

people and places:responsible volunteering

SUPPORT PLAN FOR WORK OF VOLUNTEERS AT KAR.MA COFFEE, 2018-2019

This plan describes ways in which volunteers can help this project to develop their aims and goals.

AIMS	ACTIONS AND COMMENTS
1. To help develop further publicity, marketing and communication strategies	<ul style="list-style-type: none"> • Volunteers will focus on developing social media strategies and training staff in using media in the right way • Volunteers with relevant skills could help develop advertising strategies through social media for Kar.ma Coffee using film and digital story telling techniques • Volunteers with appropriate skills could use their expertise in art, design, photography etc to design promotional materials • A volunteer with the right skills could help produce a website for Kar.ma Coffee
2. To assist with product design and development	<ul style="list-style-type: none"> • Imaginative and creative product designers could help to develop the range of products made by Kar.ma Coffee, linked to creative use of recycling materials •
3. To use technical expertise to help train local people	<ul style="list-style-type: none"> • Volunteers skilled in wood turning could help to train local people employed to create products for Kar.ma Coffee • Volunteers skilled in any other crafts being developed by Kar.ma Coffee could help in the vocational training being given to local women • Volunteers who are trained baristas specializing in hand brewing could provide useful support to the local team • Volunteers with expertise in IT could provide training in how to use Word and Excel, and how to write emails • Volunteers could help train local staff in the use of social media to publicise the business as specified above

Reviewed December 2017