If they say they can't talk now, suggest another time and be specific – don't say “I'll call back later,” say “I'll call back tomorrow at 9am, if that's convenient for you.” If the decision maker is willing to talk now, you need to get their attention quickly; the first few seconds of the conversation are critical.

3. **Qualify the Prospect/Identifying the Need** - The qualification stage usually takes place at the appointment itself, although you can also qualify briefly during your initial contact. The idea is to confirm that your prospect is both able and potentially willing to buy our service (before you will spend a lot of time trying to pitch to him/her). If you Are pitching to people who truly don't need or can't buy what you have to sell, you're wasting your time. So take a few minutes to qualify your leads before starting a sales presentation.
 - a. Can they make the decision?
 - b. What do they have? [Do they use a similar service]
 - c. How do they feel about their current service?
 - d. Are they able/willing to switch?
 - e. How is our service better?
4. **Make Your Presentation/Present Offer** - The presentation is the core of every sales cycle, and it is probably where you will invest the most preparation time. Keep in mind that you are not just selling our service, you are also selling yourself as a person to trust. You represent our company, so appearance counts.
 - a. **Do your research** - Know what your audience is looking for, and tailor your presentation to suit them. Not only will this interest your audience, it will add to your credibility if they know you have done your homework.
 - b. **Look Professional** - If you want your audience to take you seriously, you need to look serious. When in doubt, wear a suit. If the occasion is more casual, at least make sure you look well put together – not sloppy.
 - c. **Be on Time** - Plan your schedule so you will be on time, allowing for possible delays such as traffic and construction. Few things give a worse first impression than making your audience wait for you.
 - d. **Build Rapport** - Find out exactly who will be at the meeting, and try to collect personal information about the major decision makers. The internet makes this fairly simple. Don't just use google, check out

Facebook, LinkedIn, Twitter and other platforms for more information. Knowing key information about your audience can help to formulate discussions.

- e. **Timeframe** - As a rule of thumb, plan your presentation to last no more than sixty minutes, maximum. Tell your audience approximately how long you will be talking, and stick to it. Remember to leave at least 15 minutes for questions and answer, so present for a maximum of 45 minutes.
 - f. **Stand Up** - Always give your presentation while standing – it helps your energy level and it is professional. It is it a small meeting, for example at a coffee shop then it is ok to sit.
 - g. **Be Audible** - If you are speaking to a large room, confirm that everyone can hear you before you start your presentation.
5. **Address the Prospects Objections** – At this point you will take the questions and concerns that the prospects have. Objections can actually be a positive sign, since this means that your prospect is at least considering buying or he would not be bothering to work out the potential problems.
- a. Listen to the objection
 - b. Say it back to the prospect just to ensure that you heard correctly
 - c. Explore the reasoning
 - d. Answer the objection
 - e. Check back with the prospect to make sure the concerns were addressed
 - f. Redirect the conversation
6. **Close the Sale** - Once you have made your presentation and answered your prospect's questions and objections, it is time to ask for the sale. This is the second most neglected stage of the sales cycle and it is one of the most important steps so it must be done. Even highly interested prospects will rarely close themselves.
7. **Ask for Referrals** – This step is often not done but it is very critical, it can open so many other doors. Don't be caught in the excitement of closing the sale that you fail to ask for referrals.
8. **Relationship Building** – Ensure that you continue to build a relationship with the prospect now client and offer as much support during application, experience and post project.

(Source: 7 Stages of the Sales Cycle by Wendy Connick - Sales Expert)

SALES PROCESS CHECKLIST

	Task	Deadline	Status	Comments
Prospect for Leads				
<input type="checkbox"/>	Decide on target area			
<input type="checkbox"/>	Prospects want to volunteer and is interested in finding a suitable programme/project			
<input type="checkbox"/>	Create leads list			
<input type="checkbox"/>	Enter prospect information into database			
<input type="checkbox"/>	Check lead list against database for duplicates			
<input type="checkbox"/>	Ensure that leads fits target market			
<input type="checkbox"/>	Competitor comparative strengths and weaknesses assessed			
Initial Contact and Qualification of Leads				
<input type="checkbox"/>	Initial contact made (phone call, email, in-person visit, etc.)			
<input type="checkbox"/>	Record departure and expected return time			
<input type="checkbox"/>	Appointment scheduled/record date and time			
<input type="checkbox"/>	Research prospect to determine needs if not stated			
<input type="checkbox"/>	Send meeting agenda and any requirements to prospect			
<input type="checkbox"/>	Prepare sales kit using checklist			

	Task	Deadline	Status	Comments
Making Presentation/Present Offer & Address Prospects Objections				
<input type="checkbox"/>	Make presentation			
<input type="checkbox"/>	Final qualification completed – prospect is a true opportunity			
<input type="checkbox"/>	Prospect needs assessed			
<input type="checkbox"/>	Purchasing process and requirements identified			
<input type="checkbox"/>	Next steps determined (schedule a second meeting, do a follow-up call, etc.)			
Development				
<input type="checkbox"/>	Prospect priorities, issues and requirements documented			
<input type="checkbox"/>	Proposal submitted to prospect and any requested revisions completed (group trips)			
<input type="checkbox"/>	Sales team and other collaborators briefed			
<input type="checkbox"/>	Closing date determined			
Close the Sale and Referrals				
<input type="checkbox"/>	Prospect concerns and questions addressed			
<input type="checkbox"/>	Appropriate service type selected and accepted			
<input type="checkbox"/>	Programme or project selected			

