

Event Evaluation: ARUBA DOET



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Evaluation of the ARUBA DOET event.

An analysis of the effectiveness of the ARUBA DOET event through the perspective of the participating social organizations by means of focus group, in-depth interview and questionnaire.



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Abstract

Since 2013, CEDE Aruba (an independent fund and development organization) with support of the Oranje Fonds (the largest national funds in the social welfare sector in the Netherlands), organizes the biggest volunteer event in Aruba, ARUBA DOET. The ARUBA DOET event has as purpose to affirm the importance of actively engaged citizens in the community and social organizations in Aruba. Additionally, the event contributes to the improvement of the image of volunteering in Aruba and illustrates how necessary, valuable and fun this can be.

This research specifically focused on the ARUBA DOET and its target group within Aruba. It centers on the participating social organizations and not the end consumers. Correspondingly, it focusses on the experience and satisfaction level of the participating social organizations regarding the ARUBA DOET event of March 20th and 21st 2015. The emphases of this study will be on the effectiveness of the event and it focusses on how the event can be improved according to the participating social organizations.

Research Objective

The objective of this research was to gather reliable and relevant information regarding the experience and satisfaction of the participating social organizations through effective and easy to process evaluation method(s) in order to provide information for the improvement of the ARUBA DOET event. This by recommending what CEDE Aruba can do to improve the ARUBA DOET team, to improve the organization of the event itself, to improve the experience and satisfaction of the participating social organizations.

Research Question

CEDE Aruba want to examine how the ARUBA DOET event can continue to be improved according to the participating social organizations. CEDE Aruba wants to know which customer satisfaction measurement method(s) it can be best use to uncover the perspective, the experience and the satisfaction level of the participating social organizations with regards to the ARUBA DOET event. As a consequence, the main research question of this study was:

Which of the evaluation method(s), focus group, in-depth interview and questionnaire, can best be used to measure what is the effectiveness of the ARUBA DOET event through the perspective of the participating social organizations, the experiences of the participating social organizations and their satisfaction level concerning the attained results?

Methodology

In order to understand the research problem more completely, mixed research method was used to obtain the necessary information for this research. Primary qualitative research was conducted by means of focus group sessions and in-depth

interviews. In addition, quantitative research was also conducted through a questionnaire. Furthermore, secondary desk research was used to obtain relevant information for this research.

Research Results

The evaluation method(s) in-depth interview and questionnaire can be best used by CEDE Aruba in order to attain in-depth, reliable, relevant and statistical information.

Criteria that determine the effectiveness of the ARUBA DOET event are: to achieve organizations' objective(s), to acquire the needed volunteers, organizations' target audience is satisfied with the results, to acquire sponsorship, the positive influence the event has on the organization, the awareness created by the ARUBA DOET in the community and the stimulation the event has to encourage everyone to take part of the event in order to help better the community.

Criteria that determine the level of satisfaction for the social organizations are: to achieve goal(s), the obtained result equal or exceeds the expected, to receive financial support to conduct the job or activity, to acquire the needed volunteers and that the volunteer enjoyed doing the job or activity.

The majority of the participating social organizations specified their overall satisfaction level between very satisfied and satisfied with the ARUBA DOET event organized by CEDE Aruba, the experience they had with the ARUBA DOET team and the job done by the ARUBA DOET team, the overall attained results of the activity or job that the participating social organization conducted during the ARUBA DOET event and the job done by the volunteers.

The participating social organizations had overall a good experience with the ARUBA DOET event.

The ARUBA DOET event was very effective according to the participating social organizations. This to the extent that the goals were achieved, social organizations' target audience is satisfied, new volunteers were acquired, the total concept of the ARUBA DOET event self is effective, and the awareness created by the event is increasing.

Regarding the improvement of the event participating social organizations mentioned that CEDE Aruba can enlarge the ARUBA DOET team, seek for more cooperation partners and sponsorship, revise the website, conduct more marketing, increase the amount of the financial support, organize cheque-night in another way, change happy hour, organize evaluation night for both volunteers as well as participating social organizations and organize information night for companies in order to continuously improve the ARUBA DOET event.

Recommendations

It is recommended that CEDE Aruba expand the team behind the ARUBA DOET event. This for example, by recruit volunteers or interns. Also, it would be appropriate that CEDE Aruba organize an information night regarding the ARUBA DOET event for companies only and another for social organizations. It is suggested

that the cheque- night should be coordinated in another way. It is advised to revise the website of ARUBA DOET and make it user friendlier. Finally, it is recommended that CEDE Aruba promotes the ARUBA DOET event more, this by promoting the before, during and after of the job or social activity conducted by the participating social organizations. Also, by creating a campaign that helps create awareness and support others where is needed, which will lead to more participating social organizations, volunteers and companies to participate with the ARUBA DOET event.

Conclusions

To sum up CEDE Aruba can continue to improve the ARUBA DOET event by implementing the abovementioned recommendations. The results of this research clearly shows that the evaluation methods, in-depth interview and questionnaire, can best be used to measure what the effectiveness of the ARUBA DOET event is through the perspective of the participating social organizations.

Acknowledgement

This thesis is made as a completion of the Bachelor in Commerce at the Faculty for Accounting, Finance and Marketing at the University of Aruba. It entails a research assignment that was conducted at Centro pa Desaroyo di Aruba (CEDE Aruba) regarding the evaluation of the ARUBA DOET event.

The purpose of this research is to gather reliable and relevant information regarding the experience and satisfaction of the participating social organizations through effective and easy to process evaluation method(s) in order to provide information for the improvement of the ARUBA DOET event.

Various persons have contributed academically, practically and with support to this Bachelor thesis. Initially, I would like to thank God, the Almighty for always being there for me and giving me the strength and courage to complete this research. I would like to thank my dear supervisors Drs. Mariëlle Hoeijmakers (Project Coordinator of ARUBA DOET) and Drs. Carolien Gaartuis (Lecturer at the University of Aruba) for their guidance, time, valuable input and support throughout the entire research. Moreover, I would like to thank the entire team of CEDE Aruba for their cooperation and care during the past months. I would like to thank also the social organizations that contributed with this research by providing valuable information. Furthermore, I would like to thank my family and friends for being helpful and supportive during all the four years studying Marketing at the University of Aruba.

I would like to dedicate this thesis to my wonderful mom, Ms. Angel Wever, for her endless love, support and encouragement.

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1. Introduction

Many studies have been conducted regarding customer satisfaction, experience and evaluation methods (Martha, 2014) (Mora, Michaela, 2014) (Mora, Michaela, 2012) (Nelson, 2012). The studies identified what general customer satisfaction and experience entails, what influences the satisfaction level and experience of customers, the importance of customer satisfaction and experience, and what evaluation methods can be best used to measure the satisfaction level and experience of customers. However, hardly any studies have been conducted on measuring the effectiveness of special events such as ARUBA DOET (Pozin, 2012).

Special events are defined as the “involvement of bringing lay leaders, volunteers, and nonprofit supporters together for a social gathering that entertains and educates people about the work of nonprofit in the community” (Wendroff, 2004). According to Wendroff (2004): successful special events have seven goals namely, “to raise money, to update mission statement to educate constituency, to motivate board members and major givers, to recruit volunteers and future board members, to expand the organization’s network, to market the organization and to solicit endorsements”. Wendroff (2004) also stated that special events are for example a tribute, annual board meeting, a tennis tournament, a 10KM run or walk, an auction etc., which “challenges the creative energies of enthusiastic volunteers and binds them closer to the organization”.

ARUBA DOET can be considered a special event, for the reason that it involves bringing together volunteers, social organizations and companies in a social gathering to affirm the importance of actively engaged citizens in the community and social organizations in Aruba. Furthermore, there is no academic information available on how the ARUBA DOET event can be best measured, what criteria determines the effectiveness and satisfaction level of the social organizations participating with such special event, and also the experience of the participating social organizations.

Therefore, the purpose of this research is to analyze the effectiveness of the ARUBA DOET event by measuring the experience and satisfaction of the participating social organizations through the evaluation methods focus group, in-depth interviews and questionnaires. The results of this research can be used to improve upcoming ARUBA DOET events.

Centro pa Desaroyo di Aruba (CEDE Aruba) is an independent fund and development organization that supports the development and financing of programs and projects in the welfare sector. These programs and projects are developed and realized by non-governmental organizations (NGO’s) (CEDE Aruba, 2013).

The mission of CEDE Aruba is “*to bring people and resources together for sustainable development*” (CEDE Aruba, 2013).

Whilst the organizations’ vision is “*aimed at strengthening the civil community within a balanced society. It acts as a durable bridge between the Private Initiative; a strong, proactive, and coordinated NGO community on the one hand, and the*

providers of local and international resources, on the other. It is the largest and most important Aruban Fund, which recognizes the needs of society in a professional manner and comes up with solutions in a creative way. CEDE Aruba is known as a reliable organization, to which everyone can freely apply for advice and assistance in the field of social and sustainable educational development” (CEDE Aruba, 2013).

CEDE Aruba with support of the Oranje Fonds (the largest national funds in the social welfare sector in the Netherlands), organizes the biggest volunteer event in Aruba, ARUBA DOET. The ARUBA DOET event initiated in 2013. It has as purpose to affirm the importance of actively engaged citizens in the community and social organizations in Aruba. Additionally, the ARUBA DOET event contributes to the improvement of the image of volunteering in Aruba and illustrates how necessary, valuable and fun this can be (Oranje Fonds, ARUBA DOET, 2014).

Social organizations, companies and volunteers take part in the ARUBA DOET event. A social organization is defined as: “the systems of obligation-relations which exist between groups forming part of a given society”. Other studies define a social organization as: “a systematic ordering of social relations by acts of choice and decisions regarding a situational condition” (Firth, 2015). Moreover, a social organization entails the arrangement of activities between two or more persons, for example social groups, industrial groups and political groups (Brown, 2015). In addition, social organizations are the ones that register a job or social activity that will be conducted by volunteers during the ARUBA DOET event. Social organization may apply for financial support at the Oranje Fonds to finance the job or social activity; if the social organization and the job or social activity meets the requirements set by the Oranje Fonds. Furthermore, diverse companies participate in the event by offering discounts or donations to the participating social organizations. Likewise, people participate as volunteers and fulfill the job or social activity requested by the social organization. The participating social organizations are NGO’s such as scouting, sport clubs, neighborhood centrums, health-care facilities, cultural organization, day-care center, rehabilitation center, animal organization, nature protection organization and schools (Oranje Fonds, ARUBA DOET, 2014).

ARUBA DOET 2015 started in October 2014 with a kick-off event. This event was organized for social organizations in order for them to receive information regarding the ARUBA DOET event. Afterwards, the social organizations started registering their organization, and the job or social activity they wanted fulfilled, during ARUBA DOET 2015. The social organizations had the chance to apply for financial support from the Oranje Fonds until the end of January 2015. In the application form the social organization specified how many volunteers were needed to conduct the job or social activity, what materials or products and the needed amount for conducting the job or social activity, as well as the costs. At the beginning of March when the request for the financial support were approved, the social organizations received a cheque for a maximum of Afl.1100,- . The social organizations also received promotional materials (t-shirts, banners, bracelets and certificates) in order to start the preparation for the job or social activity to be

conducted during ARUBA DOET 2015. ARUBA DOET 2015 took place on March 20th and 21st 2015. After the event the participating social organizations and volunteers were asked to evaluate their ARUBA DOET experiences.

Figure 1: Process ARUBA DOET 2015



This report starts with an acknowledgement, followed by an abstract and introduction that describes the background information of this research. The literature review is presented in the second chapter, which contains the research relevance, scope and delimitation, research objective, research question and the conceptual framework. In the third chapter the methodology is explained, which entails the research strategy, research design, population sample, study sample size, research instruments and data collection. The results and discussion are presented in the fourth chapter, which consists of data processing, findings, analysis and interpretation. Conclusions and recommendations are stated in the fifth chapter. In the sixth chapter of this report a personal reflection regarding this study is indicated. Lastly, references and appendices are given.

2. Literature Review

Enhancement of one's community is important. An important prerequisite actively engaged citizens, social organizations and companies. The purpose of the biggest volunteering event on the island, ARUBA DOET, is to point out how necessary, valuable and fun volunteering can be (Oranje Fonds, ARUBA DOET, 2014). This is done by organizing a yearly event where citizens, companies and social organizations participate in conducting social activities or specific jobs in order to better the Aruban community.

2.1 Measuring Customer Satisfaction and Experience

An event is similar to a product or service. The effectiveness of it depends on the overall customer satisfaction and experience. This literature review will focus on how the aforementioned factors can be best measured to determine the effectiveness and improvement of the ARUBA DOET event.

2.1.1 Customer Satisfaction

Customer satisfaction is defined as “consumers’ individual perception concerning the performance of a product or service in relation to his or her expectations” (Kotler & Keller, 2011). It is the feeling of pleasure or disappointment that is encountered when comparing a product or services perceived performance to an expectation. Additionally, customer expectation is based on past purchasing experience, recommendations of relatives, friends and associates, and information and promises provided from marketers and competitors (Smith, 2012; Kotler & Keller, 2011; Mora, Michaela, 2014).

Customer satisfaction is important, because it provides valuable information to organizations on how the organization can be managed and improved. Furthermore, it measures customer loyalty and repurchasing intentions. It helps to identify unhappy customers, reduce churn and helps attracts new customers.

Results of previous studies shows that positive word of mouth, image created in the mind of the customer, and the customer relationship are criteria that have the greatest impact on customer satisfaction (Nelson, 2012). In addition, fulfillment of customers’ needs, goals or desires are also criteria that effects customer satisfaction. Therefore, customer satisfaction is measured by the overall quality, value, performance, perceived reliability, extent in which customer’s need are fulfilled. These aspects are emotional related and reflect the overall opinion of a consumer’s experience with a product or service, which has direct influence on consumers’ loyalty and product repurchase (Cacioppo, 2000).

Consequently, in order to measure the effectiveness of the ARUBA DOET event the satisfaction level of the participating social organizations (customers) must be identified.

2.1.2 Customer Experience

Customer experience is a customers' individual perception, both conscious and subconscious, as result of direct or indirect interactions with a company, goods or services during the customer life cycle. It entails the quality of customer care, advertising, packaging, product and service features, ease of use and reliability (Christopher Meyer; Andre Schwager, 2007).

Customer experience is important. A positive customer experience leads to improvement of customer satisfaction. It fosters repeat customers and customer loyalty. It also increases customer encouragement and recommendations. Positive customer experience reduces customer churn and creates a competitive advantage. Furthermore, positive customer experience is important, because it increases revenue and sales and builds stronger customer relationships. However, opposing of positive customer experience, negative customer experience has contrary consequences for customer satisfaction, repeat customers, customer loyalty, customer encouragement and recommendations. Additionally, negative customer experience will increase customer churn and creates a competitive disadvantage, decreases revenue and sales and customer relationships. (Beard, 2014).

For this reason, in order to measure the effectiveness of the ARUBA DOET event the experience of the participating social organizations (customers) must be determined.

2.2 Event Evaluation

Wendroff (2004) states that evaluation of an event determines the worth of it and can be a valuable exercise for the people that were involved in the process of it. In order to the effectiveness of an event researchers recommend to make use of mixed research methods. According to Tashakkori and Teddlie (2010), the use of both qualitative and quantitative research methods has complementary strengths and non-overlapping weaknesses. In addition, when diverse research methods are used that focuses on the same topic and provide identical results, superior evidence for the results can be made available. Moreover, when conducting mixed research the results of one research method support the other; sometimes researchers may notice something that would have been missed if only one research method was used.

Therefore, in order to measure the effectiveness of the ARUBA DOET event and bearing in mind that according to researchers in order to gather reliable, in-depth and relevant information qualitative, focus group and in-depth interview, and quantitative, questionnaires, are going to be used to measure the satisfaction level and experience of customer which are the biggest influence on the effectiveness of an event.

Must be taken into account that certainly more literature were used for this study. Yet, these obtained literature are further presented in this report. Besides, the reference list can be consulted for all the information needed regarding the literature used for this study.

2.3 Scope and Delimitation

This research specifically focuses on the ARUBA DOET and its target group within Aruba. It centers on the participating social organizations and not the end consumers. Correspondingly, it focusses on the experience and satisfaction level of the participating social organizations regarding the ARUBA DOET event of March 20th and 21st 2015. The emphases of this study will be on the effectiveness of the event and it focusses on how the event can be improved according to the participating social organizations.

2.4 Relevance

The information obtained through the results of this research is valuable for the organization of the ARUBA DOET event, for event arrangers and other organization as it is essential to be able to understand which of the evaluation method(s) such as: focus group, in-depth interview and questionnaire, can best be used to measure the effectiveness of (special) event, the experiences and satisfaction level concerning the attained results.

Firstly, deeper understanding can be obtained regarding the criteria that customer find as being the key element in determining the effectiveness of a special event. Secondly, a better view on criteria that determines the level of customers' satisfaction, which influences customers' experience, might be acquired. Thirdly, to get to know which evaluation method(s) (focus group, in-depth interview and questionnaire) may possibly best be used to measure the effectiveness of a special event, the experiences of customers and their satisfaction level. Lastly, interested parties might get a better notion on how to conduct effective special events and the best way to measure its effectiveness.

2.5 Research Objective

The objective of this research is to gather reliable and relevant information regarding the experience and satisfaction of the participating social organizations through effective and easy to process evaluation method(s) in order to provide information for the improvement of the ARUBA DOET event. This by recommending what CEDE Aruba can do to improve the ARUBA DOET team, to improve the organization of the event itself, to improve the experience and satisfaction of the participating social organizations.

2.6 Research Question

CEDE Aruba wants to examine how the ARUBA DOET event can continue to be improved according to the participating social organizations. CEDE Aruba wants to know which customer satisfaction measurement method(s) it can be best use to uncover the perspective, the experience and the satisfaction level of the participating social organizations with regards to the ARUBA DOET event. As a consequence, the main research question of this study is:

Which of the evaluation method(s), focus group, in-depth interview and questionnaire, can best be used to measure what is the effectiveness of the

ARUBA DOET event through the perspective of the participating social organizations, the experiences of the participating social organizations and their satisfaction level concerning the attained results?

