

# PROJECT SCRIPT

## IndividuUs



September 2021 - May 2022

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Dear Wilma, Jan Tepper, Jan Pruis, Yanika and Dick,

It was a pleasure working with you in the past months. We wish you the best!

Kind regards,  
Inês, Anapaula, Carmen, Paula, Charlotte

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## Introduction

This script is part of a project, which aimed to find opportunities to raise awareness and attract volunteers for Kringloop and Noggus en Noggus. Hence, different methods to attract volunteers will be explained in detail in the following document.

The project started in September 2021, ended in May 2022 and was planned and executed by the project group IndividuUs. The project group IndividuUs contains five first-year students, from Portugal, Peru, The Netherlands and Germany, attending the Global Project and Change Management study program at the Hogeschool Windesheim in Zwolle.

The full documents of the appendix 1-7 can be found in the same order and names in the folder of documents in the USB-stick you received from us.

# Stickers

## OBJECTIVE

With the stickers, we wanted to be able to offer all the people who attended the flea market and came to visit us a day a small souvenir of the day. This way, later on, when the visitors see the stickers again, they can remember the event again. This is why, we put in the contacts needed to volunteer at Kringloop that were visually attractive to attract attention.

## PROCESS

The stickers were designed by three members of the group who started by doing a brainstorming session and later on, after the first drawings, presented some suggestions to the group and the clients to see what the majority preferred. After this joint session, the final decisions were made to have four different versions (see appendix 1), two stickers in Dutch and two in English. This was the beginning of the creative process. The stickers were done and ready to print after two weeks.

The place where printed: Copycete (Portugal)

Price: 20 euros

Number of stickers: 600

## EFFECTIVENESS

The feedback about the stickers was very positive. However, it is not possible to answer the question of whether they were really effective or not because we have no way to control how many people actually contacted Kringloop due to stickers. All we can say is that we received quite some good feedback for the stickers.

## PITFALLS

One problem we encountered was that printing the stickers on uncut paper was cheaper. Therefore, we had to cut out the stickers by ourselves afterwards, which took quite some time. Our advice is to invest some money more and print the stickers on pre-cut paper.

# Flyers

## OBJECTIVE

The purpose of the flyer was to attract attention to the Kringloop itself and advertise the event of the Come Visit us Day taking place two weeks after the flea market. Furthermore, it should provide some information about how it's like to work/volunteer at the Kringloop. The flyer had the format of a tri-fold Brochure and the designs can be found attached in the appendix of this document (see appendix 1).

## PROCESS

We started to draft the text of the flyer in close accordance with the website of the Kringloop. For the design we choose something modern and appealing also to the younger target group and used the platform Canvas. The outside of the flyer was dedicated to the advertising of the Come Visit us Day while the inside provided information on the Kringloop as well as about working in the Kringloop. We choose different designs of the front of the flyer as well as printing the flyer in Dutch and English. Both design and text of the flyer were discussed with Yanaika Bruins before printing. Additionally, the budget was agreed on with her. We printed the flyer at the Windesheim Media center for a good price of around 90 €.

As already mentioned, the finished designs can be found in the appendix. In case the Kringloop wants to reuse the template of our flyer and change it for other occasions, here is a link to access the template on the platform Canvas:

[https://www.canva.com/design/DAFBa8ihXHg/QCdbTfxmEly\\_d\\_m0jfeXgg/edit?utm\\_content=DAFBa8ihXHg&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFBa8ihXHg/QCdbTfxmEly_d_m0jfeXgg/edit?utm_content=DAFBa8ihXHg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

To use it, click on the link and then join Canvas with an email address. This involves no license costs as we used the free trial to design the flyer.

## EFFECTIVENESS

We would consider the flyer to be a quite effective method to attract the attention of people and to advertise. However, we consider it to only indirectly support the project's goal as its purpose was to advertise and not recruit volunteers itself. Therefore, we advise to use this method only in combination with other methods when wanting to recruit more volunteers.

## PITFALLS

For printing, we had to make sure that we used the current bleed to avoid any of the flyer content to be cut off or to have wight margin. This is why we advise to print the flyers in a professional shop and ask for clear instructions and advice before printing.

# Flea Market

The flea market was executed by both teams IndividuUs and Bulgarians.