	Task	Deadline	Status	Comments
<input type="checkbox"/>	Ensure finalized date is available			
<input type="checkbox"/>	Reference the company's Terms and Conditions			
<input type="checkbox"/>	Ensure application is completed and submitted and deposit made			
<input type="checkbox"/>	Request referral after service completion			
Post-Closing and Relationship Building				
<input type="checkbox"/>	Report sale to Marketing Director			
<input type="checkbox"/>	Ensure sales accounting form is submitted to the Accounts Department for processing			
<input type="checkbox"/>	Retain copy of sales accounting form and file			
<input type="checkbox"/>	Send thank-you note to volunteer and indicate that the Administration Team will continue the process			
<input type="checkbox"/>	If prospect did not sign, send follow-up kit			
<input type="checkbox"/>	Follow-up to confirm volunteer satisfaction (post-project)			
<input type="checkbox"/>	Resolve any questions or problems			
<input type="checkbox"/>	Ask customer for permission to give testimonial upon completion of service			

SALES KIT CHECKLIST

	Task	Deadline	Status	Comments
<input type="checkbox"/>	Branded presentation folder			
<input type="checkbox"/>	Sales Kit Cover Letter on Letterhead			
<input type="checkbox"/>	Marketing Executives' Biography			
<input type="checkbox"/>	Business Cards			
<input type="checkbox"/>	Company Profile			
<input type="checkbox"/>	Brochure			
<input type="checkbox"/>	Product Pricing Sheet			
<input type="checkbox"/>	Product of the Month Flyer			
<input type="checkbox"/>	Quarterly Newsletter			
<input type="checkbox"/>	Digital Sales Video on CD			
<input type="checkbox"/>	Volunteer Testimonials			
<input type="checkbox"/>	Discount Coupon			
<input type="checkbox"/>	Service Order Form			
<input type="checkbox"/>	RSVP Fact Sheet/Service Fact Sheet			

SAMPLE PROSPECTING SCRIPTS

Cold Calls

Hello [insert name], I am Barbara Jones from RSVP Caribbean Volunteers. How are you today? [Great, glad to know]. Would it be ok if I explained the reason for my call today? [Thanks] [If not available, have a specific date and time ready to set up an appointment]. RSVP Caribbean Volunteers, the company that I work with, offers you the opportunity to give of your time and talent to make a difference in the lives of people in the Caribbean. Wouldn't it be nice to explore a beautiful island in the Caribbean while you making a contribution to improving people's lives? Can I just ask, have you volunteered before? [If yes – how was that experience?] [If no, persons who have volunteered have gotten great satisfaction by serving others, I am sure you would love to experience that as well]. Proceed to discussing services and programmes/projects.

Making an Appointment

There are almost as many different approaches as there are salespeople, but here are a few possibilities:

- **Have a Light Moment** - Hello, my name is Barbara Jones and I would like to introduce you to the services offered by RSVP Caribbean Volunteers. I know you may be busy, so I am going to be as brief as possible. We are a volunteer placement company based in the Caribbean and we offer you the opportunity to volunteer on a programme or project with us. I am calling to find out if you are available for me to make a presentation to you on Thursday, June 9, 2016 at 2:00pm. [Always have multiple options ready just in case the suggested date and time conflicts with their schedule, if they suggest an alternative date and time as best as possible try to fit into their schedule].
- **Offer something valuable** [This could be used with parents when offering Spring Break or Summer Projects] - Hello, my name is Barbara Jones and I would like to introduce you to the services offered by RSVP Caribbean Volunteers. I know you may be busy, so I am going to be as brief as possible. We are a volunteer placement company based in the Caribbean and we offer you the opportunity to volunteer on a programme or project with us. Giving your child the opportunity to learn lifelong skills while giving back in a developing country is one of the best gifts you could offer. I am calling to find out if you are available for me to make a presentation to you on Thursday, June 9, 2016 at 2:00pm. [Always have multiple options ready just in case the

- suggested date and time conflicts with their schedule, if they suggest an alternative date and time as best as possible try to fit into their schedule].
- **Solve their problems** [This could be used with parents when offering Spring Break or Summer Projects] - Hello, my name is Barbara Jones and I would like to introduce you to the services offered by RSVP Caribbean Volunteers. I know you may be busy, so I am going to be as brief as possible. We are a volunteer placement company based in the Caribbean and we offer you the opportunity to volunteer on a programme or project with us. During summer and spring break wouldn't it be nice for your child to have something meaningful to do, I have just the opportunity for you. I am calling to find out if you are available for me to make a presentation to you on Thursday, June 9, 2016 at 2:00pm. [Always have multiple options ready just in case the suggested date and time conflicts with their schedule, if they suggest an alternative date and time as best as possible try to fit into their schedule].

Throughout the call, be courteous and project confidence. By being polite and respectful to everyone you encounter, you are showing them that you value their time. And if you are not confident about yourself and the services we provide, you cannot expect your prospect to be confident about them either. Just remember that our service is going to help your prospects (even if they don't realize that yet), and act accordingly.

TELEPHONE ANSWERING POLICY

How an employee answer the telephone says a lot about the organization.