2.6.1 Sub-questions

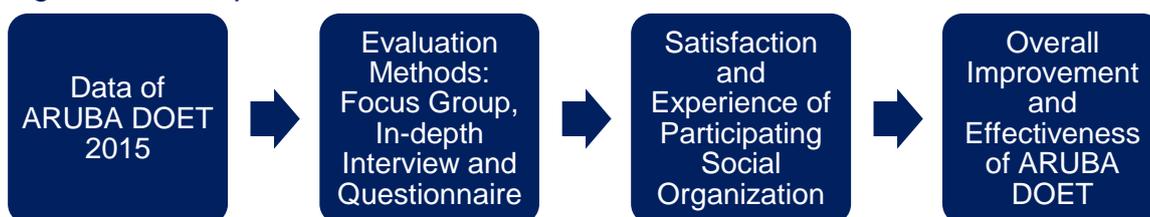
In order to answer the research question seven sub-questions were formulated and are as follows:

1. Which of the evaluation method(s) (focus group, in-depth interview and questionnaire) can be best used by CEDE Aruba to measure the effectiveness of the ARUBA DOET event, the experiences of the participating social organizations and their satisfaction level?
2. Which criteria determine the effectiveness of the ARUBA DOET event?
3. Which criteria determine the level of satisfaction for the social organization?
4. What was the overall satisfaction level of the participating social organization?
5. What was the overall experience of the participating social organization with the ARUBA DOET event?
6. To what extent was the ARUBA DOET event (organized by CEDE Aruba and the Oranje Fonds) effective according to the participating social organizations?
7. How can CEDE Aruba continuously improve the ARUBA DOET event according to the participating social organizations?

2.7 Conceptual Framework

Bearing in mind the literature review a conceptual framework was developed, see Figure 2.1, this in order to provide a visual representation of theoretical constructs and variables of interest (Standford, 2003).

Figure 2: Conceptual Framework



3. Methodology

As previously stated, the research question of this study is as follows: ***Which of the evaluation method(s), focus group, in-depth interview and questionnaire, can best be used to measure what is the effectiveness of the ARUBA DOET event through the perspective of the participating social organizations, the experiences of the participating social organizations and their satisfaction level concerning the attained results?*** The first step in answering the research question is to develop a good research strategy. This in order to collect academic data, both secondary and primary data. Furthermore, the research methods that are going to be used must be determined.

In this chapter the research method and strategy will be described.

3.1 Research Method and Strategy

In order to understand the research problem more completely, mixed research methods were used. This to obtain the necessary information for this research. Mixed research methods involves collecting, analyzing and integrating qualitative and quantitative research in one study (Tashakkori & Teddlie, 2010). Qualitative research was used in order to obtain insight into customers' motivations, preferences, hidden desires and motives that indicates their behavior. Whereas, quantitative research was used to measure and test the validity and reliability of participants' responses statistically (Kooiker, Broekhoff, & Harm, 2011). Moreover, by making use of variation in data collection the research leads to greater validity. Questions are answered through different perspectives, and ensures that there are no 'gaps' in the data collected (Tashakkori & Teddlie, 2010). A great validity is an important factor in this study. Therefore, the mixed research methods approach were used.

For this study primary qualitative research was conducted by means of focus group sessions and in-depth interviews, where the participants were able to give more insight in their opinions towards their experience and satisfaction before, during and after the ARUBA DOET 2015 event. In addition, quantitative research was also conducted through a questionnaire in order to obtain statistical data and opinion of the majority of the participating social organizations. Questionnaire was conducted in request of CEDE Aruba and in order to enhance the validity of this research focus group and in-depth interviews were also used. By combining focus group, in-depth interview and questionnaire, a wide range of statistical data as well as in-depth detailed information can be gathered. Besides, these evaluation methods are the best methods to use when evaluating the experience and satisfaction level of consumers and the effectiveness of an event (Adams; Anne; Cox; Anna L., 2008). By using these three evaluation methods can be determined which of them can be best used to measure the effectiveness of the ARUBA DOET event, the experiences of the participating social organizations and their satisfaction level concerning the attained results. Furthermore, secondary desk research was used to obtain relevant

information for this research. This desk research consisted of information gathered through literature, previous evaluation reports and other online sources.

Data gathered through primary and secondary research method will help in answering the research question.

3.1.1 Focus Group

Focus group is defined as a “group of selected and gathered persons by researchers to discuss and comment on the topic that is the subject of the research, from personal experience” (Powell & Single, 1996). In addition, it is conversation between several people from a target research group led by a moderator (Kooiker, Broekhoff, & Harm, Marktonderzoek, 2011). The purpose for conducting a focus group is to attain more in-depth information regarding the research topic (Meier & Mandemakers, 2012). Focus group examines attitudes and opinion, it identifies strength and weaknesses regarding the topic, it makes it possible to interpret results from other assessment projects and provides useful information to support findings of other research methods or help develop questionnaires (Oxford University , 2014). Furthermore, focus group is a qualitative research method that is very cost effective and provide rapid results. Focus group interaction between moderator and participants are flexible, which allows the moderator to go in-depth with questions. Besides, participants might be more comfortable to give their opinions in groups, and these interactions lead to discussions that lead to more information. Lastly, focus group provide insights into how respondents think about the topic, in their own words.

Focus group provides quick information regarding needs, community attitudes and norms. Also, it is an efficient method to get range and depth information in a short time. Nonetheless, when conducting focus group a good facilitator is required. Focus group responses can be hard to analyze. Furthermore, it might be difficult to schedule 6-10 people at the same time (Prevention by Design, 2006).

Regarding to focus group the following population sample, study sample and data collection method can be described.

3.1.1.1 Population Sample

The total population of this research was the 102¹ participating social organizations. All the participating social organizations had equal chance to take part of the focus group sessions. They were selected by means of random sampling. This in order to reduce the influence of uncontrolled factors (Kooiker, Broekhoff, & Stumpel, Marktonderzoek, 2011).

3.1.1.2 Study Sample

Focus group is a qualitative research method, therefore the validity of the research is not based on the amount of focus group that is conducted, but on the

¹ 103 social organizations participated with ARUBA DOET 2015. However, CEDE Aruba was one of them and to prevent possible questioning of this research CEDE Aruba was not counted in the total population of this research.

quality of the in-depth data gathered. Although, researchers recommend to conduct at least two sessions of minimum six participants per session. The amount conducted depends on the research budget, difficulty to obtain participants and if no new information is yielded. For this study, it was decided to conduct two focus group sessions with a minimum six participants attending each focus group (Palomba & Banta, 1999) (Morgan, D.L.; Krueger, R.A., 1998).

For the recruitment of the participants the names of the social organizations were inserted in chronological sequence in Excel 2013 and received a number (1-102). Afterwards, a total of 24 social organizations that participated with the event were randomly selected through drawing of lots. These social organizations were the potential participants for the focus group sessions. However, the study sample of this research was 12 social organizations, this keeping in mind the minimum needed per focus group session and taking into account that some might not respond or assist.

3.1.1.3 Data Collection

For the ARUBA DOET focus group, the date, time and location were first determined. This bearing in mind to select a neutral location to prevent possible bias and an appropriate time to assure great attendance. In this case both sessions were conducted on May 6th, 2015 at four and six o'clock at the University of Aruba. The selected potential participants were contacted two weeks prior to the sessions. A total of 12 confirmed their participation. Afterwards they received a confirmation email that entailed the date, time, location and purpose. This information was also already given to the participants by telephone. One day prior to the focus group sessions, participants were contacted to remind them of the session. A script² was developed, which entails a brief introduction (purpose, rules etc.), 22 questions (open and close ended questions) and conclusion to complete the discussion. The questions asked to the participants were regarding their experience and satisfaction with ARUBA DOET with the purpose to gather essential information in order to improve the event (*See Appendix 3: Focus Group*). A pilot study was first conducted on the questions. The pilot study was conducted among people who do not have any kind of relation with the ARUBA DOET event. Afterwards, the questions were adapted based on the feedback received. Further, the focus group sessions were video- and audio recorded and notes were also taken during the discussion. These were transcribed and a report regarding the conduction and results of the focus group sessions were given to CEDE Aruba.

3.1.2 In-depth Interview

In-depth interview is defined as intensive individual interview with a small number of respondents; regularly it is a one-on-one session between interviewer and respondent. In-depth interviews are conducted in order to gather thorough and detailed insight into the research topic. Moreover, it is a research method that allows researchers to go deepened through all the phases of the research topic with the respondent (Meier & Mandemakers, 2012). Additionally, in-depth interview are ideal

² See appendix 3: Focus Group

when collecting data concerning personal histories, perceptions and experiences. In-depth interview explores the boundaries of a problem, finds context for a problem, evaluates possible solutions and manages the course of the research by supporting the interpretation of the results from the questionnaire.

In-depth interview attain direct feedback from respondents. It gives opportunity to review and make use of observation. Moreover, it yields rich data, provides details, new insights and personal interaction with respondents. Topics can be explored in depth, and the interviewer has flexibility and opportunity to explain and clarify questions. However, interviews might be hard to analyze and compare. Potential interview bias. It requires well-qualified, highly trained interviewers. Flexibility can result in inconsistencies. Also, participant of in-depth interview might mislead information through memory error, selective perceptions and desire to please the interviewer (Prevention by Design, 2006).

Regarding to in-depth interview the following population sample, study sample and data collection method can be described.

3.1.2.1 Population Sample

The total population of this research was the 102³ participating social organizations. All the participating social organizations had equal chance to take part of the in-depth interviews. They were selected by means of random sampling. This in order to reduce the influence of uncontrolled factors (Kooiker, Broekhoff, & Harm, Marktonderzoek, 2011).

3.1.2.2 Study Sample

In-depth interview is a qualitative research method, therefore the validity of the research is not based on the amount of interview that was conducted, but on the quality of the in-depth data gathered. For this study, it was decided to conduct five one-on-one in-depth interviews.

For the recruitment of the participants the names of the social organizations were insert in chronological sequence in Excel 2013 and received a number (1-102). Afterwards, a total of five social organizations that participated with the event were random selected through drawing of lots. These social organizations were the potential participants for in-depth interviews.

3.1.2.3 Data Collection

The selected social organizations were contacted and informed about the purpose of the in-depth interview, what were expected of them, the amount of time that was required from them, that their participation was voluntarily and can be stopped at any time, and that the information given by them during the research will remain confidential. During the in-depth interview, an overview on the topic of the interview was given. Moreover, 35 questions (open and close ended questions) were

³ 103 social organizations participated with ARUBA DOET 2015. However, CEDE Aruba was one of them and to prevent possible questioning of this research CEDE Aruba was not counted in the total population of this research.

asked to the participants regarding their experience and satisfaction with ARUBA DOET with the purpose to gather essential information in order to improve the event (See Appendix 4: In-depth Interview). The participants were asked for their opinion on how the event can be improved. Additionally, a pilot study was first conducted on the questions. The pilot study was conducted among people who do not have any kind of relation with the ARUBA DOET event. Afterwards, the questions were adapted based on the feedback received. The in-depth interviews were audio recorded and notes were also taken. These were transcribed and a report regarding the conduction and results of the in-depth interviews were given to CEDE Aruba.

3.1.3 Questionnaire

Questionnaire can be conducted in order to gather numerical data and to obtain the opinion of a great group of respondents (Grit & Julsing, 2012). In addition, it is a method to gather as much information possible from the population in order to answer the central research question (Kooiker, Broekhoff, & Stumpel, Marktonderzoek, 2011). Besides the aforesaid advantages questionnaires are highly structure and easy to process, compare and analyze. Respondents also have time to examine questions. Questionnaires cover a wide range of topics. Moreover, in-depth and detailed information can be obtained if open-ended questions were used. Also, a representative sample of the research can be attained. Though, questionnaires responses may be biased or untruthful. Responses may provide general information, despite the availability of open-ended questions (Prevention by Design, 2006).

In order to gather numerical data and high response, a questionnaire was used to evaluate the effectiveness of the ARUBA DOET event. For the past years the event was evaluated by an extensive questionnaire, 36 questions (See Appendix 5: Former Questionnaire). This was adapted according to the criteria for the development of questionnaires and event evaluation (Kooiker, Broekhoff, & Stumpel, Marktonderzoek, 2011) (Martha, 2014). A pilot study was conducted among a group of persons in order to know if the questions asked were clear and easy to understand. The received feedback was incorporated in the final version of the questionnaire (See Appendix 6: ARUBA DOET Questionnaire).

3.1.3.1 Population Sample

The total population in this research was the 102⁴ social organizations that participated with the ARUBA DOET 2015 event. All the participating social organization had equal chance to take part of the questionnaire. Moreover, due to the fact that the total population for this research was small the following formula was used to calculate the sample size that was needed for this research when conducting the questionnaire:

$$n \geq \frac{N}{1 + N(e)^2} = \frac{102}{1 + 102(0.05)^2} \quad n \geq 82$$

⁴ 103 social organizations participated with ARUBA DOET 2015. However, CEDE Aruba was one of them and to prevent possible questioning of this research CEDE Aruba was not counted in the total population of this research.

The sample size was calculated with a confidence of 95% and $P= 0.5$ are assumed for Equation 5, this is a simplified formula provided by Yamane (1967) to calculate the sample size for a small population.

3.1.3.2 Study Sample Size

The participating social organizations were divided in several categories for the questionnaire, this depending on the type of organization they are.

1. Cultural Organizations: consists of 8 (9.80%) cultural organizations;
2. Day-care center for children, elderly or people with mental or physical limitation: consists of 14 (16.67%) day-care centers;
3. Health-care facilities for children, elderly or people with mental or physical limitation: consists of 6 (6.86%) Health-care facilities;
4. Animal organization: consists of 2 (1.96%) social organizations;
5. Neighborhood centurms: consists of 7 (8.82%) neighborhood centrum;
6. School: consist of 30 (36.27%) schools;
7. Scouting: consist of 6 (6.86%) scouting clubs;
8. Sports: consists of 8 (9.80%) sport clubs;
9. Rehabilitation center: consists of 1 (1.98%) rehabilitation centers;
10. Other: 2 (1.96%)

3.1.3.3 Data Collection

The questionnaires were distributed to the total population of this research. The questionnaires were completed by the participating social organization. This in order to avoid possible bias by conducting the questionnaire personally with the respondents.

The questionnaire consisted of 20 questions, open and closed (dichotomous, multiple-choice, several answer possible and five point scale questions), it started with an introduction that described the amount of questions, the amount of time needed to complete the questionnaire and that the information provided by the respondent will remain confidential. Further, the questionnaire was divided in six sections: 1. organization, 2. activity, 3. volunteers, 4. recruitment and communication, 5. media campaign and 6. results. The questions were numbered and ordered in a logistic way for the respondents.

4. Results and Discussion

As previously stated, the evaluation methods focus group, in-depth interview and questionnaire were conducted in order to obtain the necessary information to answer the research question.

In this chapter the data findings and interpretation from the conducted evaluation methods: focus group, in-depth interview and questionnaire will be presented.

4.1 Focus Group

For this research two focus group sessions were conducted. As aforementioned, the study sample for the focus group sessions was 12 participating social organizations. Nonetheless, one participating social organization did not attend. Consequently, the study sample of the focus group sessions turned out to be 11 participating social organizations.

4.1.1 Sample Description

Of the 11 participating social organizations five participated with the ARUBA DOET event this year for the first time. Two of the social organizations participated for the second time with the event and four participated for the third occasion with the ARUBA DOET event. Furthermore, two of the focus group participants conducted a social activity during ARUBA DOET 2015. When, the other participants performed a job during the event. Participating social organizations took part of the ARUBA DOET event for diverse reasons. The transcript of the focus group sessions shows, that participating social organizations took part of the ARUBA DOET event to:

- conduct activity for and with organizations' target group;
- do something that cannot be completed due to budget limitation;
- acquire volunteers;
- receive financial support;
- let people to meet the organization;
- create network with volunteers, organizations and companies;
- accomplish goal.

The conducted focus group sessions were transcribed and reviewed. Regarding to the conducted focus group the following obtained data can be presented and discussed.

4.1.2 Results and Discussion

4.1.2.1 Effectiveness

Concerning the effectiveness of the ARUBA DOET event, the focus group findings point out that the (most) important criteria that determine the effectiveness of the ARUBA DOET event are as follows:

- good preparation;

- good communication (with CEDE Aruba and with organization self);
- acquire sponsorship;
- determine priorities;
- acquire people that has knowledge about the job or activity;
- organizations' target group can participate with the event;
- positive contribution of the ARUBA DOET event towards participating social organizations' target group;
- able to use materials that are already available;
- awareness created;
- suggestions and information participating social organizations received.

Subsequently, the obtained data shows that the ARUBA DOET event was very effective. This seeing that:

- organizations' target group is satisfied with the end result and make use of it every day;
- target group enjoyed the activity and was involved with the conduction of it;
- the event helped the participating social organization a lot;
- necessary projects were finalized;
- participating social organizations received positive outcome from the ARUBA DOET results;
- it stimulates to continue working on other projects for the social organization;
- people were acquired that were willing and proud to help the social organization.

4.1.2.2 Satisfaction

Satisfaction in relation to the ARUBA DOET event is according the focus group findings primarily the satisfaction of the organizations' target group and the volunteers. The help received from CEDE and the project coordinator of the ARUBA DOET event helped a lot. Moreover, satisfaction in relation to the ARUBA DOET was defined as fantastic.

Concerning the satisfaction of the participating social organizations towards the ARUBA DOET event organized by CEDE Aruba, the findings shows that participating social organizations are very satisfied. This for the reason that the:

- objective of the ARUBA DOET event is good;
- enthusiasm of CEDE Aruba was high and continue to motivates the participating social organization;
- financial support received to conduct a work, bearing in mind that is difficult for non-profit organization to get financial support.

Regarding the experience with the ARUBA DOET team, participants stated during the focus group sessions that they had a very nice experience. Also, participants are very satisfied with the job conducted by the ARUBA DOET team. This due to:

- the trust received;

- the cordiality received (felt like home);
- the help and guidance received;
- very enthusiastic team;
- response towards questions or whatever that were needed was rapidly given;
- very dedicative team, follow up to ensure everything is fine and going smoothly, and make sure that everyone gets their volunteers and promotional materials on time.