## OBJECTIVE

The idea was to create a flea market in the city center of Zwolle to make sure you get as many people to see the flea market as possible. Next to its original purpose, to sell second-hand goods on the streets, the flea market's objective consists of three goals:

### 1. **Attract attention for the Kringloop**

Kringloop Zwolle is well known among a lot of people, but advertising the products they sell will remove the stigma about thrift stores only having broken down or dirty products. By attracting attention with the nice goods, you sell, more people will become interested in visiting the Kringloop and in time, volunteer there.

### 1. **Gain potential volunteers**

With flyers and information, you talk with by-passers, explain who the Kringloop is and why they need volunteers. There is a sign-up sheet to leave information to contact them.

### 2. **Advertise for the come-visit-us day\***

If in the coming weeks you plan to have a come-visit-us day, you advertise this day by giving out flyers with the date on it and by telling by-passers who are not sure about volunteering yet to come to the come-visit-day and see what it is like.

\* The come-visit-us day was specific to our project. We advise to repeat this deliverable but it is not essential for the flea market. More about the come-visit-us day can be found under the headline 'come-visit-us day'.

## PROCESS

This is a guide to show you all the necessities for creating a flea market:

The first and most important step is to put people in charge of creating this day. The group has to consist of a person who can give permission on what goods to use, a person in charge of transporting the goods, a person who can schedule workers/volunteers to work that day and a person or group to execute all the steps that are left over. There can be multiple tasks connected to one person. The next step is for all to come together and decide on a date to do the flea market and this had to be communicated with the municipality of Zwolle to get permission (see contact information below\*). This way everyone can start on preparations specific for that date. When you have a date, the practical steps are:

#### - **What is the location?**

The executed flea market was on the Diezerstraat 86 because this is a busy street in the city centre of Zwolle.

#### - **How many volunteers do you need?**

We advise with at least 5 because you need to have breaks as well.

#### - **What time is the flea market**

The executed flea market was from 10:00 until 15:00, and we started to build at 8:30 this way you have enough time to set everything up and break it down again.

#### - **How to make the flea market attractive?**

To attract as many by-passers as possible you can give out candy, chocolates, stickers, etc.

#### - **What products do we want to sell?**

Think about how you want to set up the flea market. For example, you can make a living room, kitchen, dining room, a kid's area and a clothing area. The list of products used for the executed flea market:

## Products

1. Tables
2. Scarfs for table
3. A couch with cushions
4. A comfy chair with cushions
5. A few closets (low ones you can put decoration on)
6. A small table
7. Coffee/tea mugs
8. Some fancy 'one of a kind' products
9. Plates, glasses, cutlery, a few candles, a vase for the table in the dining room area
10. Books
11. Records
12. Decoration pieces
13. Clothes with a rack, a mirror, a manikin and hangers
14. Pans for the kitchen area
15. Jewellery

## Practical

16. Flyers (The flyer can be found in the script for making the flyer)
17. Stickers
18. Posters
19. Speaker to put on music
20. Chairs for the workers
21. Candy/chocolates to give out
22. Sign-up sheet for volunteers (see appendix 3)
23. Cash register (kassa)

After solving all the practical issues, you move on to the execution on the day of the flea market. Make sure the time and date are clearly communicated with the transport, the time the transport truck needs to be at the drop off point is of course earlier then the flea market because you need enough time to set everything up. For example, the executed flea market started at 10:00 but the truck was at the drop off point at 8:30. Set up the flea market and start addressing by-passers and people who come to look at the flea market. Make sure you tell the interested people about the Kringloop and why the flea market is set up, not only about what products they want to buy.

### \* Contact information

[https://organisaties.overheid.nl/33731/Gemeente\\_Zwolle](https://organisaties.overheid.nl/33731/Gemeente_Zwolle)

*Gemeente Zwolle (general):*

Phone number: 14038

Email: [postbus@zwolle.nl](mailto:postbus@zwolle.nl)

Opening times: Monday to Friday from 8:30 – 17:00

*Specific person we got in contact with for the permission (afdeling fysieke leefomgeving):*

Name: Carla Jacobs

Email address: [cjm.jacobs@zwolle.nl](mailto:cjm.jacobs@zwolle.nl)

Phone number: +31 38 498 2736

## EFFECTIVENESS

Experience from the executed flea market:

The advertisement part of the flea market was a great success, the products attracted a lot of attention and we had a lot of conversations about the Kringloop. How it is a non-profit organization and the need for volunteers. Often by-passers would say then know someone who is looking for volunteering work and we have them flyers to pass along. The selling goods part of the flea market was also a success, we made more money quite some money. However, the volunteer recruitment objective was



unsuccessful, there was only one direct sign-up. The flea market is a good way to advertise a deliverable like the come-visit-us day, not a 'fast' volunteer recruitment method.