- When answering the office phone/mobile phone you should smile, identify the company, introduce yourself and ask how you can help. *Marketing Executives (Freelance): Hello, good [morning, afternoon, evening] this is Barbara, how may I help?*
Office: Hello, good [morning, afternoon, evening], thank you for calling RSVP Caribbean, this is Barbara, how may I help?
- Answer the phone on the second ring
- Do not let any call go unanswered (office)
- As best as possible answer your phone at all times, if called is missed then call back as soon as possible (Marketing Executives)
- Answer unknown numbers, prospects do call from these
- Have a notepad and pen available to take notes or messages (check spelling and message content)
- Do not engage in other conversations while on the phone
- Do not eat or drink while on the phone

- Do not put customers on hold unless absolutely necessary and if this is done do not have them on hold for more than a minute
- If the caller is explaining something use words to show that you are listening [Yes, certainly, ok]

SELLING POINTS

General

- Volunteer on one of our programmes or projects in the Caribbean and get the opportunity to change someone's life
- Your work is part of an overall plan, so what you do builds on what other volunteers have done in the past and what other volunteers will do in the future
- The RSVP Caribbean team has over 20+ years combined experience organizing volunteer experiences and we ensure that we offer safe, affordable and meaningful experiences
- RSVP Caribbean has staff in all the destinations that we operate
- We will have one staff assigned to you to answer all your questions before you arrive
- You will be assigned to a Programme Coordinator when you get in country
- Before you depart we will provide you with the necessary information on our RSVP webpage. This would include how to apply for a visa (if necessary), a handbook, kit list, the culture among other things and answer all your questions *[Ensure this is mentioned so volunteers know we help them to adequately prepare]*
- You will have strong support before arrival and while in-country
- We offer 24/7 support as we have local staff in all destinations who can assist you if needed *[For example, if you are feeling ill, our staff will assist]*
- You will be placed with a partner organization based on your interest and skills sets and also the needs of the partner. You will get this information one (1) month before arrival. We have well organized programmes and projects.
- You will live with a local family *[State that we do our best to place volunteers to live with another volunteer if they request this, but this is not always possible because of date of application, day of arrival etc., however other volunteers will be there to socialize with and there is ongoing staff support]*. You will get this information one (1) month before arrival.
- We arrange both your project and host family – so not to worry!!
- You can combine projects or add a language course if you want to

- You will have the weekends off to travel around the island and enjoy the unique Caribbean experience
- Our staff arranges social and cultural events
- You can meet up with other volunteers after work and enjoy evening activities
- You will get the opportunity to meet volunteers from [insert volunteer's country] and also volunteers from all over the world. Added to that you will get to meet many [insert destination nationality] – think about how your network of friends will grow
- During the time you would like to volunteer we have [insert number] of volunteers currently signed-up. *[If there are no volunteers or the number is low emphasize the strong staff support]*
- Many of our volunteers travel alone, but given the strong network, this gives you a great opportunity to meet other people. We will pick you up at the airport, take you to your host family and have an orientation session with you. During the orientation session we will introduce you to your new location, outline what to expect and you will get a list of the other volunteers who are in the destination. *[This is important to ease the anxiety some volunteers experience travelling alone]*
- We arrange “Change a Life Days” and outreach activities *[Explain what these are]*

Child Care and Protection Programme

- The children you will work with are from disadvantaged backgrounds and have suffered physical, psychological, mental and emotional abuse
- The children yearn for added affection and your role as a volunteer will help with this
- Your main goal is to assist with the day to day care of the children, follow the timetable given that outlines specific tasks for the growth and development of the children and create a fun, loving and nurturing atmosphere
- You will work alongside local staff and other volunteers to make a real difference in the lives of the children

Teaching Programme

- You can help to set the foundation for who a child will become
- Every learning experience helps the child to be a well-adjusted adult
- A good education is the key to assisting children to break the cycle of poverty
- You will work alongside local staff and develop lesson plans that will assist in imparting knowledge in creative ways to children

- Schools in developing countries have limited resources but you will be amazed how the teachers use what they have to make a difference

Medicine and Health Care Programme (Pre-Medicine)

- If you are considering a career in the medical field, this is a great opportunity to be exposed to the medical field by observing
- This will help with your university application
- This will look great on your CV
- You will learn more about the medical field in a developing country
- You will be able to participate in medical outreach activities

Medicine and Health Care Programme (Medical Students, Internships)

- You have the opportunity to observe and get valuable experience in the medical field
- This will look great on your CV
- You will learn more about the medical field in a developing country
- You will be able to participate in medical outreach activities
- Your internship/medical experience is very important so we do everything we can to allow you to observe in a medical setting that will allow you to see different cases

Medicine and Health Care Programme (Professionals)

- You have the opportunity to learn from and impart knowledge to persons in the medical field
- Get hands-on experience in the medical field
- You may get the opportunity to lead a training/workshop if you are interested

Nursing Programme (Pre-Nursing)

- If you are considering a career in the nursing field, this is a great opportunity to be exposed to the nursing field by observing
- This will help with your university application
- This will look great on your CV
- You will learn more about the nursing field in a developing country
- You will be able to participate in outreach activities

Nursing Programme (Nursing Students, Internships)

- You have the opportunity to observe and get valuable experience in the nursing field
- This will look great on your CV

- You will learn more about the nursing field in a developing country
- You will be able to participate in outreach activities
- Your internship/nursing experience is very important so we do everything we can to allow you to observe in a medical setting that will allow you to see different cases

Nursing Programme (Professionals)