With reference to the overall attained results of the activity or job conducted during ARUBA DOET social organizations are very satisfied. This primary, because:

- social organizations' target group is very satisfied with the results of the job or the activity conducted;
- reaction you get from the target group and volunteers regarding the outcomes;
- the results are daily seen.

About the job conducted by the volunteers. The focus group shows that participating social organizations are very satisfied with the job done by the volunteers. Seeing that:

- very good communication;
- very good collaboration;
- volunteers started on time;
- volunteers worked hard;
- volunteers were trained to work with social organizations' target group;
- participating social organization took good care of the volunteers;
- social organization remained in contact with volunteers;
- volunteers were very enthusiastic.

Overall, the majority of the participating social organizations are willing to recommend the event to other social organizations. This for the reason that the:

- event brings voluntarism into the community;
- social organizations needs volunteers to continue;
- social organizations receive a impulse to complete a job or activity that should have been conducted already;
- target group of the social organization are satisfied;

Whereas, one focus group participant mentioned that he might not recommend the ARUBA DOET event to other social organizations, due to fear that if the total participating social organization increases the amount of the fund organizations receive to conduct a job or activity will decrease.

The focus group findings also points out that participants guarantee their participation with the next ARUBA DOET event. Additionally, it was suggested to organize the event more often per year.

4.1.2.3 Improvement

Results of the discussion sessions shows that although, social organizations were very satisfied with the ARUBA DOET event with reference to organizing of the

event, recruitment and communication, implementation, kick-off night (25 October 2014), cheque night (5 March 2015) and the website certain suggestions were given on how the event can continue to be improved. Suggestions such as:

- ARUBA DOET team should be bigger, the work might be too much for the team;
- revise the website, make it user friendlier;
- increase the total amount of the financial support;
- divide volunteers in groups and let them take part in the preparation process of the event;
- organize a feedback night, to see how much actually was spend for conducting the job or activity and the see the results;
- seek for other cooperation partners;
- instead of all the organizations to approach companies for sponsorship that ARUBA DOET can point out a group or the team self, to approach companies for sponsorship in general and what is attained divide it between the organizations;
- promote the ARUBA DOET event more; create more awareness; this by dividing volunteers or the social organizations in groups to do the promotion instead of the ARUBA DOET team;
- happy hour should take place another day;
- organize an information night for companies;
- send someone abroad to participate with other DOET's.

4.2 In-depth Interview

For this research five in-depth interviews were conducted. As aforementioned, the study sample for the interviews were five participating social organizations.

4.2.1 Sample Description

Of the five participating social organizations one took part for the first time with the ARUBA DOET event. While, four of the social organization participated for the third time with the ARUBA DOET event. Moreover, one of the social organizations conducted a social activity during ARUBA DOET 2015. Whereas the other four participating social organizations conducted a job during the event.

Participating social organizations took part of the ARUBA DOET event for diverse reasons. The transcript of the in-depth interviews shows, that participating social organizations took part of the ARUBA DOET event to or because:

- finish overdue job or activity;
- do something special for their target group;
- previous experience organization had with the event;
- for the awareness it brings to the community;
- it is a very good moment in the year;
- receive extra help (financially and not financially);
- it promotes volunteer work.

Participants conducted social as well as job activity during ARUBA DOET 2015. Such as: paint work, renovation work, clean up activity or a social day for their

target group. Furthermore, participating social organizations stated that they achieved their objectives during the ARUBA DOET event 2015.

The conducted in-depth interviews were transcribed and reviewed. Regarding to the conducted in-depth interview the following obtained data can be presented and discussed.

4.2.2 Results and Discussion

4.2.2.1 Effectiveness

In-depth interviews findings points out that effectiveness in relation with the ARUBA DOET event is primary when the social organizations' objective was attained during the event. It is according to the social organizations when they obtained the volunteers needed to help them conduct the work or social activity, and if these volunteers are willing to continue volunteering at the organization during the year. Furthermore, social organizations describe effectiveness in relation to the event as the enthusiasm and happiness of the volunteers with helping the organization. It is defined as the increasing of the ARUBA DOET event during the years, the awareness it creates, the added value it adds to the social organization and that it is an event that does a lot for the community.

Concerning the effectiveness of the ARUBA DOET event, the results of the in-depth interviews that the (most) important criteria that determine the effectiveness of the ARUBA DOET event are as follows:

- media campaign (before, during and after) of the event. This to demonstrate the successfulness of the event;
- organizations' objectives were achieved;
- positive influence on the social organization;
- awareness that the ARUBA DOET event creates in the community;
- how the event stimulates people to meet and help social organizations;
- everyone can participate as volunteers with the event, there is no requirements attached;
- you get to meet diverse people during ARUBA DOET.

Subsequently, the obtained data shows that the ARUBA DOET event was very effective. This seeing that:

- organizations' goals were achieved;
- projects or social activities that were in pipeline, due to availability of budget or manpower was fulfilled;
- target group of the participating social organizations are satisfy with the attained results;
- total concept and awareness of the ARUBA DOET event is increasing;
- social organizations met new volunteers.

4.2.2.2 Satisfaction

Satisfaction in relation to the ARUBA DOET event is in the opinion of the participating social organizations is primary when the objectives were achieved. The

organizations' money that you did not had to use. The volunteers you acquire to complete the job or activity. The obtained results equals or exceeds the expected. Furthermore, the comments the social organization received regarding the results of the conducted job or activity. *"Satisfaction is priceless"*, according to the participating social organizations it is a feeling that one cannot describe. It is how the volunteers enjoyed helping the social organization.

Concerning the satisfaction of the participating social organizations towards the ARUBA DOET event organized by CEDE Aruba, the findings shows that participating social organizations are very satisfied. In addition they gave the ARUBA DOET event organized by CEDE Aruba a grade between 9 and 10. This for the reason that:

- it is an event that must happen;
- social organizations' target group enjoyed the event;
- the guide received to work with the website;
- *"CEDE Aruba is very enthusiastic and never give up."*
- the preparation for the event start on time;
- the project coordinator of the ARUBA DOET event is very good, very organized, structured and reminds you of any detail.

Regarding the attained results, participants stated during the interviews that they are very satisfied with the attained results of the activity or job conducted during ARUBA DOET. This because:

- the event went good in cooperation with the volunteers;
- target group as well as volunteers were very satisfied;
- what participating social organization planned to achieved during the event was achieved.

With reference to the job conducted by the volunteers. The in-depth interviews shows that participating social organizations are very satisfied with the job done by the volunteers. Seeing that:

- volunteers gave the target group a lot of attention;
- volunteers knew the importance of the job or activity conducted;
- volunteers were enthusiastic and willing to help where was needed;
- volunteers were also satisfied, they loved the ambience and shared ideas.

Regarding the experience with the ARUBA DOET team, participants stated during the in-depth interviews that they had a very good experience with the ARUBA DOET team. This due to:

- it was fantastic, because of the attention and communication received;
- the happiness they shared with you when you achieved your goals; *"If there are any questions or if help were needed the ARUBA DOET team was there"*.
- the ARUBA DOET team is innovative;
- the team worked really hard.

About the job done by the ARUBA DOET team in terms of organizing the event, guidance through the event (before, during, after), the information provided etc. participating social organizations are very satisfied. Seeing that:

- the team was good coordinated;
- worked hard;
- job was professionally conducted;
- the ARUBA DOET team stimulate the participating social organizations;
- job done by the ARUBA DOET team exceeded the social organizations expectations, due to the guidance received on any aspect of the event;
- the team was always ready and working fine,
- a lot of attention and guidance received from Mariëlle.

Although, according to the participating social organizations the team might be too small for such event. Seeing that it is increasing and that the job might be heavy. They suggested that if the ARUBA DOET team think it is needed, they can ask for external support. This by recruiting volunteers or interns to help in the process of the event.

Concerning the kick-off night on October 25th, 2014 participating social organizations that attended suggested that maybe one or two social organizations can be invited to briefly tell what their experiences with the ARUBA DOET event are, what the event means to them and what other social organizations can take into consideration. Furthermore, the social organizations proposed if the information provided could be given in other language or a combination of languages, because some persons might not understand the presentation completely.

Regarding the cheque night on March 5th, 2015 according to the participating social organizations the process of giving out the cheque could be coordinated in another way, this to prevent an extensive waiting row. The social organizations suggested that the location should be bigger, however they understand the reason for the rapid change.

The social organizations definitely will recommend the ARUBA DOET event to other social organizations. This for the reason that:

- organization can achieved their goals;
- attain more volunteers;
- ARUBA DOET is a popular event in the community;
- projects that are overdue can be completed;
- social organizations' objective and work they normally do receive exposé.

4.2.2.3 Research Method

With reference to the research methods use to evaluate the activity or job conducted during ARUBA DOET social organizations participants stated to:

- continue to use questionnaire to evaluate the event;

- use interviews, in order to get in-depth information;
- organize an evaluation night, this by showing the results attained of the job or activity conducted during the ARUBA DOET event and also that the participating social organizations can share their experiences with the event;
- organize an evaluation and appreciation night for the volunteers;
- evaluate volunteers online via a website or mail;
- evaluate the event direct after it took place for both the participating social organization as well as the volunteers maybe by sitting together after the event and ask for feedback, experience etc.

4.2.2.4 Website

Regarding the website of ARUBA DOET some of the participating social organizations had no experience with it. They registered their job or activity through the project coordinator at CEDE Aruba self. The participating social organizations who had experience with the website found it good, easy to work with and found the availability of different languages great. Although, few of the social organizations encountered certain problems with their password when logging in on the website and found it not easy to register and manage the volunteers. Fortunately, the problems encountered were rapidly solved by Mariëlle.

4.2.2.5 Improvement

Results of the interviews shows that the event was very effective and satisfactory, however few suggestion were mentioned to improve the ARUBA DOET event. Suggestions such as:

- evaluate the job or activity that organizations want to conduct, because some job might be too big for the volunteers;
- slightly change the cheque night by making it simpler;
- choose randomly a participating social organization and maybe give the organization an extra support to conduct a bigger project;
- to do more regarding media communication, for example by using volunteers to conduct media campaign for organizations that do not have a lot of experience with that;
- expand the ARUBA DOET team;
- involve volunteers in the preparation of the ARUBA DOET event self;
- happy hour, should take place on another day;
- create a list of the volunteers with their field of interest in advance so that the social organization can develop groups for their job or activity;
- organize the event more than once a year, in order to let the volunteers work together with the organizations.

4.3 Questionnaire

As aforementioned, the sample size for this study when conducting questionnaire is 82 participating social organizations.

The collected data was analyzed with SPSS version 20.0 software (SPSS Inc. Chicago, IL, USA). It was cleaned where there were questions with missing values. These questions were not omitted, as interviewers were not present to help and explain questions to avoid misinterpretation or incorrect fill in of the questionnaires.

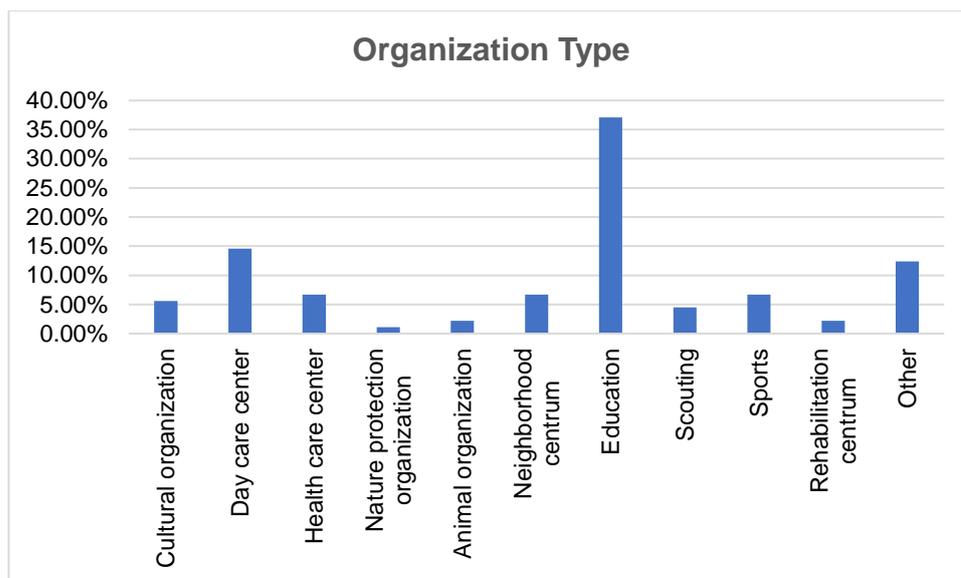
In order to provide a clearer overview of the obtained data, statistical analysis was conducted by means of Frequencies and Descriptive Statistics.

Regarding to the conducted questionnaire the following obtained data can be presented and discussed.

4.3.1 Sample Description

As aforementioned the participating social organizations were divided in diverse categories for the study sample size. The respondents chose 89 times which type of organization they are. Of these 89 times 37% of the respondents specified education as their type of organization, 15% day care centers, 12% of the respondents selected the option *other* (See figure 3: Organization Type). Concerning the choice *other* respondents specified that their organization type were leadership organization, supportive organization, guidance organization, informative organization and recreational organization. Consult appendix 7: Questionnaire Results, for further information regarding the type of organization.

Figure 3: Organization Type



Regarding the amount of time social organization participated with the event 29% of the respondent indicated that their organization participated for the first time this year, 37% for the second time and 34% participated for the third time (See appendix 7: Questionnaire Results).

The respondents mentioned 244 times the reason why they participated with the ARUBA DOET event. Of these 244 times 23% of the respondent participated to make use of the opportunity that volunteers want to help their organization, 17% to promote volunteer work and 13% to finish overdue job. Additionally, 5% of the respondents chose the option *other*. The choice *other* stated that the reason they participated with the event was to conduct a job or activity that there is insufficient fund available to conduct it, to stimulate people to work together, to

maintain/renovate their organization and to help the community (See appendix 7: Questionnaire Results).

Respondent stated 119 times the type of job or activity that they conducted during the ARUBA DOET event. 39% indicated that they conducted painting, 20% chose the option *other*, 12% gardening and 12% restoring/ repairing (See appendix 7: Questionnaire Results).

4.3.2 Results and Discussion

4.3.2.1 Objective

As aforementioned the sample size of this research was 82 participating social organizations. Of them 91% accomplished their objective during the ARUBA DOET event and 9% did not (See appendix 7: Questionnaire Results).

4.3.2.2 Satisfaction

Regarding the satisfaction level of the participating social organizations, as can be seen in *Figure 4: Satisfaction Level*, the findings of the questionnaire shows that the majority of the respondents specified that they are *very satisfied* or *satisfied* with the event organized by CEDE Aruba, experience with the ARUBA DOET team, job done by the volunteers, the overall attained results and the course of the event self. Furthermore, several respondent indicated⁵ why they are that satisfied by stating that:

- the event is a great stimulation;
- the event creates awareness in the community;
- the event is good structured;
- the event has a good PR;
- good cooperation from the ARUBA DOET team;
- good explanation from the ARUBA DOET team;
- really good communication with the ARUBA DOET team;
- the ARUBA DOET team was very professional, social, helpful and did a great effort;
- volunteers were very enthusiastic;
- volunteers worked really good together;
- objectives were attained;
- expectations were reached;
- job or activity was completed;
- course of the event self-went easily;
- no problem were encountered;
- organizations' target group are happy;
- easy to receive donations;
- financial support is very important.

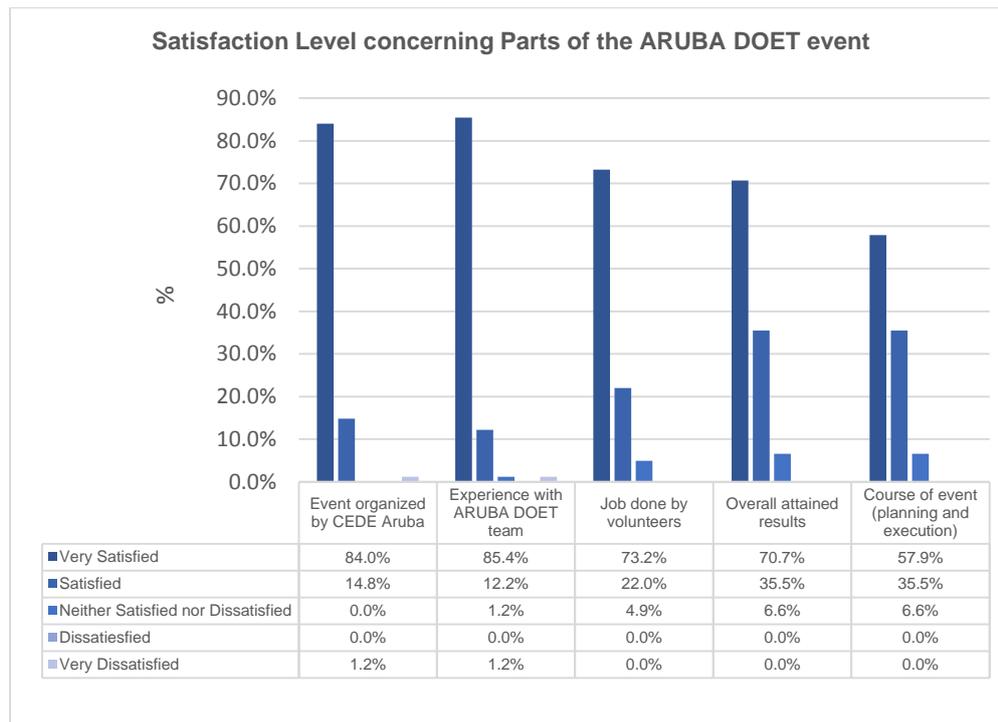
On the contrary as displayed in *Figure 4: Satisfaction Level*, few respondents indicated that they were *neither satisfied nor dissatisfied* or *very dissatisfied* with the event organized by CEDE Aruba, experience with the ARUBA DOET team, job done

⁵ Incidental remarks and remarks that indicated that there were any details, were omitted.

by the volunteers, the overall attained results and the course of the event self. This because⁶:

- it was difficult to acquired volunteers;
- volunteers did not show up;
- the course of the event self (the planning and execution) went “bumpy”
- companies were slow or unresponsive;
- difficult to receive donations;
- website was complicated.