### **PITFALLS**

The biggest pitfall is communication, there are a lot of different aspects to the flea market and this can cause miscommunications. It is very important to make sure the decisions that are made, will not change (unless something unforeseeable happens). Deciding on a suiting date for the flea market can be a challenge, really pay attention to this.

Another pitfall can be the kind of persons you use for the flea market, the advertising part can be difficult because you experience a lot of rejection that day. It would be preferable if the workers on the flea market get energy out of and/or enjoy talking to people and can keep up this energy for a longer period of time.

# Come Visit Us Day

## OBJECTIVE

The objective of the event was to provide the opportunity for potential volunteers to look behind the scenes at the Kringloop. By this, we refer to how the Kringloop sorting center looks and works.

## PROCESS

### **\* Before the event:**

You start by setting up a date and a time slot. With this, you can start promoting the event 3-2 weeks in advance. In this case, IndividuUS promoted the event through the usage of the flyers which were distributed during the flea market. Additionally, an additional digital flyer containing the come-visit us day essential details such as date, time, and the location was created (see appendix 4). This flyer should be posted on the Kringloop's social media.

Initiate planning of the activities which will be performed during the event. However, remember that the main objective is to make potential volunteers sign up! Organize the tour, and design a visual representation of what it will look like (see appendix 5) Additionally, we created a short description of each of the stages which will help remind the aim of each (see appendix 5). After this, make sure to contact the people who will give out the tours in advance. When organizing the tour, make sure to have a stage where the people are provided with a sign-up sheet; therefore, the event can meet its purpose (see appendix 3).

We prepare an additional flyer which summarizes all the benefits of volunteering as well as the expectation of the Kringloop towards the volunteering work (see appendix 6). Print this flyer in A4 and A5 to place them all over the shop and hand them out during the event. In this case, the Kringloop can reuse the designs by clicking on this webpage:

[https://www.canva.com/design/DAFAYw40lAY/fdYHlIJYfBsUpofBand0Ng/edit?utm\\_content=DAFAYw40lAY&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFAYw40lAY/fdYHlIJYfBsUpofBand0Ng/edit?utm_content=DAFAYw40lAY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

(Join Canvas with an email address \*no license costs are used, since a free trial version was used)

Among the activities for the event:

- If a quiz is decided to be created:
  - decide on the questions (see our quiz in appendix 7)
  - decide on a price (makes it more competitive and attractive)
    - eg: 15% discount Kringloop gift card
  - Print a reasonable number before the event (it is better to have more than less)
- If snacks want to be given (attracts people), decide on which ones, such as coffee and cookies, and buy them in advance.

### **\* The day of the event:**

Organize each of the stages 1-2 hours in advance. It is helpful to place numbers on each stage since it guides both the people and tour guides. Approach everyone, not only the people who came to the exact event.

### **\* After the event:**

Contact the people who signed up as potential volunteers, to forward more information about the Kringloop. Contact the participants of the quiz who won to provide them with the price.

### **EFFECTIVENESS**

The event overall was successful. The last stage was noticed to be really helpful; it provided quality time to talk and share experiences with current volunteers, and the people seemed to like this environment. This also enhanced the importance of the sign-up sheet, where some people registered. The friendliness and welcoming strategies to approach everyone who came into the Kignoop worked. The day chosen 'Saturday' for the event is a good approach since multiple clients frequently visit the Kringloop.

### **PITFALLS**

The main problem with the come visit-us day was communication; this is because for the event to be successful, lots of different coordination between the stakeholders are needed. Due to the amount of organization required, it may cause some misunderstandings.

Furthermore, it is recommended for the event to place volunteers who are extroverted or like to approach other people since a welcoming and friendly approach needs to be achieved, especially in the first and last stages.

# Social Media

## Instagram + Facebook

Before and during the flea market and come visit us day, we created pictures and videos to be posted on the social media accounts.

### OBJECTIVE

The objective of creating pictures and videos for the social media accounts was to raise awareness for the flea market and come visit us day and therefore increase the number of people that would like to visit the events. Furthermore, we also wanted to give people that did not find the time to visit the events the opportunity to participate virtually.