- You have the opportunity to learn from and impart knowledge to persons in the nursing field
- Get hands-on experience in the nursing field
- You may get the opportunity to lead a training/workshop if you are interested

Physiotherapy Programme (Physiotherapy Students, Internships)

- You have the opportunity to observe and get valuable experience in the field of physiotherapy
- This will look great on your CV
- Learning more about the field of physiotherapy in a developing country
- You will be able to participate in outreach activities
- Your internship/physiotherapy experience is very important so we do everything we can to allow you to observe in a suitable setting that will allow you to see different cases

Physiotherapy Programme (Professionals)

- You have the opportunity to learn from and impart knowledge to persons in the physiotherapy field
- Get hands-on experience in the field of physiotherapy
- You may get the opportunity to lead a training/workshop if you are interested

Dentistry Programme (Dental Students, Internship)

- You have the opportunity to observe and get valuable experience in the field of dentistry
- This will look great on your CV
- You will learn more about the field of dentistry in a developing country
- You will be able to participate in outreach activities
- Your internship/dentistry experience is very important so we do everything we can to allow you to observe in a suitable setting that will allow you to see different cases

Dental Programme (Professionals)

- You have the opportunity to learn from and impart knowledge to persons in the field of dentistry
- Get hands-on experience in the field of dentistry
- You may get the opportunity to lead a training/workshop if you are interested

Health and Wellness Retreat Programme

- You will get time away from home to heal, rest and rejuvenate
- Based on your situation a specific plan will be designed just for you
- You will share space and experiences with others who are facing similar concerns
- You will get a chance to work on a project once per week
- You will be in a supportive, nurturing, relaxing and comfortable environment

Sports Programme

- You will help to nurture the sports talents of children – you may help in creating the next Usain Bolt!!!
- You can help to set the foundation for who a child will become
- Every learning experience helps the child to be a well-adjusted adult
- Sports is a key tool to help children break the cycle of poverty
- You will work alongside local staff and develop lesson plans that will assist in imparting knowledge in creative ways to children
- Schools in developing countries have limited resources but you will be amazed how the teachers use what they have to make a difference

Humanitarian Programme

- Everyone should have the basic necessities – food, clothing and shelter
- You will be assisting in ensuring this – think about how this will change someone's life
- You will be a part of a team that will help to put a smile on someone's face and lift their spirit – how awesome is that!!!
- You will be shown what to do so don't worry you will have support *[Given the demands of the programme it is important to state this so volunteers know they have support]*

Environmental Awareness and Protection Programme

- You will be able to make a meaningful contribution to the preservation of the environment

- You will work on key issues related to climate change affecting the Caribbean *[Give examples]*
- The best way to experience the diverse and unique aspects of the Caribbean is to become a part of the environment
- You will work alongside professional local staff

Entrepreneurship Programme

- You will help to build a cohort of young entrepreneurs in the Caribbean
- You will help young people get creative and harness their true potentials
- You will get to experience the business environment in the Caribbean

Youth and Community Development Programme

- You will help to shape lives within communities
- You will assist with different issues that a community faces

Reggae Music and Dance Project

- Bob Marley is known worldwide for his contribution to the development of reggae music – visit the Bob Marley museum, Tuff Gong Studio and Nine miles all important landmarks related to Bob Marley and reggae music
- You can come and learn first hand about the development of reggae music and what it promotes – don't just watch YouTube!!!
- Come and be amongst the singers, writers, DJs and the people and get immersed in the reggae culture
- The pulse of the people through dance complements the music and you will learn about that as well

Rastafarian Project

- "Love is my religion" – so said Bob Marley
- Rastafari promotes one love in their culture
- Rastafarianism is a way of life through the promotion of equality, fairness, good health and positive vibration
- This is your chance to live with the Rastafarians and learn about this unique culture – reading about them stimulates the mind but living with them will give you a one of a kind experience.

Internship Project

- We will review your objectives and find a suitable partner agency for you to do your internship

- Your timetable will be developed based on your objectives and the number of hours you need to complete
- If you have forms to be completed we will arrange for this to be done
- You can use your supervisor from RSVP Caribbean on any reference *[Provided that the volunteer satisfactorily completes his/her internship]*
- We have a partner staff and RSVP staff that supervises your internship

Professional Project

- Dependent on your profession you may have to register or get clearance to do practical work *[Give examples (doctor, nurses, physiotherapists) and reassure them that the RSVP team helps with this process]*
- Registration is not compulsory
- You will gain valuable hands-on experience only if you go through the registration process so this is highly recommended
- You will learn about your field in a developing country
- You will share your knowledge and expertise with staff in a developing country
- You maybe given the opportunity to conduct training/workshops if you are interested

Summer Project

- This is a supervised project for volunteers 16-18 years, always with a staff member so guaranteed support
- There are planned activities each day
- A timetable will be provided a month before arrival
- Social and cultural activities are arranged twice per week evenings and there is a trip to an attraction on the last day

Spring Break Project

- There are planned activities each day
- A timetable will be provided a month before arrival
- Social and cultural activities are arranged in the evenings and on the weekends

Group Trip Projects

- Your group will be placed with a partner agency based on your specific objectives
- A draft timetable will be provided for review
- The final timetable will be provided a month before arrival

- Social and cultural activities are arranged in the evenings and on the weekends
- The group can live at host families (separate for males and females). If a hotel is desired this can be provided but it will be more expensive