Figure 4: Satisfaction Level



Concerning how likely respondents are willing to recommend the ARUBA DOET event to other social organizations 84% stated that they are “very likely” to recommend the event. Moreover, 15% are “likely” and 1% is “neither likely nor not likely” willing to recommend the ARUBA DOET event to other social organizations. Additionally, respondents mentioned the reasons⁷ why they rate how likely they are willing to recommend the event to others are because the ARUBA DOET team is very professional, serious, trustable. Also because of the awareness the event creates, it is very beneficial, organizations can achieve their goals and acquired volunteers (See appendix 7: Questionnaire Results).

99% of the respondent stated that they will participate again with the ARUBA DOET event and 1% stated that they will not participate again (See appendix 7: Questionnaire Results).

⁶ Incidental remarks and remarks that indicated that there were any details, were omitted.

⁷ Incidental remarks and remarks that indicated that there were any details, were omitted.

4.2.2.3 Improvement

With reference to suggestions for improvement of the ARUBA DOET event participating social organizations indicated the following⁸:

- the ARUBA DOET team should inform social organizations in advance so that they can prepare a job or activity,
- the ARUBA DOET team should match the volunteer to the type of job or activity;
- make use of another method to obtain volunteers;
- bigger team;
- conduct the ARUBA DOET event often;
- that they need more time to conduct the job or activity;
- when giving out the check another method can be used to avoid waiting line;
- make the website friendlier;
- increase the amount of the fund;
- reimbursement an amount of money due to that material are expensive and some project went over the budget;
- to approach more companies;
- amplified quantity of sponsor;
- the promotion of the event respondent mentioned that participating social organizations should promote the event to others, that there is;
- no need for certificate;
- promotional articles can be given at the same time;
- the happy hour should take place at other location or do other activity as closure of the event;
- concerning the evaluation of the volunteers mentioned that organizations did not know that it was going to be conducted differently.

⁸ Incidental remarks and remarks that indicated that there were any details, were omitted.

5. Conclusions and Recommendations

In this chapter, the main findings concerning the research question are summarized. Conclusions based on the obtained results are presented and described. Furthermore, this chapter concludes with recommendations for the improvement of the ARUBA DOET event.

5.1 Conclusions

As aforementioned, CEDE Aruba wants to examine how the ARUBA DOET event can continue to be improved according to the participating social organizations. CEDE Aruba wants to know which customer satisfaction measurement method(s) it can be best use to uncover the perspective, the experience and the satisfaction level of the participating social organizations with regards to the ARUBA DOET event. As a consequence, the main research question of this study is:

Which of the evaluation method(s), focus group, in-depth interview and questionnaire, can best be used to measure what is the effectiveness of the ARUBA DOET event through the perspective of the participating social organizations, the experiences of the participating social organizations and their satisfaction level concerning the attained results?

In order to answer the research question the seven sub-questions were answered as follows:

5.1.1 Sub-question 1

Which of the evaluation method(s) (focus group, in-depth interview and questionnaire) can be best used by CEDE Aruba to measure the effectiveness of the ARUBA DOET event, the experiences of the participating social organizations and their satisfaction level?

The obtained findings of this research shows that, in order to measure the effectiveness of the ARUBA DOET event, the experiences of the participating social organizations and their satisfaction level, the evaluation method(s) in-depth interview and questionnaire can be best used by CEDE Aruba. This in order to attain in-depth, reliable, relevant and statistical information. In fact, the findings of the in-depth interviews shows that respondents prefer to be interviewed or fill in a questionnaire.

5.1.2 Sub-question 2

Which criteria determine the effectiveness of the ARUBA DOET event?

The findings of this research points out diverse criteria that determine the effectiveness of the ARUBA DOET event. The participating social organizations sampled in this study indicates the following criteria that determine the event effectiveness: (1) to achieve organizations' objective(s), (2) to acquire the needed volunteers, (3) organizations' target audience is satisfied with the results, (4) to acquire sponsorship, (5) the positive influence the event has on the organization, (6) good communication, (7) networking, (8) the awareness created by the ARUBA

DOET event in the community and (9) the stimulation the event has to encourage everyone to take part of the event in order to help better the community.

5.1.3 Sub-question 3

Which criteria determine the level of satisfaction for the social organization?

The obtained findings indicates different criteria that determine the level of satisfaction of the participating social organizations. The participating social organizations specify the following criteria that determine their level of satisfaction: (1) to achieve goal(s), (2) the obtained results equal or exceeds the expected, (3) to receive financial support to conduct the job or activity, (4) to acquire the needed volunteers and (5) that the volunteers enjoyed doing the job or social activity.

5.1.4 Sub-question 4

What was the overall satisfaction level of the participating social organization?

The results from this study states that the majority of the participating social organizations indicate their satisfaction level between very satisfied and satisfied with the ARUBA DOET event organized by CEDE Aruba and the Oranje Fonds, the experience they had with the ARUBA DOET team, the job done by the ARUBA DOET team, the overall attained results of the job or social activity the participating social organization conducted during the ARUBA DOET event and the job done by the volunteers.

5.1.5 Sub-question 5

What was the overall experience of the participating social organization with the ARUBA DOET event?

The obtained findings from the focus group sessions and in-depth interviews points out that the participating social organizations had overall a good experience with the ARUBA DOET event. In fact the results of the questionnaire shows that 84% of the respondents are very likely and 15% are likely to recommend the event to other social organizations. Furthermore, 99% of the respondents assured that they would participate again with the ARUBA DOET event.

5.1.6 Sub-question 6

To what extent was the ARUBA DOET event (organized by CEDE Aruba and the Oranje Fonds) effective according to the participating social organizations?

Based on the findings of the focus group sessions, in-depth interviews and questionnaires according to the participating social organizations the ARUBA DOET event (organized by CEDE Aruba) was very effective. This for the reason that (1) the goal(s) were achieved, (2) social organizations' target audience is satisfied, (3) new volunteers were acquired, (4) the total concept of the ARUBA DOET event self is effective, and (5) the awareness created by the event is increasing.

5.1.7 Sub-question 7

How can CEDE Aruba continuously improve the ARUBA DOET event according to the participating social organizations?

Regardless from the participating social organizations satisfaction level and experience concerning the event, the findings from the focus group sessions, in-depth interviews and questionnaires points out certain thoughts mentioned by the participating social organizations on how CEDE Aruba can continuously improve the event. According to the participating social organizations CEDE Aruba can (1) enlarge the ARUBA DOET team, (2) seek for more cooperation partners and sponsorship, (3) revise the website, (4) conduct more marketing, (5) increase the amount of the financial support, (6) organize cheque-night in another way, (7) change happy hour, (8) organize evaluation night for both volunteers as well as participating social organizations and (9) organize information night for companies in order to continuously improve the ARUBA DOET event.

5.2 Recommendations

Even though, the ARUBA DOET event is very effective CEDE Aruba should take the recommendations mentioned by the participating social organization into consideration. This in order to continuously improve the ARUBA DOET event.

It is recommended that CEDE Aruba expand the team behind the ARUBA DOET event. This for example, by recruiting volunteers or interns. Also, it would be appropriate that CEDE Aruba organize an information night regarding the ARUBA DOET event for companies only and another for social organizations. It is suggested that the cheque-night should be coordinated in another way. It is advised to revise the website of ARUBA DOET and make it user friendlier. Finally, it is recommended that CEDE Aruba promotes the ARUBA DOET event more, this by promoting the before, during and after of the job or activity conducted by the participating social organizations. Also, by creating a campaign that helps create awareness and support others where is needed, which will lead to more participating social organizations, volunteers and companies to participate with the ARUBA DOET event.

The results of this research may lead to a more extensive future study regarding the evaluation of the ARUBA DOET event. This through the perspective of the volunteers or companies. The experiences of the volunteers or companies and their satisfaction level concerning the attained results of the ARUBA DOET event.

Optimistically, the findings of this study regarding the evaluation of the ARUBA DOET event will provide deeper understanding regarding the criteria that participating social organizations (customers) find the key elements in determining the effectiveness of a special event. Secondly, a better view on criteria that determines the level of the participating social organizations' (customers') satisfaction, which influences customers' experience, can be acquired. Thirdly, to get to know which evaluation method(s) (focus group, in-depth interview and questionnaire) can best be used to measure the effectiveness of a special event, the experiences of customers and their satisfaction level. Lastly, interested parties can

get a better notion on how to conduct effective special events and the best way to measure its effectiveness.

5.3 Main Conclusion

To sum up CEDE Aruba can continue to improve the ARUBA DOET event by implementing the abovementioned recommendations. The results of this research clearly shows that the evaluation methods, in-depth interview and questionnaire, can best be used to measure what the effectiveness of the ARUBA DOET event is through the perspective of the participating social organizations.

Furthermore, the findings of conducted focus group sessions, in-depth interviews and questionnaires correspond to what according to previous conducted studies determine customers' satisfaction level and experience, and the effectiveness of an event (See Chapter 2: Literature Review).

6. Personal Reflection

In order to complete the study of Marketing at the University of Aruba I had to conduct a research at an organization for 17 weeks. Therefore, on January 26th, 2015 I started as an intern (researcher) at CEDE Aruba. Where I had to conduct a research regarding the evaluation of the biggest volunteer event on the island, ARUBA DOET.

I had to examine how the ARUBA DOET event can continue to be improved according to the participating social organizations. This by making use of the evaluation methods focus group, in-depth interviews and questionnaires to see which can be best used to uncover the perspective, the experience and the satisfaction level of the participating social organizations with regards to the ARUBA DOET event.

As a result, I helped adapting the former questionnaire and conducted in-depth interviews and focus group sessions. I contacted the participating social organizations in order to obtain the representative amount of questionnaires for this research and in order to recruit participants for both in-depth interviews and focus group sessions. This to assure that I will attained all the necessary information for the research.

Regarding the research personally I found it an interesting topic. I received good collaboration and valuable information from the social organizations, which were necessary for this research. However, it was difficult to gather academic information, which is understandable because this is a research for a specific event. Another challenge I encountered was time management. There were times that I wanted to do so much and at the end I had to adjust my planning, because I planned unrealistic. Concerning my overall internship experience, I had a great experience at CEDE Aruba. I received a lot of support and guidance from the entire team. I had the opportunity to meet different people as well as social organizations. I learned a lot from my colleagues, from the ARUBA DOET event and from the conducted research. Furthermore, I became surer and secure about the decisions I make and less dependent, which was very challenging. However, I personally think that it was a very important learning experience and something that for sure I will continue to make use of in the future. Therefore, I am grateful for the guidance, time, valuable input and support I received from both of my supervisors.

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Appendix 1: Planning

There were 17 weeks available to conduct this research, it started with a research proposal on 26th of January 2015 and ended with a thesis defend of the research findings in June 2015. The weeks were divided as followed:

Weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
Research Proposal	X	X	X	X	X	X	X																
Questionnaire				X	X	X	X																
Literature Review			X	X	X	X	X	X	X	X	X												
1st Interim Report						X	X	X	X														
In-depth Interview										X	X	X											
Focus Group										X	X	X	X		X								
Data Gathering									X	X	X	X	X		X								
Data Processing											X	X	X		X	X							
Analyze Data															X	X	X						
2nd Interim Report											X	X	X	X									
Concept Thesis															X	X	X						
Final Thesis																			X	X			
Defend Thesis																						X	X

Research Proposal:	January 26 – March 16
Questionnaire:	February 16 – March 11
Literature Review:	February 9 – April 10
1st Interim Report:	March 2 – March 25
In-depth Interview:	April 2 – April 17
Focus Group:	April 2 – May 8
Data Gathering:	March 23 – May 8 (Questionnaire, In-depth Interview and Focus Group)
Data Processing:	April 9– May 11(Questionnaire, In-depth Interview and Focus Group)
Analyze Data:	April 6 – April 24
2nd Interim Report:	April 13 – April 24
Concept Thesis:	May 4 – May 29
Final Thesis:	June 2– June 12
Defend Thesis:	June 15 – June 26

Appendix 2: Budget

The budget that was needed to conduct this research consisted of fuel costs, print costs, incentives, food and beverages. The total costs for this research amount to Afl. 393,95.

Product:	Amount:	Price per Product:	Total:
Printing	825	Afl. 0, 20	Afl. 165,-
Gasoline	2	Afl. 25,-	Afl. 50, -
Incentives	13	Afl. 4,30	Afl. 55,90
Juice	3	Afl. 3,70	Afl. 11,10
Soda	12	Afl. 1,10	Afl. 13,20
Water	15	Afl. 0,60	Afl. 9,-
Ice	1	Afl. 3,50	Afl.3,50
Sandwiches	15	Afl. 5,75	Afl. 86,25
Total			Afl.393,95

Appendix 3: Focus Group

Introduction: (Max 10 minutes)

Good afternoon/evening. My name is Thixianne Wever. I would like to start off by thanking each of you for taking time to come today. We will be here for about an hour. Moreover, I would like to introduce [name of note taker], who will be taking notes of our discussion and [name of observer] will observe our non-verbal communication. The reason that we are gathered here today is to get a deeper understanding of your opinions and attitudes towards ARUBA DOET 2015. I am going to lead the discussion. However, I am not here to persuade you of anything or try to influence your opinion. My function is just to ask you questions, encourage and moderate our discussion. To allow our conversation to flow more easily, the ground rules are the following:

1. Only one person speaks at a time.
2. Please avoid side conversations.
3. Every question does not have to be answered by everyone, although I would like to hear from each of you as the discussion develops.
4. This is a confidential discussion. I will not report your names, organization, or who said what regarding ARUBA DOET. Which also means that, except for the report that will be written, what is said in this room stays in this room. And the reason for recording the focus group is because I do not want to miss a thing that is going to be said today. Also it is very practical for my research assignment.
5. Confidentiality is of high importance, because we want an open discussion. Thus, feel free to comment on each other's remarks without fear that your comments will be repeated later and possible taken out of context.
6. There are no wrong or right answers, just different opinions. Say what you believe. Do not let the group influence you, however if you do change your mind, just let me know.
7. If you need a break let me know. The bathrooms are right around the corner.

Before we start (opening question), I would like to ask each of you a few questions so that we can get to know each other. Please tell us:

1. Your name
2. The name of your organization
3. How many times did your organization participate with ARUBA DOET?
4. Briefly, what was the main reason your organization participated with ARUBA DOET 2015?

Interviewing: (Max 40 Minutes)

Moving on to the specific questions of this focus group:

Effectiveness:

1. What criteria/aspects are (most) important in order to make the ARUBA DOET event more effective?
2. Could you please, elaborate?
3. In your opinion how effective was the ARUBA DOET event?
4. Why do you believe that?

Satisfaction:

5. What does the term "satisfaction" mean to you in relation to the ARUBA DOET event?
6. How satisfied are you with the ARUBA DOET event organized by CEDE Aruba?
7. Could you please elaborate?
8. How was the experience with the ARUBA DOET team?
9. How satisfied are you with the job done by the ARUBA DOET team?
10. Why are you that satisfied?
11. How satisfied are you with the overall attained results of the activity/job that your organization conducted during ARUBA DOET?
12. Could you please elaborate?

13. How satisfied are you with the job done by the volunteers?
14. Could you please elaborate?
15. What do you think should be improved about the ARUBA DOET event regarding the organizing of the event, the recruitment and communication, implementation, kick-off night (25 October 2014), cheque night (5 March 2015), the website etc.?
16. Why would you or would you not recommend the ARUBA DOET event to others?
17. Why would you or would you not participate again with ARUBA DOET?

Closing: (Max 10 Minutes)

18. Shortly, in your opinion what can we do to improve the ARUBA DOET event?
Thanks for taking your time to come today and participate with the focus group. Your opinion is of high importance and for sure will contribute to the improvement of the upcoming ARUBA DOET events. If you have any other comment/ questions feel free to write it on the paper. During the closing incentives will be handed.

Appendix 4: In-depth Interview

Project: Improvement of ARUBA DOET

Method: In-depth interview

Date for research: Thursday 16th and Friday 17th of April 2015

Location: At the social organizations

Total respondents: 5

Length per in-depth interview: 1 hour maximum

The objective of this research is to gather reliable and relevant information through effective and easy to process evaluation method(s) in order to continue improving the ARUBA DOET event. The results of this research will help improve the success of the upcoming ARUBA DOET events.

- **Measure the effectiveness of the ARUBA DOET event.**
- **The experience of the participating social organizations.**
- **The satisfaction level of the social organizations concerning the attained results.**

Introduction:

In the introduction I will repeat briefly the information I gave the participants on the phone when I contacted them to ask if they would like to participate with the research and when I contacted them to remind them the day before the interview self.

- I will introduce myself and my affiliation with ARUBA DOET
- I will thank the respondent for taking his/her time to meet with me and to participate with this research.
- I will explain the general purpose of the interview: to find out how the ARUBA DOET event can be improved.
- I will inform the respondent the importance of his/her opinion and that there is no right or wrong answers.
- I will inform the respondent that the in-depth interview will be audio-recorded if it is okay with him/her, I will be taking notes, and that the interview will remain confidential and if he/she wants to stop with the interview he/she can.
- I will ask the respondent the following two questions, this in order to “break the ice” and that he/she can introduce him/herself:
 1. What is your function at this social organization?
 2. What do you like the most about your job?

Interviewing:

During the interview I will begin with simple questions and move to specific questions that are the ones that will help answer the research questions. Additionally, when moving to the more specific questions respondent are sufficiently relaxed. Moreover, during the interview I will take notes, observe respondent for verbal as well as non-verbal behavior and I will take the time into consideration. Further, I will also try to make use of techniques to persuade the respondent to elaborate more on points, clarify issues and focus on the dimensions of the issues.