### PROCESS

Before both events, we designed posts to raise awareness for our events, including the date and time. Afterwards, we sent our posts to Bianca, [bschutte@kringloop zwolle.nl](mailto:bschutte@kringloop zwolle.nl), and to the Instagram account of Kringloop. As soon as the events started, we took pictures and recorded videos, including one Reel, to give the Kringloop the opportunity to share insights of the events virtually. Examples of our social media posts can be found in the appendix (see appendix 6)

### EFFECTIVENESS

Unfortunately, the videos and pictures did not get posted right after we shared them. Therefore, we do not define this part of our project as highly effective to recruit volunteers.

### PITFALLS

When announcing an event on social media, it is essential to do so at least one week before the event starts, for example via a post on Instagram and Facebook. We recommend publishing a picture with important data for the event in advance and remind the followers of the event by reposting the post in the story after a couple of days again.

### SUGGESTIONS FOR FUTURE

To further recruit volunteers via social media, we would like to share some suggestions:

#### **Interview with a volunteer**

An interview with a volunteer can be published on social media accounts. The interviewee could talk about why it is fun to work in the Kringloop and what the benefits are.

#### **Post with information about volunteering**

A post with a summary of the benefits of volunteering at Kringloop can motivate people to volunteer. You can use the information flyer distributed at the come visit us day.

#### **Story takeover of a volunteer:**

A volunteer could share a working day on social media to show the followers how it looks like to volunteer at the Kringloop. This can influence more people to volunteer.

# Retirement Homes and elderly apartments complex

## OBJECTIVE

The purpose of getting in contact with retirement homes is to combine two organizations who can help each other. Retirees are often looking for a meaningful way to spend their day, the Kringloop can provide that for them. In turn can the retirees help the Kringloop decreasing the workload through the volunteer work they do.

## PROCESS

You start by getting in contact through sending emails to the potential retirement homes around the Kringloop. In appendix 6 are the emails IndividuUs send added, of course the email from the Kringloop will be different as you do not contact them through a second party but it is added to inspire. We researched five organizations in Zwolle suited for the Kringloop, the ones that were suited for Kringloop Zwolle were: Het Zand and DrieZorg. Their contact information is:

### Het Zand

Has a location in Zwolle and Staphorst, they have a variety of care-levels in their clients, which means different kinds of people, retirees but also people with for example a head injury).

Website: <https://hetzand.nl>

Email address: [info@hetzand.nl](mailto:info@hetzand.nl)

From Het Zand we have been in contact with Melissa ten Brinke, she was enthusiastic about the vision of Kringloop Zwolle regarding inclusivity.

*Contact information Melissa ten Brinke:*

Location: De Oude Mars en Zandhove

Email address: [m.tenbrinke@hetzand.nl](mailto:m.tenbrinke@hetzand.nl)

Phone number: 06-83527039

### DrieZorg

They have a few different locations and each location has different care-levels.

Website: <https://www.driezorg.nl>

Email address: [info@driezorg.nl](mailto:info@driezorg.nl)

However, DrieZorg responded that it is not allowed to advertise to them directly but that they look at volunteer organizations like Zwolle Doet.

We also tried to get in contact with Gildehuys ([gildehuys@woonzorg.nl](mailto:gildehuys@woonzorg.nl)) and Rosorum ([info@rosorum.nl](mailto:info@rosorum.nl)) who are more elderly apartment kind of organizations, but neither responded to the emails.

After getting in contact, it is necessary to find out what kind of volunteers the organization can give. Questions you should ask are:

- Do they want someone to come over and explain to the potential volunteers what the volunteer work will include?
- What kind of volunteer work are the clients able to do?
- Do they need help (begeleiding)? If yes —> How much and can someone from the organization provide that help or does the Kringloop need to coach them?
- How many hours a day and per week are the volunteers available?
- Which Kringloop location would the clients prefer to volunteer?
- What does the organization expect from the collaboration with the Kringloop?
- Does the organization have other special needs which are not discussed in the questions?

The best way to ask these questions is by setting up a meeting and sending an email after the meeting in regard to what the answers were to all these questions. When these questions are cleared up, you can decide to enter a collaboration or not.

### **EFFECTIVENESS**

This deliverable did give the Kringloop some volunteers, which means it was successful. However, there are probably other connections possible that we have not contacted. During one of the meetings from IndividuUs and the Stakeholders from the Kringloop, it was mentioned there are more homes to get in contact with. That means with this deliverable can be executed again at those places.