Corporate Project

- Your group will be placed with a partner agency based on your specific objectives
- A draft timetable will be provided for review
- The final timetable will be provided a month before arrival
- Social and cultural activities are arranged in the evenings and on the weekends
- The group can live at host families (separate for males and females). If a hotel is desired this can be provided but it will be more expensive

Language Lesson Project

- We will customize your project based on your specific learning objectives
- We have a great patois/English teacher that will have one on one or group classes with you

Adults

- If you wish to have your own room we will do our best to arrange this for you, so apply as soon as possible so the necessary arrangements can be made
- Your wealth of experience will be valuable for your partner agency, other volunteers and the RSVP team *[Use age as a positive factor]*
- Based on their experience and background show them how this experience and knowledge will be beneficial to their partner agency
- For their emails use "Dear Nancy" instead of "Hi Nancy/Hello Nancy"

Additional Information

- The selling points are just general guidelines
- By no means is this list exhaustive, you can add what you see necessary and then we will review in our monthly/quarterly meetings
- The selling points can be easily mixed between different target groups
- In our initial communication it is important to mention all the basic selling points to get the prospect very interested in what we offer
- Attach a newsletter, video or volunteer story in the first email response. This should also be done with telephone leads, so get their email address so that the necessary follow-up can be done

- If they have specific preference (such as working at an orphanage, own room, live with another volunteer etc.) recommend that they apply as soon as possible so that we can do our best to arrange this
- If we are waiting on additional information from them about their options end the email by letting them know we look forward to hearing from them. This helps to remind the prospect to reply and provide the necessary information for further dialogue
- Always end the email/telephone call with “Please feel free to contact us if you have any questions about your programme/project”. This gives prospects a feeling that we are open to hearing from them about whatever questions they may have.

REPORTING SYSTEM

Marketing Executives are required to report to the Marketing Director every two weeks based on sales sheet provided on database. An RSVP email and the RSVP database which has a marketing component with all the necessary templates/forms will be provided to each Marketing Executive. The Strategic Marketing Alliance partners will have monthly meetings with the Marketing Director.

FREQUENTLY ASKED QUESTIONS

FAQs – Before Departure

General

1. **Which countries can I volunteer in?** Grenada, Jamaica, St. Lucia
2. **Who can volunteer with RSVP Caribbean?** We cater to a wide range of individuals - High School, College/University, Gap Year, Career Break, Professional and Retired persons; and anyone who meets the programme or project requirement.
3. **When can I apply?** You can apply at any time. We prefer at least 90 days in advance to process your application. However, we do accept volunteers who apply within less than 90 days. Once you have decided on your destination and programme please go ahead and apply.
4. **When can I start?** For most programmes you can choose your start and end date. Most programmes run all year round. Once you submit your application we will confirm your preferred dates. Only the health and wellness retreat programme, and the summer and spring break projects have set dates.
5. **How do I obtain a criminal record check?** The process varies from country to country. The best starting point would be to contact your local police station or check online to find out about the process.
6. **Can I use RSVP Caribbean as a referee after I have volunteered?** We are happy to provide a reference or to be used as a referee provided that the volunteer complies with the Terms and Conditions.
7. **What Language is spoken?** English is the main language in most Caribbean islands. However, Patois, French Creole and Dutch are other languages spoken. You do not have to know the local language, however during cultural sessions and interactions you will learn some aspects of the local language. If you want to improve your English or learn the local language you can sign up for our Language Lessons but this is not compulsory.
8. **Will I be paid for my work?** No, this is unpaid work, as volunteers cannot do paid work in our destinations; it is illegal to do so. You are working on a voluntary basis only. You will be making a significant contribution to partner organizations and helping to address important national and community needs within your host nation.
9. **Are the countries safe?** RSVP Caribbean is committed to the safety and well-being of all volunteers and makes it a priority to carefully plan and select destinations, staff, host families, drivers, communities and programmes.

RSVP has a risk management and safety plan for all destinations. All programmes have trained and dedicated staff who provide 24-hour support. A full orientation is provided the first day after arrival. Please see Safety and Support on website.

10. **Can I travel with a friend?** You can travel with a friend, a boyfriend or girlfriend. However, please be aware that you cannot stay at the same host family as an unmarried couple or, if you are friends of the opposite sex, as culturally this is not the norm. Only legally married couples can stay together and certified proof of this must be provided.
11. **Can any nationality volunteer?** Yes, you can be of any nationality and volunteer with us once you meet the requirements.
12. **How do I benefit from volunteering?** You will contribute by assisting persons with their basic needs and be a part of a life changing experience. Volunteering in a developing country will help you to see another part of the world and experience how other persons live. It will also be a good addition to your curriculum vitae or resume, and what you learn during the process will enhance your personal and professional development.
13. **Can I fundraise for my programme?** Many volunteers fundraise to get additional support for their programme. You can visit our website and click on Fundraising Tips for ideas.
14. **Should I bring a suitcase or rucksack?** Either one is ok, it depends on your personal preference. A small rucksack comes in handy on the weekend or for your daily activities and the main rucksack or suitcase for general travel.
15. **What is the weather like?** The weather in the Caribbean is mainly warm and sunny all year round. However, June to November it may rain occasionally so an umbrella or a raincoat might come in handy.
16. **Is the tap water safe to drink?** It is safe to drink the tap water in the Caribbean but your host family will boil the water for you, if you desire. However, if your preference is to have bottled water you will have to purchase that at a supermarket or shop.
17. **What type of clothing should I take with me?** It depends on your programme. Once you have applied and received your RSVP webpage the specific clothing requirement for your programme will be uploaded. You should pack slippers, shorts, pants, cotton blouses, dresses and a light sweater for evening and weekend wear.
18. **When will I know where I will live and work?** One month before arrival your programme and accommodation details will be uploaded to your RSVP webpage.
19. **Will I be able to use my mobile phone?** It is very expensive to roam in the Caribbean. We suggest that you purchase an inexpensive phone for