- **ARUBA DOET:**
 3. How many times did your organization participate with the ARUBA DOET event?
 4. What was the reason that your organization participated with ARUBA DOET 2015?
 5. What type of job or activity did your organization do during ARUBA DOET 2015?
 6. Could you elaborate a little more on why that specific job or activity?
 7. Did your organization accomplished its objective during ARUBA DOET?
- **Website:**

8. What was the experience with the registration of your organizations' job/activity via the website?
9. What do you think should be improved about the website?
- **Effectiveness:**
10. What does the term "effectiveness" mean to you in relation to the ARUBA DOET event?
11. According to you, what criteria/aspects are (most) important in order to make the ARUBA DOET event more effective?
12. Looking back at the answers you gave on the two previous questions, in your opinion how effective was the ARUBA DOET event?
13. Why do you believe that?
- **Satisfaction:**
14. What does the term "satisfaction" mean to you in relation to the ARUBA DOET event?
15. How satisfied are you with the ARUBA DOET event organized by CEDE Aruba?
16. Could you please elaborate?
17. How satisfied are you with the overall attained results of the activity/job conducted during ARUBA DOET?
18. Could you please elaborate?
19. How satisfied are you with the job done by the volunteers?
20. Could you please elaborate?
21. What do you think is missing with the ARUBA DOET event regarding the organizing of the event, the recruitment and communication, implementation etc.?
22. Would you recommend the event to other social organizations?
23. Why would you do or do not do that?
- **ARUBA DOET team:**
24. What was the experience with the ARUBA DOET team?
25. Are you satisfied with the job done by the ARUBA DOET team in terms of organizing the event, guidance through the event (before, during, after), the information provided etc.?
26. What do you think should be improved of the ARUBA DOET team?
27. How do you think we can do that?
- **Kick-off night:**
28. Did you attend to the kick-off night on October 25th 2014? If yes, what do you think we should improve in regard to the kick-off night?
29. How do you think we can do that?
- **Cheque night:**
30. Did you attend to the cheque night on March 5th 2015? If yes, what do you think we should improve in regard to the cheque night?
31. How do you think we can do that?
- **Research method(s):**
32. In what way do you think we can best evaluate the ARUBA DOET event via the participating social organizations?
33. In what way do you think we can best evaluate the ARUBA DOET event via the volunteers?
- **Summarize:**
34. Shortly, in your opinion what can we do to improve the ARUBA DOET event?

Wrapping up:

I will conclude the interview by thanking the respondent for his/her time and participation with the research and by asking him/her one last question that is the following:

35. Is there anything you would like to add?

I will go quickly over the notes with the respondent and seek if it is needed necessary clarifications. Further, I will check and label the tape before I leave and if there is time available before the next interview I will transfer the tape to a file on the laptop.

Appendix 5: Former Questionnaire



Betreft: Evaluatieformulier

Beste klusaanbieder,

Deze vragenlijst is speciaal voor uw organisatie samengesteld en wij vragen uw aandacht voor het volgende:

- Vul a.u.b. dit formulier zo volledig mogelijk in nadat het evenement ARUBA DOET heeft plaatsgevonden
- Neem er even de tijd voor om de vragen in te vullen samen met de betrokkenen die bij de voorbereiding en organisatie van de klus hebben meegewerkt (coördinator, food&beverage e.d) zodat u een zo compleet mogelijk beeld heeft over uw ervaring als deelnemende organisatie aan ARUBA DOET. Uw ervaring -als klusaanbieder- is voor ons van groot belang.
- Uw evaluatie kan ons helpen bij de organisatie voor een volgende editie van ARUBA DOET.
- Graag ontvangen we dit evaluatieformulier samen met het evaluatieformulier van de vrijwilligers én de banner liefst **vóór vrijdag 4 april** op het kantoor van CEDE Aruba.

Tot slot wensen we u veel succes en plezier met het interactief invullen van dit evaluatieformulier.

We bedanken u alvast voor uw bijdrage en moeite. Mocht u vragen hebben dan kunt u contact met ons opnemen, telefoon 582 7666.

Team ARUBA DOET **ARUBA DOET**

Over uw organisatie

Vraag 1

Van welk type organisatie bent u?

- Speelschool / onderwijs
- Buurthuis
- Scouting
- Sportvereniging
- Natuurorganisatie
- Zorginstelling voor ouderen of mensen met verstandelijke of lichamelijke beperking
- Dagopvang voor ouderen of mensen met verstandelijke of lichamelijke beperking
- Museum
- Culturele organisatie
- Zorgboerderij
- Anders: _____

Vraag 2

Hoe ziet uw organisatie er uit?

- Organisatie met beroepskrachten zonder inzet van vrijwilligers
- Organisatie met beroepskrachten met vrijwilligers die ondersteunen
- Vrijwilligersorganisatie zonder beroepskrachten
- Anders: _____

Vraag 3

Heeft uw organisatie ervaring met andere eendaagse klussen naast ARUBA DOET? (meerdere antwoorden mogelijk)

- Ja, we worden vaker door bedrijven gevraagd om eendaagse klussen te bieden
- Ja, we bieden vaker zelf eendaagse klussen aan
- Nee

Vraag 4

Indien u bij de vorige vraag met 'ja' heeft geantwoord: hoe vaak per jaar biedt u eendaagse klussen aan?

_____ x per jaar

Toelichting: _____

Vraag 5

Wat was de reden voor uw deelname aan ARUBA DOET? (meerdere antwoorden mogelijk)

- Achterstallige klussen wegwerken
- Nieuwe vrijwilligers werven
- Promotie van eigen organisatie
- Promotie van vrijwilligerswerk
- Kennismaken met andere organisaties/social clubs en netwerken
- Andere mensen maken kennis met onze organisatie/doelgroep
- Extra steun organiseren voor onze vaste vrijwilligers om deze achterstallige klus te klaren
- Iets extra's doen voor onze vaste cliënten/bewoners
- Contacten met bedrijven leggen
- Anders: _____

Over uw klus

Vraag 6

Welke klus(sen) heeft u aangeboden tijdens ARUBA DOET? (meerdere antwoorden mogelijk)

- Begeleiden van een uitstapje
- Schoonmaakactiviteiten
- Opruimen van de wijk / stranden
- Koffie / lunch / high tea / diner verzorgen
- Schilderen of opknappen van een binnen of buitenruimte / repareren materialen
- Sport-, spel- en/of creatieve activiteiten

- Tuinieren of andere buitenwerkzaamheden / aanleggen van paden, oprit, steigers etc.
- Promotie van de organisatie
- Advieswerk
- Verwen- beautyactiviteit
- Anders: _____

Vraag 7

Heeft u deze klus speciaal bedacht voor ARUBA DOET?

- Ja, de klus is speciaal bedacht voor ARUBA DOET
- Nee, het zijn lopende werkzaamheden uitgevoerd door vrijwilligers
- Anders: _____

Vraag 8

Heeft u problemen ervaren bij het organiseren van de klus? (meerdere antwoorden mogelijk)

- Ja, geen / onvoldoende vrijwilligers
- Ja, te weinig / geen medewerking binnen eigen organisatie
- Ja, onvoldoende financiële middelen
- Nee, geen problemen ervaren
- Anders: _____

Vraag 9

Heeft u een financiële bijdrage voor uw klus aangevraagd bij het Oranje Fonds?

- Ja
- Wel bijdrage aangevraagd, maar niet toegekend gekregen
- Nee

Vraag 10

Indien u bij de vorige vraag 'nee' heeft geantwoord: waarom niet? (meerdere antwoorden mogelijk)

- Niet nodig, want kleinschalige activiteit
- Niet nodig, want zelf voldoende middelen
- Niet of te laat op de hoogte van mogelijkheid geld aan te vragen bij het Oranje Fonds
- Anders: _____

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Vraag 11

Heeft u gebruik gemaakt van de korting/aanbiedingen van verschillende bedrijven?

- Ja, dat heb ik wel gedaan
- Nee, voor mijn klus was dit niet nodig
- Nee, want

Vraag 12

Heeft u suggesties voor mogelijke andere samenwerkingspartners voor ARUBA DOET?

Vraag 13

Heeft u goederen (broodjes, verf, hout etc.) voor uw klus in natura gevraagd aan bedrijven?

- Ja en ook gekregen
- Ja, maar niet gekregen
- Nee

Over uw vrijwilligers

Vraag 14

Hoeveel EIGEN vrijwilligers zijn er in totaal betrokken geweest bij de organisatie en uitvoering van de klus(sen) voor ARUBA DOET?

- Geen
- 1 - 5
- 6 - 10

- 11 - 25
- 26 - 50
- Meer dan 50

Vraag 15

Hoeveel NIEUWE vrijwilligers hebben totaal deelgenomen aan de door u aangeboden klus(sen)?

- Geen
- 1 - 5
- 6 - 10
- 11 - 25
- 26 - 50
- 51 - 100
- Meer dan 100

Vraag 16

Voldeed het aantal vrijwilligers aan uw verwachtingen?

- Ja, verwachtingen zijn zelfs overtroffen
- Ja, precies voldoende vrijwilligers
- Nee, maar wel voldoende vrijwilligers om klus door te laten gaan
- Nee, we hebben de klus moeten laten vervallen

Vraag 17

De NIEUWE vrijwilligers waren afkomstig van (meerdere antwoorden mogelijk):

- Bedrijven
- Scholen (basis, voortgezet, hoger onderwijs)
- Sportvereniging
- Serviceclubs (Lions, Rotary, Kiwanis, Circle K, Quota, Womensclub, etc.)
- Ambtenaren
- Politieke partijen
- Individuen
- Groep vrienden / Familie
- Buurtgenoten (omwonenden)
- N.v.t. want alleen eigen vrijwilligers
- Anders: _____

Vraag 18

Wat was de geschatte leeftijdsverdeling van de vrijwilligers? Vul per categorie het aantal vrijwilligers in.

Jonger dan 18 jaar	_____	vrijwilligers
18 - 25 jaar	_____	vrijwilligers
26 - 45 jaar	_____	vrijwilligers
46 - 65 jaar	_____	vrijwilligers
Ouder dan 65 jaar	_____	vrijwilligers

Vraag 19

Hoeveel mannelijke en hoeveel vrouwelijke vrijwilligers hielpen mee? Aantal mannen _____
Aantal vrouwen _____

Werving en communicatie

Vraag 20

Op welke manier heeft u geprobeerd vrijwilligers voor uw klus te werven? (meerdere antwoorden mogelijk)

- Team ARUBA DOET heeft vrijwilligers geworven
- Zelf een mailing uitgestuurd
- Zelf mensen benaderd
- Eigen contacten benaderd
- Lokale media benaderd
- Posters/spandoek opgehangen
- Informatiebijeenkomst(en) georganiseerd
- Lokale VIP's benaderd
- Folders uitgedeeld
- Wij hebben geen actie ondernomen
- Anders: _____

Vraag 21

Heeft u materialen gemist in het promotiepakket? Zo ja, wat dan?

Vraag 22

Heeft u gebruik gemaakt van de tips en checklist ter voorbereiding van ARUBA DOET?

- Ja
- Nee

ARUBA DOET wordt georganiseerd door het Oranje Fonds in samenwerking met CEDE Aruba. Onderstaand vindt u vragen met betrekking tot de organisatie van ARUBA DOET.

Website

Vraag 23

Heeft u al uw klus(sen) op de website van ARUBA DOET geplaatst?

- Ja
- Nee

Vraag 24

Indien u bij de vorige vraag 'nee' heeft geantwoord: waarom niet?

Vraag 25

Heeft u zelf uw klus aangemeld, of via een intermediair?

- Zelf aangemeld op website
- Het team van ARUBA DOET heeft klus aangemeld op website
- Anders: _____

Vraag 26

Met welk rapportcijfer van 1 - 10 beoordeelt u de ARUBA DOET website?

- | | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| <input type="checkbox"/> |

Vraag 27

Welke functies op de website zouden beter moeten? (meerdere antwoorden mogelijk)

- Aanmelden klus
- Het aanmelden van vrijwilligers
- Het klus overzicht
- Het zoeken van een klus
- Vraag en aanbod bij elkaar brengen
- Gebruikersgemak
- Klussen op 'vol' zetten
- Informatie vinden en downloaden
- Geen verbeteringen
- Anders: _____

Toelichting: _____

Mediacampagne

Vraag 28

Hoe bent u attent gemaakt op ARUBA DOET?

- Kick off avond in Fort Zoutman 18 November 2013
- TV en Radio interviews
- Radio jingle
- Advertenties of andere berichtgeving in media
- Internet/Facebook
- Collega
- CEDE Aruba
- Mails van CEDE Aruba
- Presentaties door team ARUBA DOET aan scholen, bedrijven e.d.
- Anders: _____

Contact met CEDE Aruba

Vraag 29

Over welke onderwerpen heeft u contact gezocht met het ARUBA DOET campagneteam? (meerdere antwoorden mogelijk)

- Website
- Aanmelden klus
- Pers en publiciteit
- Aanvraag financiële bijdrage
- Promotiemateriaal
- Werven van vrijwilligers
- Geen contact
- Anders: _____

Vraag 30

Met welk rapportcijfer van 1 - 10 beoordeelt u het contact met het ARUBA DOET campagneteam?

- | | | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | n.v.
t. |
| <input type="checkbox"/> |

Vraag 31

Met welk rapportcijfer van 1 - 10 beoordeelt u de organisatie van ARUBA DOET door CEDE Aruba?

- | | | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | n.v.
t. |
| <input type="checkbox"/> |

Vraag 32

Welke steun zou u van het campagneteam van ARUBA DOET kunnen gebruiken?

Resultaten

Vraag 33

Wat heeft deelname aan ARUBA DOET uw organisatie opgeleverd? (meerdere antwoorden mogelijk)

- Nieuwe vrijwilligers / leden
- Sponsoring door bedrijven
- Publiciteit / bekendheid
- Bezoek politici of andere VIP's
- Nieuw netwerk / betere contacten
- Een mooiere / verbeterde locatie of omgeving
- Gezellige, leuke dag
- Niets
- Anders: _____

Vraag 34

Met welk rapportcijfer van 1 - 10 beoordeelt u uw deelname aan ARUBA DOET?

- | | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| <input type="checkbox"/> |

Vraag 35

Bent u van plan volgend jaar weer mee te doen aan ARUBA DOET?

- Ja
- Nee
- Weet nog niet

Toelichting: _____

Vraag 36

Heeft u nog suggesties ter verbetering van ARUBA DOET? Of heeft u algemene opmerkingen of leuke anekdotes, wij horen het graag!

HARTELIJK DANK VOOR UW MEDEWERKING!

Un nota pa e organisacion cu ta participa na ARUBA DOET 2014:

Por favor entrega e formulario aki no mas laat cu 4 di april 2014 na CEDE Aruba, Caya Appeldam 2.

Appendix 6: ARUBA DOET Questionnaire



ARUBA DOET 2015 Evaluation

Dear social organization,

Thank you for filling this questionnaire in. We as the ARUBA DOET team are researching how we can improve the ARUBA DOET event and the opinion of your organization is very important. This questionnaire is completely anonymous and consists of 20 questions, which will take less than 10 minutes to complete. Please answer as honest as possible and hand this evaluation in together with the banner **before Friday April 3, 2015** at CEDE Aruba.

The questionnaire you receive is in English, a Papiamentu version is also available. If needed please send us an e-mail. It is recommended to fill in the questionnaire as soon as the ARUBA DOET event is over.

Lastly, **we would like to thank you in advance for your cooperation.** If you have any questions please contact us at

582-7666 or send us an e-mail at info.arubadoet@gmail.com

Your Organization

1. What type of organization is your organization?

- cultural organization
- day-care center for children, elderly or people with mental or physical limitation(s)
- health-care facilities for children, elderly or people with mental or physical limitation(s)
- nature protection organization
- animal organization
- neighborhood centrum
- education
- scouting
- sports
- rehabilitation center
- other: _____

2. Why did your organization participate with the ARUBA DOET event? More than one answer is possible.

- to finish an overdue job
- to recruit new volunteers
- to promote the organization
- to promote volunteer work
- to meet other organizations/ social clubs and networking
- to give people the opportunity to meet our organization/ members/ clients
- to organize additional support for our permanent volunteers to finish an overdue job
- to do something extra for our regular members/clients/ inhabitants
- to make contact with companies
- to make use of the opportunity that volunteers want to help our organization
- other: _____

Your activity

3. How many times did your organization participate with the ARUBA DOET event?

- 1st time
- 2nd time
- 3rd time

4. For what type of activity did your organization enroll in the ARUBA DOET event?

- gardening
- painting of walls, playgrounds, container etc. of the organization
- cleaning the internal/external of the organization
- restoring/repairing the roof, window, doors etc. of the organization
- beauty activity with organizations' members/clients/ inhabitants
- sport activities with organizations' members/clients/ inhabitants
- play games with organizations' members/clients/ inhabitants
- go to the beach with organizations' members/clients/ inhabitants
- go to lunch with organizations' members/clients/ inhabitants
- go to dinner with organizations' members/clients/ inhabitants
- other: _____

5. Did your organization experience problems when organizing this activity?

- no, no problems experienced
- yes, none volunteers
- yes, insufficient volunteers
- yes, few cooperation within our own organization
- yes, none cooperation within our own organization
- yes, insufficient financial resources
- other: _____

6. Did your organization apply for financial support at the Oranje Fonds to fulfill this activity?

- Yes
- Applied, but did not completely receive the financial support
- Applied, but did not receive any financial support
- No

7. Did your organization made use of the offers provided by the cooperating partners of ARUBA DOET?

- Yes, we did made use of them
- No, because it was not needed for the activity
- No, because, _____

8. Did your organization approach companies for donations or products and materials (food, paint, wood etc.)?

- Yes, we received donation(s)
- Yes, but did not received any
- No

9. Please, provide us with suggestions for possible cooperating partners for ARUBA DOET?

Your Volunteers

10a. How many external volunteers participated in the organizations activity during ARUBA DOET?

- None
- 1-10
- 11-20
- 21-30
- 31-40
- 41-50
- 51 >

10b. How many internal volunteers participated in the organizations activity during ARUBA DOET?

- None
- 1-10
- 11-20
- 21-30
- 31-40
- 41-50
- 51 >

11. How many volunteers decided to continue doing volunteer work in the future?

- None
- 1-10
- 11-20
- 21-30
- 31-40
- 41-50
- 51 >

12. The external volunteers came from (more than one answer is possible):

- individually
- companies
- schools
- sports club
- service clubs (Lions, Rotary, Kiwanis, Circle K, Quota, Womensclub, etc.)
- government employees
- political parties
- group of friends
- group of family
- neighbors
- not applicable, no external volunteers involved

Recruitment and Communication

13a. Did your organization promote ARUBA DOET?

- yes → 13b
- no

13b. If yes, how did your organization promote ARUBA DOET?

14. Aside from the given promotional materials (banners, shirts, bracelets and certificate) what other material(s) does your organization think that must be incorporated in the promotional package?

Media Campaign

15. Through which media channel(s) did your organization learn about the ARUBA DOET event? More than one answer is possible.