### **PITFALLS**

A pitfall can be that you do not use the right words in the email, make the first email a bit of a pitch about how the Kringloop can benefit the organization. Maybe this way it will be even more successful.

# Advertising at schools

## OBJECTIVE

The objective of advertising in schools is to get high school/MBO kids excited about volunteering at the Kringloop Zwolle. Through this the Kringloop will gain more volunteers. A second objective is to show high schools that it is possible to do their social internship (maatschappelijke stage) at the Kringloop.

## PROCESS

You start by getting in contact with sending emails (see appendix 7) to schools in Zwolle. You find a list of the schools IndividuUs has been in contact with:

### High School:

Greijdanus Zwolle	(zwolle@greijdanus.nl)
Thomas A Kempis	( <a href="mailto:info@thomasakempis.nl">info@thomasakempis.nl</a> )
Thorbecke	(info@tsgzwolle.nl)
Carolus Clusius College	(info@hetccc.nl)

### MBO's

Deltion College	(info@deltion.nl)
Landstede Zwolle	(info@landstede.nl)
Cibap	(Info@Cibap.nl)

First ask to hang flyers in their schools and bring these to the schools that agree. Then as a second/added option to the schools that do not allow flyers due to too much trash or environmental reasons, send them an online flyer that they can put on their website or on the screens in the school. The email IndividuUs send to the schools can be found in appendix 7. From the answers given to IndividuUs we learned that giving out flyers at schools is not really allowed, this is why asking to drop the flyers at the schools to hang themselves and posting it on their website is the best option for now. The flyer can be found in the script for making the flyer.

It is important to mention that Thorbecke and Grijdanus very clearly stated that giving out and hanging physical flyers is not possible in their schools.

## EFFECTIVENESS

The responses on the emails were not very enthusiastic, however, when we went to the schools to give them to the reception, the response was very positive. This made us optimistic about the outcome of the flyers. This was one of the last deliverables and the hardest to assess if it would be effective. It would be valuable to see how many volunteers in the coming weeks come from the schools mentioned above.

## PITFALLS

A pitfall can be to accept no on the first answer, if the school gives very clear reasons why not, you should respect it. However, one of the schools gave the reason 'we do not hang (job) vacancies at our school', when I explained that the flyer was mostly information and a call to come to the come-visit-us day, I could bring the flyers. So, asking twice helps!

## Left out deliverable's documentation

Those are our ideas that we were not able to execute during the second semester. We decided to list them here once more, in case you wanted to pick them up at another point!

- Info board for the flea market
- Bonus point collecting card for Kringloop volunteers
- Newspaper article
- Sports/community day



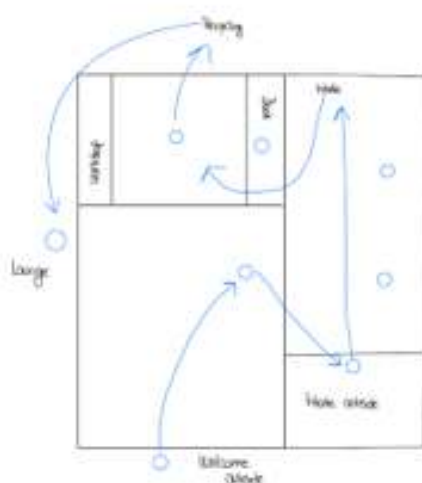


## Appendix 4 – Digital advertisement for the come visit us day



## Appendix 5 - Visualization of the tour

Visualization of the tour



## Appendix 6 – Flyer/Info paper for the Come Visit us Day

**KRINGLOOP ZWOLLE**  
**Wat vrijwilligerswerk bij ons inhoudt:**

Werken bij de Kringloop is afwisselend. Er zijn verschillende werkgebieden en uiteraard kiezen we samen wat het beste bij jouw talenten en interesses past. Dit zijn onze werkgebieden:

- 1. INNAME.** Dit is het ontvangen van de klanten die spullen komen brengen. Hier vindt de grove sortering op verkoopbaarheid en hergebruik plaats en sorteren we uiteindelijk op recyclebare stoffen zoals hout, plastic en metaal.
- 2. TEXTIEL SORTEER CENTRUM.** Hier sorteren we binnenkomende kleding op winkelwaarde en zorgen we ervoor dat het materiaal of de kleding op de beste manier kan worden hergebruikt in de zin van verkoop in onze of andere winkels, donatie aan opvangcentra of, ten slotte, zo effectief mogelijk recycleren. Naast het textiel sorteer centrum sorteren we de boeken en prijzen we ze af voordat we ze in de winkel leggen.
- 3. WERKPLAATS.** In dit deel van onze sorteerhal testen we grote huishoudelijke apparaten en elektronica. In de fietsenwerkplaats worden fietsen gerepareerd en opgeknapt.
- 4. RECYCLINGRUIMTE BUITEN.** Hier zorgen we ervoor dat de verschillende materiaalstromen op de juiste plek terecht komen en maken we zo een veel effectievere recycling mogelijk.
- 5. WINKEL.** Hier vindt de bevoorrading en verkoop plaats van spullen die door ons hergebruikt kunnen worden. Ook zijn hier medewerkers bezig met het presenteren van de winkel en het inrichten op onze unieke manier!

Als je benieuwd bent hoe het is om met ons samen te werken neem dan gerust contact met ons op!

**personeelorganisatie@kringloopzwolle.nl**

**Kringloop Zwolle**  
**kringloopzwolle**

Kijk op onze website!

**Wij zijn Kringloop, tweedehands winkels in Zwolle! Wij staan voor circulaire economie en een sociale inclusieve werkplek!**

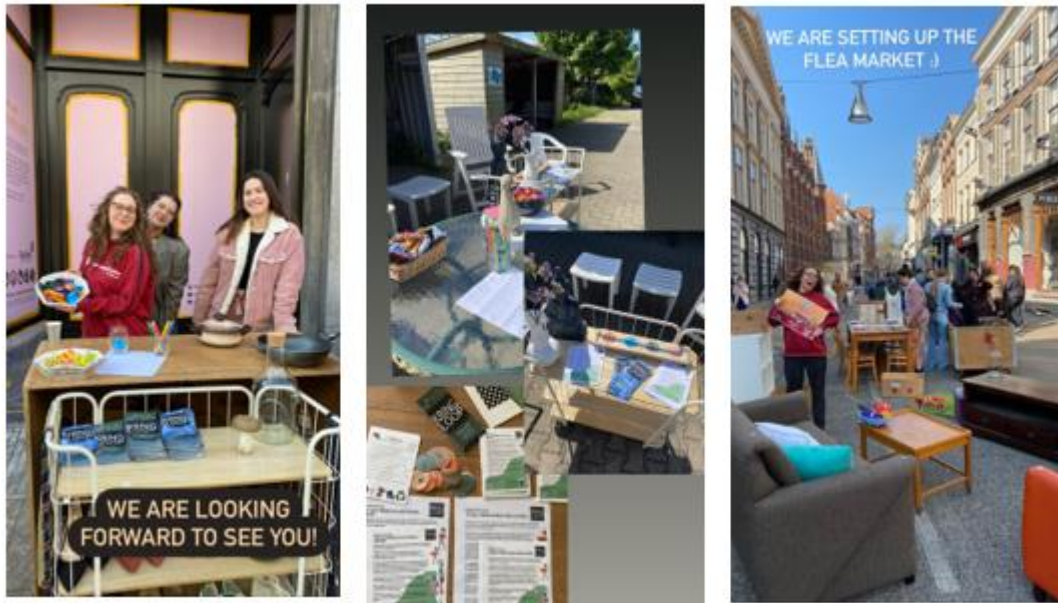
Ik krijg 20% korting op alles in de winkel als vrijwilliger!

## Appendix 7 – Quiz for the Come Visit Us Day

**KRINGLOOP QUIZ**

- Hoe lang bestaat stichting kringloop al?
- Hoe veel vrijwilligers heeft de kringloop nu?
- Kun je raden hoe veel procent van de kleding wordt gerecycled?
- Met wat voor economie werkt de Kringloop?
- Hoe veel uur per week moet een vrijwilliger minimaal beschikbaar zijn?
- Krijgen vrijwilligers korting bij de kringloop?
- Is de Kringloop een winst organisatie?
- Van hoe veel winkels krijgt de Kringloop textiel?
- Wat zijn de twee hoofddoelen van de Kringloop?
- Met welk email adres kan ik contact opnemen als ik een vrijwilliger wil worden?