- approximately \$60USD. If phones are available for rental at the office you will be able to rent a phone for \$15USD. This must be returned the day before departure.
20. **Will I have internet access?** The Caribbean is made up of developing countries. There is no guarantee that your host family will have internet. However, there are internet cafes and hot spots where you can access the internet. You can also purchase a wireless device (smart-phone or tablet) and add an internet data package based on your needs.
21. **Where can I do my laundry?** There are different options for doing laundry. You can hand wash your laundry and your host family will provide basins for this. If your host family has a washing machine you will be allowed to use it once every two weeks. You must have a full load as electricity bills are expensive in the Caribbean so you are not allowed to wash more frequently. You can also visit a laundromat in the town to do your laundry. Another option is to pay someone to do your laundry and this will cost approximately \$25USD each time. In all cases you will have to provide your own laundry detergent. Your host family will discuss laundry options when you arrive.
22. **What types of plugs are used?** The Caribbean uses the same plugs as the United States and Canada. These are the two-pin plugs. Dependent on the type of plug used in your home country you may need to travel with an adaptor.
23. **What can I do in the evenings and on the weekends?** In the evenings you can enjoy karaoke, the movies, hang out with islanders. Outdoor activities can help with your cultural immersion and so on the weekends enjoy the rivers, beaches, hiking, concerts, reggae and soca events and various attractions indigenous to your host nation.
24. **Can I talk with another volunteer who has been on your programme?** Sure you can, visit the Volunteer Stories page on our website, or Contact Us and we will put you in touch with a past volunteer.
25. **What if I have more questions?** If you have additional questions or would like to discuss our programmes and projects in more detail, please email us at info@rsvpcaribbean.com or call +1 876 569 5918 Mondays to Thursdays 8:30am – 4:30pm and 8:30am – 3:30pm on a Friday. You can also Request a Call Back or fill in the Enquiry Form on our website.
26. **What is the next step?** You can Contact Us for more information or Apply Now.

Programmes and Projects

- 27. What types of programmes are available?** We have many different programmes to suit your interests. These include *Child Care and Protection, Teaching, Medicine, Nursing, Physiotherapy, Dentistry, Health and Wellness Retreat, Sports, Humanitarian, Environmental Awareness and Protection, Entrepreneurship, Rastafarian and Youth and Community Development*. See Programme and Project Description on our website for more details.
- 28. What types of projects are available?** Internship and Dissertation, Professional, Summer, Spring Break, Group and Corporate trips in the areas of *Child Care and Protection, Teaching, Medicine, Nursing, Physiotherapy, Dentistry, Holistic Retreat, Sports, Humanitarian, Environmental Awareness and Protection, Entrepreneurship, Rastafarian and Youth and Community Development*. Other projects include English and Patois Lessons and Customized projects. See Programme and Project Description on our website for more details.
- 29. How long can a volunteer stay on the programme?** This depends on which programme you choose and the destination. Programme length starts at 1 week and can go up to 18 months. You decide how long you would like to stay on the programme. You can click on Programme and Project Prices on our website to view the minimum stay.
- 30. Can I do more than one programme?** Yes, you can combine your programmes. You can either do this within destination or across destinations.
- 31. Can a group of us join the programme?** We can organize programmes for you and your friends. A group for us is five (5) or more persons. You can click on Group Trip on our website for more details and we will customize a programme to suit your group.
- 32. Should I bring a donation for where I will volunteer?** You can travel with donations if you wish to. You can view the Donation List on our website to determine what type of donation would be most appropriate and impacting to your programme. Do not bring items that are too heavy, that will affect your weight requirement with the airline.

Requirements

- 33. How old do I have to be to volunteer?** To volunteer on RSVP programmes volunteers have to be at least 16 years old; for some programmes the minimum age requirement is 18 years old. There is no upper limit on age as long as volunteers are healthy and open to the experience. Please see Programme and Project Information on our website for the specific age requirements.
- 34. Do I need any academic qualifications?** Most programmes require limited or no academic qualifications. Please see Programme and Project Information on our website for requirements.
- 35. Do I require a visa?** This is dependent on your nationality, chosen destination and length of time. You can Contact Us with this information and we will provide additional information. It is your responsibility to get your visa (*if required*) and any necessary visa or approval for any country you will have to transit.
- 36. Will I need vaccinations and what types?** This depends on the destination you choose and what vaccinations you have had in the past. We suggest that you visit your doctor who will provide expert advice on what vaccinations are needed. With your doctor ensure that you are fully immunized and you have the required vaccinations for your travel.
- 37. Are there any specific requirements for me to be accepted?** Once we speak with your referee (*listed on your application form*) who could be a *teacher, lecturer, employer, and pastor* we will determine if you are suitable. All volunteers are required to provide a criminal record check as part of the application process. Once you are cleared, and your programme is available, you will be fully accepted.