- social media (Facebook)
- newspaper
- radio
- television
- cinema
- word of mouth
- CEDE Aruba

Results

16. Did your organization accomplish its objective during the event?

- yes
- no
-

17a. Please rate your satisfaction level with the following parts of the event.

1= very satisfied, 2= satisfied, 3= neither satisfied or dissatisfied, 4= dissatisfied, 5= very dissatisfied

How satisfied is your organization with:	1	2	3	4	5
the ARUBA DOET event organized by CEDE Aruba	<input type="radio"/>				
the experience with the ARUBA DOET team	<input type="radio"/>				
the job done by the volunteers	<input type="radio"/>				
the overall attained results of the activity conducted during ARUBA DOET	<input type="radio"/>				
the course of the event itself (the planning and execution)	<input type="radio"/>				

17b. Please explain the reason(s) for your answer in question 17a:

18a. From 1 to 5 how likely would you be willing to recommend the ARUBA DOET event to other social organizations?

1= very likely, 2= likely, 3= neither likely or not likely, 4= not likely, 5= never

	1	2	3	4	5
How likely would you be willing to recommend the ARUBA DOET event to other social organizations:	<input type="radio"/>				

18b. Please explain the reason(s) for your answer in question 18a:

19. Would your organization participate again with ARUBA DOET?

- yes
- no

20. Please, provide us with suggestions on how the ARUBA DOET event can be improved:

Appendix 7: Result ARUBA DOET Questionnaire

Q1.What type of organization is your organization?

	Responses		Percent of Cases
	Frequency	Percent	
Cultural organization	5	5.6%	6.1%
Day care center	13	14.6%	15.9%
Health care center	6	6.7%	7.3%
Nature protection organization	1	1.1%	1.2%
Animal organization	2	2.2%	2.4%
Neighborhood centrum	6	6.7%	7.3%
Education	33	37.1%	40.2%
Scouting	4	4.5%	4.9%
Sports	6	6.7%	7.3%
Rehabilitation centrum	2	2.2%	2.4%
Other	11	12.4%	13.4%
Total	89	100.0%	108.5%

Q1.What type of organization is your organization? Other

	Frequency
Actividad social, sostene otro organizacion	1
Centro di actividadnan pa personanan di 60+	1
Centro pa desaroyo general di mucha, hoben y adulto	1
Club pa mucha cu un base christian	1
Duna informacion tocante prevencion di stroke	1
Duna informacion, opcion y sosten emocional na mucha y hoben telefonisch	1
Organizacion cu ta organisa actividad pa mucha y hoben tambe den forma di campamento	1
organizacion religioso	1
Pa alcansa famianan/personanan y ofrece nan sosten, informacion y servicionan cu lo stimula y dirigi nan riba e caminda pa ta un famia uni, fuerte, sano y prospero	1
Pa liderazgo bou hobennan	1
Vrouwenhulpverlening en opvang	1

Q2. Why did your organization participate with the ARUBA DOET event?

	Responses		Percent of Cases
	Frequency	Percent	
To finish overdue job	32	13.1%	39.0%
To recruit new volunteers	16	6.6%	19.5%
To promote the organization	22	9.0%	26.8%
To promote volunteer work	41	16.8%	50.0%
To meet other organizations/social clubs and networking	9	3.7%	11.0%
To give people the opportunity to meet our organization/members/clients	29	11.9%	35.4%
To organize additional support for our permanent volunteers to finish overdue job	6	2.5%	7.3%
To do something extra for our regular members/clients/inhabitants	15	6.1%	18.3%
To make contact with companies	6	2.5%	7.3%
To make use of the opportunity that volunteers want to help our organization	56	23.0%	68.3%
Other	12	4.9%	14.6%
Total	244	100.0%	297.6%

Q2. Why did your organization participate with the ARUBA DOET event? Other

	Frequency
Cu ayudo di boluntarionan bo por logra hopi	1
Hasi un actividad den forma recreativo pa haya sa kico e clientenan por haci.	1
Pa crea oportunidad pa lage boluntario traha hunto	1
Pa cuminsa (basis) pa un proyecto	1
Pa hasi un actividad cu ta costa basta placa posibel pa nos clientenan cu ayudo financiero di ARUBADOET	1
Pa logra metanan cu no tur ora tin fondo financiero	1
Pa mantene nos lugar y pa juda nos comunidad.	1
Pa pinta wega riba speelplaats pa alumnonan	1
Pa por cuminsa cu renobacion di nos gymzaal	1
Pa por logra drecha e hut, pa cual gobierno no tin placa pa drech'e	1
Paso nos scol tin anjas cu nada no a wordo hasi na dje.	1
Probecha di un actividad asina pa por involucra y stimula tanto hendenan di pafor como paden pa conoce otro y traha hunto na un mesun meta.	1

Q3. How many times did your organization participate with the ARUBA DOET event?

	Frequency	Percent
1st time	24	29.3%
2nd time	30	36.6%
3rd time	28	34.1%
Total	82	100.0%

Q4. For what type of activity did your organization enroll in the ARUBA DOET event?

	Responses		Percent of Cases
	Frequency	Percent	
Gardening	14	11.8%	17.1%
Painting	46	38.7%	56.1%
Cleaning	12	10.1%	14.6%
Restoring/repairing	14	11.8%	17.1%
Beauty activity	1	0.8%	1.2%
Sport activity	0	0.0%	0.0%
Play games	3	2.5%	3.7%
Beach	3	2.5%	3.7%
Lunch	1	0.8%	1.2%
Dinner	1	0.8%	1.2%
Other	24	20.2%	29.3%
Total	119	100.0%	145.1%

Q4. For what type of activity did your organization enroll in the ARUBA DOET event? Other

	Frequency
Authotheek	1
Basha un vloer di cement pa 2 container	1
Completa parke di trafico	1
Construi cas di cacho di pallet	1
Core rond den chivas paranda	1
Cuento pa mucha	1
Drecha e banjonan/wc-nan y caba cu trabao atrasa	1
Drecha espacio di wega pa e muchanan	1
Duna charla y actividad di moveshon, lunch y baila cu un combo cu musica cu nan sa.	1
Embeyece e entrada di e clubhuis	1
Hasi area di Monumento limpi den Rancho	1
Mas banki pa riba plein	1

Pa drecha habitat di e doelgroep di nos fundacion.	1
To build a concrete pathway. To install an irrigation system.	1
Traha banki pa e muchanan	1
Traha bibliotheek/computerlokaal na scol, inventarisa e bukinan y pone computenan traha.	1
Traha extra huki den klas	1
Traha rekinan pa biblioteca di scol.	1
Traha riba e speeltuin	1
Traha un keuken cabinet y un platform	1
Traha un website	1
Traha website di nos fundacion, filewerk y colga fan (plafond fan)	1
Tur persona cu a participa pa ARUBA DOET, cliente, boluntario propio y otro boluntarionan a breakfast uitgebreid hunto.	1
Un dia social cu e grupo di CB Ayo	1

Q5. Did your organization experience problems when organizing this activity?

	Responses		Percent of Cases
	Frequency	Percent	
Did your organization experience problems when organizing this activity?	62	80.5%	83.8%
Did your organization experience problems when organizing this activity? Other	15	19.5%	20.3%
Total	77	100.0%	104.1%

Q5a. Did your organization experience problems when organizing this activity?

	Frequency	Percent
No, no problems experienced	62	75.6%
Yes, insufficient volunteers	3	3.7%
Yes, few cooperation within our own organization	4	4.9%
Yes, insufficient financial resources	4	4.9%
Other	9	11.0%
Total	82	100.0%

Q5b. Did your organization experience problems when organizing this activity? Other

	Frequency	Percent
Yes	15	18.3%
No	67	81.7%
Total	82	100.0%

Q5b. Did your organization experience problems when organizing this activity? Other

	Frequency
1 voluntario cu nos tawata depende ariba su experticio y sosten no a bini y esaki a haci cu no por a termina cu 2 trabou	1
Boluntarionan pa traha website no a presenta. Pa actividad di hasi pafo limpi no tawata tin ningun problema	1
Canselacion cu e prome programa pa motibo di malesa/morto! Despues ajudo di CEDE mes a sigi toch.	1
E orario cu boluntario ta bin.	1
E otro compania di donacion a tarda un poco -> ultimo poco rush-rush	1
Experticio di e voluntario pa por realisa e trabou nan plania.	1
Falta un persona pa a P.R. nos projecto na scol	1
In het begin was het erg stroef omdat het we nog geen ervaring hadden met ARUBA DOET. Maar daarna en op de dag zelf ging het heel erg goed en de vrijwilligers waren heel erg enthousiast.	1
Materiaal no a yega na tempo. Pero trabou por a sigi.	1
No a logra haya boluntario pa plumbing, pa otro si.	1
No hopi sponsor, e placa no a jega pa tur material y e trabou no a wordo caba	1
Palonan no a wordo deliver na ora.	1
Parti di e trabouw adelanta, no a keda kla na tempo	1

Si ta posibel subi e suma di Oranje Fonds	1
Solamente bo ta depende di otro hende y mester warda contesta etc.	1

Q6. Did your organization apply for financial support at the Oranje Fonds to fulfill this activity?

	Frequency	Percent
Yes	76	96.2%
Applied, but did not completely receive the financial support	1	1.3%
Applied, but did not receive any financial support	0	0.0%
No	2	2.5%
Subtotal	79	100.0%
Missing	3	
Total	82	

Q7a. Did your organization made use of the offers provided by the cooperating partners of ARUBA DOET?

	Frequency	Percent
Yes, we did made use of them	61	78.2%
No, because it was not needed for the activity	13	16.7%
No, because (other)	4	5.1%
Subtotal	78	100.0%
Missing	4	
Total	82	

Q7b. Did your organization made use of the offers provided by the cooperating partners of ARUBA DOET? No, because (other)

	Frequency	Percent
Yes	4	5.1%
No	74	94.9%
Subtotal	78	100.0%
Missing	4	
Total	82	

Q7b. Did your organization made use of the offers provided by the cooperating partners of ARUBA DOET? No, because (other)

	Frequency
Mi ta mes no a bai buska e material y mi no tabata desea pa otro persona cana cu documento di stichting	1
No, paso e anja aki nos a ricibi cooperacion completo di un compania pa nos actividad	1
No, paso nos a cumpra artikulonnan trempan na Kooyman	1
Nos voluntarionan mes a bai cumpra e materiaa. Mi a cobra e cheque y nan mes a bai cumpra e materiaa cu e plaka di ARUBA DOET.	1

Q8. Did your organization approach companies for donations or products and materials (food, paint, wood etc.)?

	Frequency	Percent
Yes, we received donation(s)	46	57.5%
Yes, but did not received any	5	6.3%
No	29	36.3%
Subtotal	80	100.0%
Missing	2	
Total	82	

Q9. Please, provide us with suggestions for possible cooperating partners for ARUBA DOET?

	Frequency
Algun por ta un poco mas flexibel cu e dunamento di e korting, enbes di just dune eenmalig. Paso bv serka nos e material (verf) a caba durante e actividad y e ora mester a cumpra e verf full price. Tambe porta ta un tip pa tin algun partners cu por tin din haber cu cuminda/comustibles, ya cu bo mester zorg pa tur bo boluntarionan come y bebe.	1
Algun restaurant, Subway etc. pa cuminda/desayuno; mas variashon den hardware store.	1
Arubian Gardens (jardineria), Ecotech	1

Arvefa	1
ATCO	1
Banco, restaurant pa lunch/ breakfast, Balashi	1
Banconan	1
Compra pa korting pa cuminda/awa/ juice etc. pa e boluntarionan	1
Dijtham a ofrece un tremendo oferta	1
Disney Recreation, Romar Trading	1
Do it	1
Do it Center	1
Do it Center y Subway	1
Doorgaan zoals nu! Dan komen ze vanzelf!	1
Dyon Rental, Sherwin Williams	1
Flora	1
Frasa	1
Hotelnan lo por coopera pa duna (0-20) weekendstay na outstanding projects of personanan	1
Kooyman, but were informed that sorry those who approached firs got donations. The others will need to just use the 10%, which is very limited unless you are doing a project over 6000 guilders. Maybe in the future they should try to help new foundations instead of the same ones.	1
Mas caminda di construccion y ecotec. Restaurant cu por duna oferta pa por buska cuminda pa boluntario.	1
Mas lugarnan cu por copera cu heavy equipment manera AIS Aruba (caterpillar) of otro caminda Tropical Bottlinh Comp. pa donacion cu awa y soft pa e voluntarionan.	1
Media awareness di beneficio y satisfaccion ora partner cu ARUBA DOET	1
Mika NV	1
Na Kooyman mi mester a duna e voucher pa haya 10% di descuento mientras na Wema e ta hinca den sistema caba. Esaki ta hopi mas miho! No por acerca Arvefa pa partner	1
Panaderia del Pueblo, Bright Bakery, Utilities NV	1
Partner Balashi pa AWA/Malta	1
Sherwin Williams	1
Sherwin Williams ta willing pa bira partner. Nos a cumpra verf serca nan y nan no tabata sa cu compania por a doe mee como partner.	1
Si bo manda carta solicitando ken bo ta y bo mision pidiendo donacion den forma di cuminda/ bebida bo ta haya. Pero hasi esaki manera bo haya goedkeuring di ARUBA DOET qua financiering.	1
Si por aumenta e suma pa 1500	1
Subway	1
Subway, PriceSmart, SuperFood of lugar nan di Pizza	1
Superfood	1
Tur companies pa wak cuanto lo doe mee next year bandi di AD pa discount	1
Via mayornan	1
WEMA. hotelnan/ Antraco	1

Q10a. How many external volunteers participated in the organizations activity during ARUBA DOET?

	Frequency	Percent
None	2	2.5%
1-10	34	42.0%
11-20	29	35.8%
21-30	7	8.6%
31-40	4	4.9%
41-50	5	6.2%
51>	0	0.0%
Subtotal	81	100.0%
Missing	1	
Total	82	

Q10b. How many internal volunteers participated in the organizations activity during ARUBA DOET?

	Frequency	Valid Percent
None	2	2.5%
1-10	54	67.5%
11-20	17	21.3%
21-30	6	7.5%
31-40	1	1.3%
41-50	0	0.0%
51>	0	0.0%
Subtotal	80	100.0%
Missing	2	
Total	82	

Q11. How many volunteers decided to continue doing volunteer work in the future?

	Frequency	Percent
None	8	12.5%
1-10	42	65.6%
11-20	10	15.6%
21-30	2	3.1%
31-40	1	1.6%
41-50	1	1.6%
51>	0	0.0%
Subtotal	64	100.0%
Missing	18	
Total	82	

Q12. The external volunteers came from:

	Responses		Percent of Cases
	Frequency	Percent	
Individually	40	26.7%	49.4%
Companies	32	21.3%	39.5%
Schools	29	19.3%	35.8%
Sports club	3	2.0%	3.7%
Service clubs	10	6.7%	12.3%
Government employees	2	1.3%	2.5%
Political parties	2	1.3%	2.5%
Group of friends	15	10.0%	18.5%
Group of family	15	10.0%	18.5%
Neighbors	1	0.7%	1.2%
No external volunteers involved	1	0.7%	1.2%
Total	150	100.0%	185.2%

Q13a. Did your organization promote ARUBA DOET?

	Frequency	Percent
Yes, --> 13b	73	90.1%
No	8	9.9%
Subtotal	81	100.0%
Missing	1	
Total	82	

Q13b. If yes, how did your organization promote ARUBA DOET?

	Frequency
n/a	7
A jama diferente hende cu e tin experticio riba e tereno cu tawata tin mester. Coleganan a pone riba nan Facebook	1
Articulo den media	1
ARUBA DOET via di Facebook di OLV Fatima College y corant pa duna danki na tur boluntario.	1
Banner di ARUBA DOET, nos Facebook y website	1
Banner, carta pa mayor. Via medionan social tambe	1
Banner, newsletter Ibero, Facebook Ibero	1

Brief doen uitgaan naar de ouder voor hulp.	1
By talking to some person to help in ARUBA DOET	1
Cana den bario pidiendo nan colaboracion, pidiendo cuminsa, bebida, extra volunteers pa hasi otro trabounan P.e. hasa pastechi	1
Carta pa mayornan, companianan etc. Tambe oral	1
Colga e banner y promote riba Facebook	1
Cu e bannernan	1
Cu material di ARUBA DOET	1
Cu material di ARUBA DOET mes y nos a hasi un actividad gelijktijdig cu ARUBA DOET pa un poko di actividad/ambiente durante trabow. Bezoek a compronde cu ARUBA DOET ta on.	1
Cu pics (potret) banner y papia cu otro persona/ organizacion pa aplica con util y bon ARUBA DOET ta.	1
Cu slingers y a manda carta pa mayornan	1
Door di comenta cu otro personanan	1
Door di conta otro kiko e ta, invita bin wak i stimula nan pa otro anja aplica	1
Door di like y share postnan riba Facebook y tambe hasi uso di shirt ARUBA DOET	1
Door di pone fotos riba FB, Boca a boca, bisti tshirt	1
Door di splikanan kiko ta nifica AD y cu un bez pa anja nan ta juda tur organizacion cu aplica un proyecto cu e organizacion mester y e placa ta bin di Oranje Fonds.	1
Dor di manda press release den corant/ carta pa mayor	1
E ta di tres biaha nos ta doe mee	1
Facebook	8
Facebook y demostra e trabou	1
Facebook y ora di pidi donacion	1
Facebook y tambe manda mail pa studiantenan y mayornan di nos scol	1
Facebook, Banners, Pics	1
Facebook, email, boletin iglesia	1
Facebook, Nos Mainta	1
Facebook, un ta bisa otro	1
Facebook, Whatsapp, Website	1
Invitando collega via di message, bord, banner	1
Mondelinge reclame	1
Motiva otro scolnan pasobra e ta juda.	1
No1. Cu e banner cu nos a colga	1
Nos a haci esaki door di pone riba nos website	1
Nos a pone e banner di AD na cura y tur material cu nos a ricibi a wordo parti pa voluntarionan.	1
Nos a pone e banner- nos a manda den e chat group y via Facebook	1
Nos a post hopi potret riba nos Facebook y di Aruba Doet	1
Online via e website y via FB scol	1
Pa medio di nos FB page	1
Pa medio di w'apps y Facebook/ email	1
Pone banner, busca voluntario pafo di organizacion.	1
Pone e propaganda di ARUBA DOET riba FB y e banner na nos cura di club.	1
Riba Facebook	2
Riba website	1
Tur diaranson y diadomingo den iglesia Maranatha y pone e banner na cura	1
Via carta pa mayor y Facebook	1
Via e website di ARUBA DOET y comunidad di scol	1
Via Facebook	3
Via Facebook and the banner received	1
Via Facebook post potret	1
Via Facebook van de school, brieven naar huis met leerlingen voor de ouders en op de website zelf van ARUBA DOET	1
Via Facebook y na skol mes, a informa nos muchanan kiko AD ta y na nos maestronan.	1
Via Facebook y Whatsapp	1
Via Facebook, corantnan, via telefon	1
Via FB, pero no constantemente	1

Via prensa y tera group, e bandera di ARUBA DOET a wordo colga for di balken di toren	1
Via social media and word of mouth	1
Via social media, via television, via corant, via internet news	1
Via un boca bisa otro den Bario	1

Q14. Aside from the given promotional materials (banners, shirts, bracelets and certificate) what other material(s) does your organization think that must be incorporated in the promotional package?