## Appendix 8 – Examples of Social Media posts



## Appendix 9- Template for communication with retirement homes & elderly apartment complex

### Template – communication with retirement homes + elderly apartment complex

**Notes on the emails:** Next time I would have explained who the Kringloop is a bit better and what the benefits are for the organizations instead of directly asking if we can advertise there.

#### **Mail retirement homes:**

Beste Heer/Mevrouw,

Mijn naam is Carmen van den Brink, een Global Project and Change Management student van het Windesheim. Samen met mijn projectgroep heb ik opdracht gekregen om vrijwilligers te zoeken voor Kringloop Zwolle. Dit zouden wij bij u voor een deel willen doen. Nu is mijn eerste vraag of de ouderen die jullie verzorgen in staat zijn om vrijwilligerswerk te doen? En de vervolgvraag is of wij een presentatie mogen geven op uw locatie om te kijken of er motivatie is onder de oudere om hun dag wat betekenis te geven door vrijwilligers werk te doen bij desbetreffende locatie. Dit doen we door middel van een korte presentatie over de voordelen van vrijwilliger worden en de mogelijke opties, vervolgens gaan we in gesprek met de geïnteresseerde ouderen.

Ik hoor graag van u.

I

Met vriendelijke groet,

Carmen van den Brink  
s1158940@student.windesheim.nl  
+31 6 19818030

#### **Mail elderly apartment complexes:**

Beste Heer/Mevrouw,

Mijn naam is Carmen van den Brink, een Global Project and Change Management student van het Windesheim. Samen met mijn projectgroep heb ik opdracht gekregen om vrijwilligers te zoeken voor Kringloop Zwolle. Dit zouden wij voor een deel bij uw complex willen doen. Nu is mijn eerste vraag of er een verzamelplek is bij het appartementencomplex waar het mogelijk is de ouderen uit uw gebouw kunnen uitnodigen? De vervolgvraag is of wij een presentatie mogen geven op uw locatie om te kijken of er motivatie is onder de oudere om hun dag wat betekenis te geven door vrijwilligers werk te doen bij desbetreffende locatie. Dit doen we door middel van een korte presentatie over de voordelen van vrijwilliger worden en de mogelijke opties, vervolgens gaan we in gesprek met de geïnteresseerde ouderen.

Ik hoor graag van u.

Met vriendelijke groet,

Carmen van den Brink  
s1158940@student.windesheim.nl  
+31 6 19818030

## Appendix 10 - Template for communication with schools

### Template – communication with schools

#### To get in contact:

Beste Heer/Mevrouw,

Mijn naam is Carmen van den Brink, ik ben een Global Project and Change Management student van het Windesheim. Samen met mijn projectgroep (Individuals) heb ik opdracht gekregen om vrijwilligers te zoeken voor de Kringloop Zwolle. Dit doen we door verschillende manieren, misschien bent u wel langs onze vloekenmarkt gelopen op 23 April op de Diezenstraat! Bij uw school in Zwolle zouden graag flyers willen ophangen zodat de leerlingen kunnen kiezen wat voor vrijwilligerswerk de kringloop zoekt, waarom het zo leuk is en waarom we ze zo hard nodig hebben. Nu is mijn vraag of ik dat samen met een ander teamgenoot van mij bij u op school mag doen?

Ik hoor graag van U.

Met vriendelijke groet,

Carmen van den Brink  
s1158940@student.windesheim.nl  
+31 6 19618030

#### To send the online flyer:

Beste Heer/Mevrouw,

Eerder vroeg ik u of ik fysieke flyers af kon geven namens Kringloop Zwolle, nu gaven een aantal van de scholen waar ik flyers heb afgegeven aan dat een online flyer op de website o.i.d. ook mogelijk is. Vandaar deze mail, ik stuur u bij deze een flyer voor het uitleggen wat bij voor vrijwilligerswerk bieden toe. Misschien is dit een mooie alternatieve optie voor de fysieke flyers waar sommige van u liever geen van wilde ontvangen. Dit is uiteraard volledig vrijblijvend, hoewel wij het enorm zouden waarderen als u deze online flyer ergens zou kunnen posten! Als u hier nog vragen over heeft, aarzel niet om ze te stellen, u kunt mij bereiken door op deze mail te reageren.

In elk geval bedankt.

Met vriendelijke groet,

Carmen van den Brink  
s1158940@student.windesheim.nl