Prices

- 38. What are the costs?** Please see Programme and Project Prices on our website for each programme and project costs; and pay careful attention to “What is Included” and “What is Not included”. Programme costs start at \$1,400USD per person.
- 39. What does the fee include?** Our prices include a programme, accommodation, breakfast and dinner, pre-arrival support, in-country support, transportation to and from the airport, transportation while in-country from your host family to your programme, or project, and 24-hour support. Pay careful attention to “What is Included” and “What is Not

- included". Please also see a Breakdown of Fees on our website to see how your money is spent.
40. **Are meals included in the cost?** Two meals (*breakfast and dinner*) are provided at your host family. If you are staying home on the weekends and not travelling out, these two meals are still provided. On the health and wellness programme, Rastafarian programme and summer project, breakfast, lunch and dinner are provided.
41. **Is there a discount for returning volunteer?** Yes, returning volunteers get a 10% discount.
42. **Is there a discount for combining programmes and destinations?** If volunteers are applying for 16 weeks or more and combining projects they get a 10% discount.

Accommodation

43. **How are host families selected?** Each host family is carefully selected. A staff member visits the home and completes an assessment survey which takes into consideration safety, basic amenities (*running water, electricity*), proper sanitation, sufficient ventilation, adequate storage and family-friendly atmosphere. Once the standards are met a background check is done of all persons in the household and if everything is satisfactory the host family is provided with an orientation, a host family manual and then begins hosting volunteers. There is a quarterly visit to the host family to ensure standards are being maintained.
44. **Do I need to bring towels?** Yes, bring your own towel, at least two (2).
45. **Do I need to bring sheets?** No, these will be provided by your host family.
46. **Do I need to bring a mosquito net?** If you want to you can bring a mosquito net, however in some cases you might have difficulty installing them. You can travel with mosquito repellant as an alternative.
47. **Do I need to bring a sleeping bag?** You do not need to travel with a sleeping bag. A bed, bed linen and pillows will be provided by your host family.
48. **Should I bring gifts for my host family?** You do not have to bring any gifts for your host family but it is a nice gesture. You can travel with small souvenirs such as a cup, key ring, pens, postcard and sweets. Do not bring items that are too heavy that will affect your weight requirement with the airline.
49. **Will I live with other volunteers?** This is not a guarantee and is dependent on your time of arrival and availability within host families. If you wish to live with another volunteer you can make this request on your application form.

Money Matters

50. **What is the local currency?** It varies across destinations; in Grenada and St. Lucia it is Eastern Caribbean Dollars and in Jamaica it is Jamaican dollars.
51. **How much money should I bring?** This will vary based on your tastes, preferences and needs. Lunch can range from \$5USD - \$10USD, popular snacks from \$1USD up and fast food \$5USD and up. Your evening recreation could range from \$20USD and above. Taking taxis on the weekends to the town will cost approximately \$2USD and if you are travelling out of town it could cost \$10-\$30USD or more; if you are travelling alone or with a group. Meals while out on the weekend starts at \$5USD and accommodation from \$30USD per night dependent on location. To visit a local attraction can vary from \$5USD - \$30USD or more. To attend a local concert, a movie or any form of entertainment ranges from \$6USD - \$15USD. These are all estimates.
52. **How should I bring my money?** You can bring cash, debit card, credit card or travelers cheque. The currencies which are easier to exchange in the Caribbean are US dollars, Canadian dollars, Pound Sterling and Euros. We suggest that you travel with limited cash as there are restrictions on how much cash you can take into some countries.
53. **How do I exchange money?** You will not need any money until your first work day. Therefore when you arrive at the airport you do not need to change your money there. You will be picked up by a staff the day after arrival and taken to a bank or cambio to exchange your money and you will get better rates than at the airport.

Travel

54. **Do I need a passport?** Yes, you need a valid passport to travel internationally. Your passport must be valid for at least 6 months after your return date.
55. **Is airfare included in the programme fee?** No, airfare is not included. Please see "What is Included" and "What is Not Included" on our website.
56. **How do I book my flight?** You can contact a reputable travel agent to book your flight. RSVP Caribbean does not organize flights. See Flights on our website for more details.
57. **Do I have to pay for transportation to and from my programme?** You will receive your taxi money by the second Thursday of the month from RSVP Caribbean as this is included in your programme fee. If you are staying for more than one (1) month, this becomes due each second Thursday.

58. How far is my programme from my host family? This is dependent on where you will live and volunteer. However, most partner agencies are within 15-45 minutes of the host families.

Internship

59. What is an internship? An internship is for students or experienced professionals to gain knowledge in their field of interest. Interns work alongside qualified professionals and have the opportunity to learn local policies and procedures.

60. What types of internships are available? We offer internships in Child Care and Protection, Teaching, Medicine, Nursing, Physiotherapy, Dentistry, Sports, Humanitarian, Environmental Awareness and Protection and Rastafarian Culture.

61. What qualifications do I need for an internship? You need to have completed at least two (2) years of university, or, be practicing in your field for at least one (1) year.

62. Do I need to provide any other information? You need to provide details on the objectives of the internship and any form that needs to be completed. These are reviewed and then you are informed if your internship is possible.

63. What will I do as an intern? This is dependent on the programme you select but in most cases you will observe and conduct day to day tasks based on your programme. The day to day tasks will be based on your area of interest and or specialty, your current skills and the needs of the partner organization and what you are allowed to do.