	Frequency
Ami ta satisfecho cu e materialnan	1
Asina e ta oke	1
Bandera cu ta mas visibel di leu	1
Bandera di ARUBA DOET	1
Blaas pa dorna	1
Caps for those that work in the sun	1
CAPS, RBC bank volunteers wore their own company shirts, but some of them forgot to bring caps. Caps would be an unavoidable way to 'force' to wear ARUBA DOET gear	1
E materialnan aki ta hopi bon mes. Kizas por pensa ariba tas cual lo sigui wordo usa durante anja.	1
E petchi cu twt tin e prome anja pa voluntarionan den hardin lo ta great	1
E promocion ta hopi bon manera cu e ta tin suficiente caba	1
Flyers	1
Formulario pa registra boluntario	1
Haci propaganda via Facebook	1
Het is goed zo!	1
Juda cu ki tin, pa next year por haya algo extra riba e sosten financiero.	1
Kizas bandera (movecion di bandera ta hala atencion)	1
Kizas petchi, ta cu nan por usa resto di anja, pen pa scirbi.	1
Kizas un pen: di e forma aki ARUBA DOET lo keda bibo pa varios luna y kizas te un siguiente ARUBA DOET door cu e personanan lo uza e pen diariamente. Sticker: un recordatorio visual diariamente cu lo mantene e voluntarismo bibo y/of te un siguiente AD.	1
Manera e ta bai hopi bon , pa awor nada mas cu esakinan ta necesario	1
Mas material di propaganda di ARUBA DOET, manera boter di awa, petchi, serbete	1
Material pa dorna, scirbi ARUBA DOET	1
Mi no sa	1
Nada	2
Nada e ta suficiente.	1
Nada mas	1
None	1
Nos falta blaas e biaha aki!	1
Nos ta pensa riba bumper sticker "Ami tambe ta on cu ARUBA DOET" of algo asina	1
Pa mi suficiente	1
Pa nos e tawata bon	1
Pechi	1
Pechi (hopi biaha e trabounan ta den solo)	1
Pechi cu Towel	1
Pechi pa trabou pafor- sticker pa auto	1
Pen cu block note	1
Pet y tur projecto un tiki plaka pa algun cos.	1
Petchi	1
Petchi pa esunnan cu ta traha den solo.	1
Petchi pa solo, sunblock, un info-card cu emergency numbers "un ARUBA DOET bag" cu e articulonan aden.	1
Petchi vooral si ta trabouw pafor	1
Petchi, Blaas	1
Riba Facebook, Twitter, Instagra, cu multiple pics cu ARUBA DOET tin.	1
Slinger van kleine vlaggetjes (herbruikbaar) ARUBA DOET logo eropo. Maar een Aruba vlaggetjes, slinger voldoet ook prima, en die hebben de meesten wel in deze tijd v.h. Jaar. Ben blij, dat jullie de balonnen niet meer doen.	1
Slingers y poster (Aruba Doet 2014 + projecto)	1

Sticker of banderin pa auto	1
Ta bon asina	1
Ta ok	1
Un beker pa bebe awa cu ARUBA DOET skirbi riba dje	1
Un pechi pa den solo cu e emblema di ARUBA DOET lo ta fabuloso pa e "jobnan pafo"	1
Un petchi, sombre etc.	1
We do not think anything else is needed	1
Wel e materialnan tawata hopi tremendo. E certificado tawata un leuk design, mi a haya jammer cu mi no por a incorpora mi logo aden ni tampoco scirbi mi nomber bou di mi firma y pa hinca e fecha (esaki si a logra na un paar).	1

Q15. Through which media channel(s) did your organization learn about the ARUBA DOET event?

	Responses		Percent of Cases
	Frequency	Percent	
Social media (Facebook)	45	19.5%	55.6%
Newspaper	37	16.0%	45.7%
Radio	31	13.4%	38.3%
Television	32	13.9%	39.5%
Cinema	6	2.6%	7.4%
Word of mouth	31	13.4%	38.3%
Cede aruba	49	21.2%	60.5%
Total	231	100.0%	285.2%

Q16. Did your organization accomplish its objective during the event?

	Frequency	Percent
Yes	74	91.4%
No	7	8.6%
Subtotal	81	100.0%
Missing	1	
Total	82	

Q17a1. How satisfied is your organization with: the ARUBA DOET event organized by CEDE Aruba

	Frequency	Percent
Very satisfied	68	84.0%
Satisfied	12	14.8%
Neither satisfied or dissatisfied	0	0.0%
Dissatisfied	0	0.0%
Very dissatisfied	1	1.2%
Subtotal	81	100.0%
Missing	1	
Total	82	

Q17a2. How satisfied is your organization with: the experience with the ARUBA DOET team

	Frequency	Percent
Very satisfied	70	85.4%
Satisfied	10	12.2%
Neither satisfied or dissatisfied	1	1.2%
Dissatisfied	0	0.0%
Very dissatisfied	1	1.2%
Total	82	100.0%

Q17a3. How satisfied is your organization with: the job done by the volunteers

	Frequency	Percent
Very satisfied	60	73.2
Satisfied	18	22.0
Neither satisfied or dissatisfied	4	4.9
Dissatisfied	0	0.0
Very dissatisfied	0	0.0

Total	82	100.0%
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Q17a4. How satisfied is your organization with: the overall attained results of the activity conducted during ARUBA DOET

	Frequency	Percent
Very satisfied	58	70.7%
Satisfied	21	25.6%
Neither satisfied or dissatisfied	2	2.4%
Dissatisfied	0	0.0%
Very dissatisfied	1	1.2%
Total	82	100.0%

Q17a5. How satisfied is your organization with: the course of the event itself (the planning and execution)

	Frequency	Percent
Very satisfied	44	57.9%
Satisfied	27	35.5%
Neither satisfied or dissatisfied	5	6.6%
Dissatisfied	0	0.0%
Very dissatisfied	0	0.0%
Total	82	100.0%

Q17b. Please explain the reason(s) for your answer in question 17a:

	Frequency
A haya bon coprashon/splicashon di ARUBA DOET.	1
A logra di verf full e museo parti pafo, rond di dak, tur e murayanan di bar y toilet nan publico y a duna paden un grote schoonmaak beurt.	1
A meet tur expectativa(nan)	1
A pesar cu nos no a termina e trabou completo, pa locual a keda haci a laga nos hopi satisfecho. Eboluntarianan a bini y a traha di curason. Di parti di e organisadornan e contacto tawata sublime. Emailnan a keda contesta dibiaha, informacionnan y materialnan ta super bon organisa, personal ta hopi profesional y alabes social.	1
Alles verliep naar wens, Contacten waren goed afgestemd op elkaar. Vrijwilligers waren enthousiast en holpen goed mee.	1
ARUBA DOET a trece un estimulacion grandi pa cu nos voluntarianan, bon trabow.	1
ARUBA DOET team is very helpful and profesional, it helps you how to organize work that you don't do in your organization.	1
Awor cu ta di 3 biaha cu ta organisa e AD e ta mas conosi y hende ta bira mas interesa pa aporta.	1
Cede Aruba als organisatie met name Marielle is duidelijk zichtbaar. Dat loopt goed. Vrijwilligers ouders, vrienden super. Studenten goed sommige voor studie punten.	1
CEDE Aruba su info avond tawata bon, nos tawata laat pa e parti sosten financiero e CEDE a logra toch pa nos haye.	1
CEDE Aruba ta organisa ARUBA DOET cu structura y tremendo contacto cu nos organisacion.	1
CEDE ta organisa ARUBA DOET manera tremendo!	1
Communication between the companies was a bit slow or unresponsive which also effected the event itself.	1
Despues di e actividad a haya regalo di e grupo invita y wak riba Facebook con ta papia di e actividad, saka hopi potret, hopi emoshon for di comienso	1
Door di ARUBA DOET nos a logra hasi mas cos pa nos bario. Aunque cu e placa ta chikito, trabou ta wordo hasi	1
E anja aki nos a haya check trempan. Tur verf a wordo cumpra trempan y nos por a rondia rond pa miho ofertanan.	1
E atardi a bai sublime cu e entusiasmo i animo di e boluntarianan pero un parti cu persona mester a haci delanta no a kaba na tempo.	1
E biaha aki a traha segun un schedule di orario pa parti e dia bon y tur hende sa ki ora nan tin pauze y lunch especialmente ora di caba	1
E boluntarianan a traha hopi bon. Hopi amigal cu otro (bon ambiente)	1

E evento riba su mes ta hopi bon. Como organizacion bo por yega na fondo cu normal bo no tin pa haci trabounan cu bo tin pendiente pa haci. E tema di AD mes ta hopi servicial y ta una un bon splicacion di tur locual bo mester hasi. Di nos banda pa tur dos anja nos mes a aserca boluntarionan, esey ta hasi cu for di trempan caba nos ta splica nos kier haci y nan ta aporta cu ideanan di con pa ehecuta e ideanan. Esaki den mi opinion ta haci cu nos ta hopi satisfecho.	1
e evento ta bon organisa, e anochi na Fort Zoutman tambe y tur material tabata cla. E organizacion a keda contact cu nos y semper tabata disponibel pa yuda. E dia mes tabata gezellig y nos a logra hopi.	1
E evento y PR tur a cana hopi bon. Nos a pasa un dushi dia.	1
E motibo principal ta cu a logra nos metanan	1
E organizacion di ARUBA DOET ta bon pero falta e parti di match e voluntarionan na e klusnan.	1
E planeamento, tene contacto y coordina e trabou y pa zorg pa e persona haya di bebe y come a tuma hopi tempo.	1
E trabou cu nos organizacion ta aplica p'e no ta complica pasobra nos ta averigua tur cos prome cu yega na aplica.	1
E voluntarionan ta contento y e habitantenan. Boluntarionan lo bolbe pa hasi un otro actividad.	1
E website aanmelding un tiki complica. De emails met de concrete aanwijziging (bijv. wat te vermelden in bevestigingsmail aanmelders) en de stappen plannen voor de laatste weken zijn wel heel goed.	1
En general mi ta hopi satisfecho riba e proyecto di Aruba Doet y e great effort y amabilidad di e team di Aruba Doet, cu Semper ta willing pa juda unda cu tin mester y tambe informa. Locual mi a haya un tiki jammer ta bijvoorbeeld cu door cu nos a haya un grupo grandi pa mitar dia so e la jena full nos cantidad di boluntario. Ora a ripara esaki y a pone atención pa esaki, tawata ja laat pa haya suficiente boluntario pa e parti di atardi pa cual motibo e trabou no a wordo caba. Locual si ta hopi great y hopi satisfecho over di dje ta e contact cu bo ta haya cu otronan y tambe e experiencia en general tawata hopi great. Tawata un great experience pa combina boluntario di afor, di nos mes y nos clientenan, cual ta algo cu nos a experimenta e anja aki.	1
Engeneral a bai bon! nos a keda hopi contento cu e resultado.	1
For di comienso di e proyecto & vision traha un strategia pa por ta realisabel den un weekend door di boluntarionan cu tin e amor pa hasie pa comunidad y bario.	1
Het was super!!	1
Mi/Nos tabata tin un experencia positivo den tur sentido	1
No a logra caba cu tur klus	1
Nos a haya a placa hopi tremapn cu nos por a voorbereid nos proyecto pa cabe riba dia di Aruba Doet planifica	1
Nos a logra hasi tur cos, nos a planja y mas cos erbij e grupo tawata hopi bon.	1
Nos a logra hopi mas cu nos a plania. Tur hende a participa hopi leuk y tabata tin animo pa sigi. Mi a cumpra extra ferf di nos propio placa y e voluntarionan a sigi verf. Ora a caba nos mesun personal a sigi ainda riba e dia despues. Tabata super!	1
Nos a logra nos meta di pinta e weganan riba speelplaats. E muchanan a keda hopi contento cu esaki y bo ta wak esaki tur dia, dor cu nan ta hunga hopi bon mes.	1
Nos a logra nos obhetivo	1
Nos meta a keda logra	1
Nos t hopi satisfecho cu e trabow realisa. Nos grupo a traha hunto y tur trabow a keda cla.	1
Nos ta hanja un bon oprtunidad pa un instancia serio y profesional juda nos y cu ta pone confiansa den nos sin cu ta hasi moeilijk pa financia nos pa hasi un proyecto chikito.	1
Nos ta hopi satisfecho cu e logro y cu hende a wordo motiva pa continua e trabao.	1
Nos ta hopi satisfecho pa e bon comunicacion cu ARUBA DOET ki ora nos tin pregunta	1
Nos ta hopi satisfecho paso e boluntarionan a traha bon , trabow a bai lihe sin yun problema y hopi importante cu ayudo financiero di ARUBA DOET.	1
Nos ta satisfecho cu e resultado, bon feedback tambe di CEDE Aruba	1
Nos tin experencia caba cu e evento tin tips etc.	1
Pa a organisa y haya boluntario a bai stroef. Pa haya donation no ta facil mas. E dianan di trabou si a bai hopi bon y e boluntarionan a traha cu smaak.	1
Scol mes tawata hopi druk pero super satisfecho	1
Semper bon organisa, tambe na tempo cu su info's. Ta trahando dia y anochi pa ARUBA DOET ta un exito! Pabien	1
Semper cu nos a aserca ARUBA DOET, nos a hanja contesta y ayudo riba nos pregunta. Nan a pasa wak dia di klus.	1
Semper tawatin update di e organizacion. Tambe a haya tips valioso y guia durante e preparacion pa e evento.	1

Tin tareanan cu no tur hende por, p.e. verfmto, hoben nan tog ta mors of susha hopi. E trabou a tuma mas ora, y nos kier a rond e ad dus nos a traha diadomingo tambe.	1
Too much	1
Tur cos a bai bon y facil	1
Tur cos a bai bon y manera poni riba papel. Solamente warda riba contesta ta algo hopi fastioso y depende di otro.	1
Tur cos a bai bon, nos a haya bon cooperacion y sosten di ARUBA DOET y voluntarionan.	1
Tur cos a cana netjes apesar di contratiempo y e meta a wordo logra	1
Tur cos a cana segun palabracion	1
Tur e actividadnan cu nos a organisa a wordo gusta pa e clientenan. Vooral e Dino Jump y e kamber scur cu musica.	1
Tur pregunta cu nos organisacion tabatin a wordo contesta door di e team di ARUBA DOET. ARUBA DOET su team tambe a yuda den problemanan durante registracion. Tur cos tabata perfecto pa nos organisacion	1
Tur trabou a bai segun nos a plan y tur hende a traha cu hopi animo	1
Tur trabow cu tawata planea a keda cla y na tempo	1
Un grupo relativamente grandi di boluntario no a show up. Tantu e muchanan di scol como esnan di un grupo di pafo cu lo a bin cu 20 hende. Na tur nos tabata tin como 20 boluntario menos cu nos a conta riba dj'e	1
Un projecto grandi cu push di ARUBA DOET y donacion grandi di otro compania/ organisacion.	1
Voor het eerst dat we mee hebben gedaan vonden we dat het heel goed is gegaan. De organisatie naar de dag toe zelf was een beetje stroef, maar we hebben als school veel baar bij gehad en ook een nieuwe ervaring opgedaan.	1

Q17b. resume:

Reason regarding the satisfaction level

ARUBA DOET team

- Good cooperation
- Good explanation
- Good communication
- Very professional
- Very social
- Very helpful (information)
- Should match volunteers with job or activity.
- Great effort

ARUBA DOET event organized by CEDE Aruba

- Great stimulation
- Awareness
- Good structured
- Good PR

Course of event (planning and execution) by social organization

- Went "bumpy"
- Went smooth (easy, no problem encountered)

Financial support:

- Very important

Volunteers

- Very enthusiastic
- Worked really good together
- Insufficient volunteers (difficult to acquired, did not show up)

Organizations' target group

- Happy

Website

- Registration a bit complicated

Results

- Objectives were attained
- Although objective was not reached, satisfied with attained result.
- Expectations were reached
- Job or activity was complete
- A lot was done for the community

Company

- Communication (slow or unresponsive)
- Donations (easy or difficult to obtain)

Incidental remarks and remarks that indicated that there were any details, were omitted.