64. Who will supervise my internship? Each programme has a qualified supervisor and also a qualified RSVP Caribbean staff member. These individuals will supervise your work and provide you with guidance and support.

65. How long can I do an internship? It depends on the programme and the number of hours you want to complete. Internships typically start at 2 weeks and run for up to 3 months. If you wish to stay longer this can be arranged.

FAQs – While In-Country

1. Will I be picked up at the airport? Yes, an RSVP Caribbean driver will pick you up at the airport and take you directly to your host family. At least 2 weeks before arrival you will get the name and a picture of the driver who will pick you up via email.

2. **What will happen after I arrive?** After you arrive and you are with the driver, a RSVP Caribbean staff member will speak with you, give you a warm welcome and explain what will happen in the next 24 hours. You will then be taken to your host family where you will settle in and get some rest.
3. **How many days will I volunteers on my programme or project?** You will volunteer at your programme for 5 hours each day Mondays – Fridays.
4. **Can I take time off during my programme or project?** Only if you are sick or have a legitimate reason, for example to visit the embassy, entitled vacation or doctor's appointment. Time off for leisure and fun is not allowed.
5. **What are the office opening hours?** Mondays – Thursdays 8:30am – 4:30pm and Fridays 8:30am – 3:30pm. However you can call us any day of the week and at any time for assistance.
6. **If I have a problem, who should I call?** First call your Programme Coordinator. If you do not get through to him/her call any RSVP staff member on your emergency card which you will get during orientation.
7. **What if I get sick?** Although this is by no means a regular occurrence, if this happens while you are in-country we will provide you with 24-hour support. A staff member will ensure that you receive immediate medical assistance and that the medical insurance company provided on file is contacted immediately. Your emergency contact will be updated immediately and kept fully up-to-date throughout your illness. In the event of a serious illness or accident, each volunteer will be covered by their insurance policy, which is why we require all volunteers to have adequate insurance which includes repatriation.

FAQs - for Parents

1. **Will my child be met at the airport?** Yes, an RSVP Caribbean driver will pick your child up at the airport and take him/her directly to the host family. At least two (2) weeks before arrival via email you will get the name and a picture of the driver who will pick your child up.
2. **What if my child becomes ill?** Although this is by no means a regular occurrence, if this happens while your child is in country we will provide your child with 24-hour support. A staff will ensure that your child receives immediate medical assistance and that the medical insurance company provided on file is contacted immediately. As the parent you are also contacted immediately so that the situation can be explained and you are kept fully up-dated. In the event of a serious illness or accident, each

- volunteer will be covered by their insurance policy, which is why we require all volunteers to have adequate insurance which includes repatriation.
3. **What if my child is homesick?** Many of our volunteers travel away from home for the first time. It is understandable that they will become homesick. Our trained staff will make every effort to provide support and integrate them with other volunteers. Through our friendly and comfortable environment at the RSVP office, programme support staff and host family, most times the volunteers eventually adjust to their new environment.
 4. **How will I know where my child will be?** Each volunteer is provided with a RSVP webpage. A month before departure all details about their programme and accommodation are uploaded. This includes names, full address, contact numbers and email addresses where available. You can also contact the office for any updates.
 5. **How can I communicate with my child?** You can call your child at the host family or on his/her mobile Caribbean number. Internet cafes are accessible in some countries so you will be able to communicate via the internet in some locations. You will receive a call or an email once your child has safely arrived and we encourage volunteers to call home or send messages frequently so parents are aware that they are doing well.
 6. **Will my child be safe?** RSVP Caribbean is committed to the safety and well-being of all volunteers and makes it a priority to carefully plan and select destinations, staff, host families, drivers, communities and programmes that ensure that all volunteers are safe. RSVP has a risk management and safety plan for all destinations. All programmes have trained and dedicated staff who provide 24-hour support. A full orientation is provided the first day after arrival. Please also see Safety and Support on our website.
 7. **What emergency procedures are in place?** Your child will receive an emergency contact card upon arrival with the names of each staff member and also his/her first point of contact. Once there is an emergency we will respond based on the nature of the emergency as outlined in our emergency plan.
 8. **How do I know RSVP Caribbean is a real company?** We are registered with the Companies Office of Jamaica and verification can be done on their company website. We have established partners across the Caribbean who can verify our authenticity. We also have volunteers who have previously participated in our programmes that you can speak with and get feedback on their experience.
 9. **Will boys and girls be in the same family?** No, boys and girls are housed at separate host families.

10. **What will my child do on the weekends?** If your child is on a regular programme he/she can enjoy the weekends with other volunteers by visiting attractions, going to the beach and enjoying the Caribbean way of life. Staff members can only provide advice on weekend trips but cannot be held responsible. If your child is on the summer or spring break projects weekend tours are planned for them and a staff member attends these with the volunteers.
11. **Are meals included in the cost?** Breakfast and dinner is provided at the host family. If your child is staying home on the weekends and not travelling out, these two meals are also provided. Lunch is only included in the health and wellness programme, Rastafarian programme and summer project.

FAQs – Upon Return Home

1. **Will I be able to keep in touch when I get back home?** Yes, you will receive monthly newsletters and you can keep in touch via social media. Of course, you could also take another trip and volunteer with us.
2. **How do I become an RSVP Representative?** You can join the programme to tell others about your great experience in the Caribbean? Please see Become a RSVP Representative on our website for more information.

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