Q18a. How likely would you be willing to recommend the ARUBA DOET event to other social organizations:

	Frequency	Percent
Very likely	69	84.1%
Likely	12	14.6%
Neither likely or not likely	1	1.2%
Not likely	0	0.0%
Never	0	0.0%
Total	82	100.0%

Q18b. Please explain the reason(s) for your answer in question 18a

	Frequency
AD ta uni hende y traha di curason pa logra un causa special. E no ta enfoca solamente riba locual tin cu keda realiza sino e ta transende esaki y bai over na e persona cu ta desaroya su mes socialmente como voluntario locual ta algo di balora. Como organizacion ta importante pa crea e espacio aki pa cuidadanonan por desaroya nan mes riba e area aki y pa e motibo aki sigur mi lo recomienda AD. Ademas e ta un organizacion hopi profesional.	1
ARUBA DOET riba su mes ta estructura, pero boluntarionan por keda sin presenta y trabou ta tranca.	1
ARUBA DOET ta hopi atento y cla pa yuda nos comunidad.	1
ARUBA DOET ta nifica hopi pa nos scol y e ta bon ora otro organisacionnan social tambe por experiencia esey.	1
Aruba Doet ta un bon forma pa realiza trabou nan cu pa un of otro motibo lo por wordo realiza durante AD	1
ARUBA DOET ta un organizacion serio y confiabel	1
ARUBA DOET tin su beneficianan pa cualkier organizacion. Bo por haya mas boluntario of bo por ricibi ayudo di boluntario pa hasi un evento of trabou cu bo lo no por haci pasobra bo no tin e mannan pa hacie. Solamente probecho bo tin den esaki. Alabes si bo por ricibi un suma financiero pa yuda organisa bo evento.	1
Ayudo financiero pa un proyecto y boluntarionan disponibel pa yuda cu mannenkracht.	1
Bo proyecto por wordo realiza den corto tempo. Un ayudo financiero cu ta yuda!! Y bo ta pasa un dia positivo y productivo!	1
Bo ta promove trabou boluntario y asina ta yega na realiza projectonan pa bo organizacion cu ayudo di ARUBA DOET.	1
Bon planea, great team, amabel	1
Cu ARUBA DOET nan tambe por realiza projectonan pa nan organizacion y stimula ayudante pa nan club.	1
Danki na ARUBA DOET hopi instantie ta logra nan metanan.	1
Duna splikashon over Aruba Doet y lo mi recomienda ARUBA DOET na otro insatncia	1
E actividad ARUBA DOET ta promoviendo algo hopi necesario den nos comunidad cu ta trabou boluntario.	1
E alumno di Colegio Arubano a yuda bon u anos a haya porfin un "push" pa pinta e weganan.	1

E evento AD ta dunabo e "push" pa start y sigui cu projectonan di embeyese y mantenshon. Y e ta algo asina bunita pa hasi.	1
E guia ta hopi bon y hunto nos a logra hopi.	1
E ta bon y efectivo	1
E ta juda bo organisacion cu un empuhe grandi	1
E ta un "win win" situation zowel pa e boluntarianan y e organisacion nan ta sinja "share" cu otro.	1
E satisfaction ta e cara contento cu bo ta haya di a juda boluntariamente.	1
E ta un ayudo relevante	1
E ta un experiencia hopi great. Hopi trabao pero na final e ta un voldoening. Priceless moment.	1
E ta un gran oportunidad pa traha hunto na bienestar di nos comunidad.	1
E ta un manera pa logra metanan cu kisas bo organisacion tin pa hopi tempo pero no tin medio pa esaki. Tambe e ta un experiencia hopi dushi y cu ta duna satisfaccion ora bo ta haci trabou voluntario	1
E ta un oportunidad pa scolnan realisa projectonan	1
Esaki ta e unico motibo pa encouraga y motiva e ser humano pa yuda organisacion na Aruba. Asina bo ta haya boluntario pa trabou communitario.	1
Esey mi ta hasiendo caba. En realidad henter Aruba mester sa di Aruba Doet	1
Het is goed dat vrijwilligers een organisatie helpen, omdat er vaak niet genoeg mankracht of geld is om bepaalde dingens te kunnen realiseren.	1
Het is goed initiatief wordt veel gerealiseerd goede netwerken.	1
I find ARUBA DOET to be very informative about the topic, and fast responsive in emails and messages and very cooperative.	1
It really put the community to come together and give a hand.	1
Je kunt een concrete klus mes vele handen in korte tijd klaren. Het enthousiasme om te helpen geeft je zelf ook weer een "kick"	1
Lo mi duna bon recomendacion como cu maske contratiempo bo ta logra bo meta	1
Manera bisa mas ariba, e proyecto di ARUBA DOET ta yuda y tambe trece diferente hunto y logra un meta: voluntarismo	1
Masha hopi pa haci trabou social, pero cu clientenan cu ta na nan mes cas tambe. Duna atencion, haci actividad na unda tur hende por participa. Promove salud, come, move, etc..	1
Mi sa cu tin hopi organisacion cu no sa ainda di ARUBA DOET cu nan por haya un regalo di placa pa nan traha un proyecto cu nan mester.	1
Mi sa di diferente organisacion cu ppr haci uso di ARUBA DOET pa.	1
Mi ta hanja e proyecto di ARUBA DOET un hopi importnate, caminda organisacionnan ta haya e oportunidad di haya tantu ayudo financiero como ayudo di otro hende, pa hasi un trabou desea. E dianan di trabou mes ta duru, pero e ta hopi satisfactorio. Vooral e anja aki nos a pasa hopi dushi cu nos voluntarianan. E hendenan cu a bin pa yuda ta echt traha duru. Un bond ta ser crea entre diferente hende.	1
Mi ta kere e ta un oportunidad pa hende bira voluntario y duna bek na comunidad	1
Mi ta pensa cu aparte di e trabou cu bo por haya ajudo cu ne cu lo ta lo de menos, e mas importante di Aruba Doet cu bo ta involucra otro personanan pa maske ta un dia den bo organizacion. Esaki ta hasi cu nan ta conoce di bo trabou y por conta esaki na otronan y tambe cu tur e exposure den media cu bo ta haya como Fundacion y mas aprecio pa e trabou c uta wordo hasi. Tambe e experiencia pa e clientenan pa nan wak cuanto trabou tin pa hasi na organizacion y dunanan e oportunidad pa ta proud di por a contribui pa e progreso di e fundacion. Esakinan ta puntonan importante pa por recomenda Aruba Doet na otro organisacionan social.	1
Mi tin bon experencia cu ARUBA DOET. Mi ta sinti tambe cu e staff y personal di ARUBA DOET ta traha cu amor. Danki na Marielle, Daniel, Thixianne, Sindra y Bryan.	1
Nos tin dos anja cu bon experencia cu ARUBA DOET	1
Ora bo usa e nomber AD e ta conosi y tin biaha ora bo bisa bo stichting su nomber e no ta bekent, dus e persona ta bai unda cos ta bekent.	1
Otro organisacion social lo beneficia hopi y Aruba Doet en general ta promove trabou den comunidad.	1
Pa Aruba en general progresa nos mester di boluntario Team work. (ARUBA DOET ta un bon motor den esaki.)	1
Pa asina promove trabou voluntario den nos comunidad	1
Pa bo organisacion e ta un manera tambe pa logra den team verband cu hende pafor y paden bo organisacion bo obhetivo y e tawata un nice social actividad.	1
Pa motibo bo tin un trabou chikito pa haci, i bo tin chens cu bo ta haya boluntario pa hasie.	1
Pa promove e voluntarianan hasi mas tranbow den comunidad	1

Pa promove trabou voluntario ta importante pa nos tur den comunidad contrubui.	1
Paso bo no ta haya sponser awendia cu e projecto aki bo por concretisa bo metanan	1
Pasobra ARUBA DOET a traha su nomber como organisacion serio y ta hopi trabou tin na clubnan scolnan y otro centronan riba tereno social, educativo, deportivo etc. etc. pa hasi, pa motibo cu no tin placa pa paga pa hasi e trabou y A.D. ta jena un bashi aki cu ta duna empuhe na e organisacion nan aki.	1
Pasobra ARUBA DOET ta cumpli cabalmente cu su trabow	1
Pasobra asina bo por hasi trabou na un manera cu bo no por haci otro manera.	1
Pasobra e ta un bon i bunita projecto i ta promove pa sinja hende traha hunto pa logra algo boluntariamente.	1
Pasobra ta un maneera pa logra hopi den un corto tempo y cu relativamente poko placa. Cos cu normalmente bo no ta logra, cu ARUBA DOET si ta logra. E impacto den comunidad grandi.	1
Personanan ta sera conosi cu bo organisacion	1
Samen iets aanpakken geeft een mooi resultaat dan kan je een klus voor elkaar krijgen.	1
Si tin tempo sigur	1
Sigur, ARUBA DOET ta un estimulo pa haci bon na un otro.	1
Simplemente jega serca si bo tin e amor pa hasi alfo pa no bario/comunidad.	1
Sin un ayudo asina grandi y sin fondo pa cumpra materiaal pidi verf hopi fundacion ta keda cu mantencion atrasa.	1
Ta logra pa haci mehoracion den bo facilidadnan	1
Ta un bon manera pa cuminsa educa e comunidad riba e importancia di trabou comunitario.	1
Tin hopi organisacion cu mester ayudo y no sa unda pa cuminsa	1
Want het was super!	1
Zie vraag 2	1

Q18b. Resume:

Reasons regarding likely to recommend the event to other organizations

- Very professional team
- Very serious team
- Very trustable team
- Awareness (promote volunteer work, educate the community)
- Good planning
- Very beneficial
- Organizations can achieve their goals (it is a push, stimulation)
- Acquired volunteers
- You receive financial support
- People have the opportunity to meet your organization
- Better the organization
- Good experience with the event
- Good and effective event

Incidental remarks and remarks that indicated that there were any details, were omitted.

Q19. Would your organization participate again with ARUBA DOET?

	Frequency	Percent
Yes	81	98.8%
No	1	1.2%
Total	82	100.0%

Q20. Please, provide us with suggestions on how the ARUBA DOET event can be improved:

	Frequency
1 Kleine website opmerking: persoonlijke pagina -> details klussen kan hier direct het aantal ingeschreven vrijwilligers zichtbaar zijn? Nu als ik de melding krijg: vrijwilligers ingeschreven, moet ik zoeken bij welk klas dit is. En als ik op de foute klus klik(vrijwilligers beheren) Kan ik niet 1 stap terug, gaat hij altijd 2stappen terug->lastig zoeken. Niet geheel duidelijk dat evaluatie vrijwilligers via CEDE via email gaat. Op check list staat nog dat ik ze in moet leveren.	1
Ami ta satisfecho	1
Amplia e cantidad di sponsor pa cu e.o. Refresco etc.	1
ARUBA DOET ta parcemi hopi bon caba. Djis pa mantene asina.	1

Cada organizacion cu ta participa pa anjas cu AD jama nan pa nan contact otro organizacion nan, pa hasi un campania den bario -> comunidad. Promotion.	1
Cos a bira hopi caro y si por hisa e bedrag	1
Cu tur e informacion cu e team ta duna, na e momentonan aki nos organizacion ta experiencia ARUBADOET como un evento sublime.	1
De website van ARUBA DOET aanpassen waardoor het duidelijker wordt zonder in te loggen hoeveel vrijwilligers per organisatie al heeft aangemeld en hoeveel er nog nodig zijn. Want nu moet je eerst inloggen omdat te kunnen zien.	1
Doorgaan zoals nu! Met een tip om nog meer lokale bedrijven bij het project te betrekken! Goed voor de ondernemers, goed voor de organisaties!	1
E clausura, haoy hour por bira un evento mas grandi, caminda por mostra e danki den un otro forma, y cu muchanan menor tambe por disfruta.	1
E lugar di happy hour un luga otro mas grandi mihor servicio despues di hard working.	1
E oranan ta muchu cortico i ta pasa hopi lihe. E happy hour pa diasabra 16:00or ta mucho trempan. E momento ey tur hende ta cansa	1
E parti di clausura un lugar reserva solamente pa e boluntarionan cu algo di come y bebe.	1
E ta hopi bon manera e ta!	1
E ta perfecto, contesta ta rapido na tel, email, reunion enz. Perde e happy hour, despues di ultimo dia di trabou pero mas laat.	1
E team ta tremende, nan a raha hopi bon. Thumbs up pa tur -> Marielle, Daniel, Sindra i e otronan	1
Hisa e suma di Awg 1100,- mirando cu mayoria material su prijs a subi.	1
I would find it handy of ARUBA DOET could provide re-imbusement of up to 100,- for over budget expenses	1
Keep it up!! You guys are doing a tremendous job!!	1
Keep the good job!	1
Kisas aumenta e subsidio.	1
Kisas check e website y drech'e/ update e. Nos a haya dificultad pa pone number y otro informacion di boluntarionan pero cu yudansa di ARUBA DOET nos a logra! KEEP IT UP!!!	1
Kizas 2 bes pa anja pa e actividad bira un custumber.	1
Lo por recorda esnan cu kier participa na 2016 for di luna di oktober pa cuminsa formula nan actividad/trabou pa busca voluntario na hora trempan!	1
Luga di happy hour no ta adecua. Servicio malo.	1
Manera e ta actualmente, ami ta hanje bon. E korting na e lugarnan por ta un percentahe mas halto si.	1
Mas negoshi pa participa caminda por haya descuento. Happy hour ariba un otro fecha of un tiki mas laat. Gobierno y/ sector priva por promove mas of yuda promove pa nan trahadornan participa clientenan pa ta involucra den AD, ta importante cu nan tambe lo por forma parti di un happy hour. Tambe mita pensa cu lo mester tene cuenta cu e dia cu e ta wordo hasi. Hopi organizacion AD riba e mesun diasabra ey cual ta hasi hopi dificil pa por jega na e happy hour. Bijv. Halve dag vrij etc.	1
Mester busca un manera pa haya mas boluntario, tin organizacionnan cu te na ultimo ainda no tbt tin voluntario.	1
Mi a haya idea di un happy hour na final hopi bon. Locual cu mester tene cuenta cu ne ta e lugar caminda esaki ta tuma lugar pues mas comodo pa tur hende y tambe e orario kisas un tiki mas laat pasobra no ta tur hende a keda cla na tempo cu nan klus. Kisas e por ta asta un otro dia.	1
Mi lo mail si mi lo pensa un sugerencia. Hopi Danki	1
Mi no por pensa nada eigenlijk	1
Mi ta kere cu por buska den e organizacionnan mes un lugar di antemano pa celebra e final di ARUBA DOET y e organizacion lo ricibi presupuesto pa organisa e happening cu tin despues di ARUBA DOET (danki di antemano te otro anja 2016)	1
More volunteers	1
Na e organizacionnan cu presenta un proyecto mas grandi y documenta por ricibi un suma di 3000,- . Esun nan cu a ricibi e suma di 3000,- mester a demostra caba den pasado cu nan ta traha serio nan projectonan duradero.	1
Na mi opinion e ta suficiente bon organisa caba.	1
Ni un pa awor.	1
No tin ! E ta bon caba!	1

Nos a combina e klus di AD cu un ambiente festivo pa nos grandinan di Centro di Cuido. E ambiente aki a motiva e voluntarionan hopi mas y e grandinan tabata wak kiko ta pasando. Si por hasi esaki mas biaha, lo ta leuk. Dus cu ta hasi e ambiente agradabel pa e voluntarionan cu tin cu hasi trabow di bv. Ferf etc.	1
Nos no tin sugerencia tur cos ta bon alavez nos ta bisa Danki pa tur cos.	1
Nos ta hopi satisfecho con e ta bayendo te cu awor!	1
Ora di Happy Hour mester kies un miho localidad y tambe tene cuenta cu tin organisacion nan tin joven nan lo doe mee y cu nan tambe lo bai e happy hour. Please tene cuenta cu joven nan.	1
Pa di 2 anja no ta logra bai Happy Hour. E Happy Hour riba e mesun fecha no ta bai bon., hopi biaha e boluntarionan ta bai, pero esnan di e organisacion no ta logra jega. Esey ta jammer. 1 siman despues lo ta great of e diaranson despues atleast a sosega y por bai pasa leuk.	1
Pa gruponan cu ta aplica prome, kisaz manda info specifico p.e. Cuanto ora por.	1
Porta mas splicacion con e ARUBA DOET ta traha	1
Porta schakel in un compania pa pasa bende cuminda of por bestel di antemano y nan ta pasa entrega.	1
Scohe un lugar mas grandi pa e Happy Hour.	1
Segun nos ARUBA DOET ta bon prepara y juda hopi	1
Si por hisa e suma financiero aunque ta cu un algun cien florin.	1
Sigui asina	1
Sigui asina! Keep the good job! Busca mas sponser pa supply beverage and food.	1
Sigui ci e bon trabow	1
Sigui cu e bon trabao!	1
Sigui cu e bon trabao.	1
Sigui cu e polsbandjes, masha leuk! Certificado hoeft voor mij niet, zeker niet voor iedere deelnemers apart. Veel mensen doen er niets mee en kans dat ze weg waaie voor de mensen in auto zitten.	1
Sigui cu e tremendo iniciativa! Tremendo organisacion! Great team! Amazing experience! Great cu e pakete cu tshirt enz a wordo parti di adelanta, un idea lo ta pa parti e banchinan hunto cu esakinan tambe. Un punto di mehoransa ta e organisacion di e Happy Hour, cual tawata un great idea. Locual a val mi op cu e location no tawata adecua pa personanan cu limitacionsi kier stimula. Si kier stimula Tambe corda cu tin muchanan cu tambe ta participa den AD, dus Happy Hour, tampoco porta no ta geschikt pa muchanan bou di 18.	1
Un manera pa match e experticio di e voluntarionan na e necesidad di e organisacion cu ta buska voluntario. Den practica bo ta hanjabo cu no tin experticio nesecario pa e trabou cu mester wordo realisa.	1
Un otro opcion wat betreft cheque uitkerinh. Pa eparti bai un tiki mas lihe y evita cu tur hende ta keda warda den rij.	1

Q20. Resume

Suggestion for improvement

ARUBA DOET team

- Inform organizations (5) months in advance to be able to formulate job or activity and recruit volunteer
- Other method to obtain more volunteers
- More explanation on how the ARUBA DOET work
- Match volunteers with job or activity
- Bigger team

ARUBA DOET event

- More time needed to conduct the job or activity
- Conduct the activity often
- Another way to give out the cheque.

Website

- Make it friendlier (registration and managed of volunteers)

Financial support

- Increase amount (materials are expensive, for bigger projects)
- Reimbursement (afl. 100,-) for over budget expenses

Company

- Approach more company to work with
- Amplified the quantity of sponsor (beverages)
- Better offers (higher percentage)
- Work with other companies to help deliver (food and beverages)

Promotion

- Organizations that participated for years should promote the event to other organizations and the community
- No need for certificate
- To receive all the promotional articles at the same time

Closer of event

- Happy hour (other location, date, hour, service, appropriate for everyone)
- Other idea to closure the event
- Volunteers only

Evaluation

- Make clearer how it will take place.

Incidental remarks and remarks that indicated that there were any details, were omitted.