

# Visitor Readiness Checklist for a Voluntourism Program

Providing a meaningful visitor experience is key to ensuring visitors leave your business feeling satisfied and wanting to return. It also provides a great marketing tool as they will share their experience with family and friends. The purpose of this checklist is to assist you in determining if you are ready to receive visitors (residents and non-residents alike) to your program. The following are suggested points you should consider to provide for a welcoming and safe experience for guests of your voluntourism activity.

## GENERAL

- ☐ What is the capacity of your venue?
- ☐ What is the capacity if social distancing was in place?
- ☐ How many visitors can you realistically handle per session or in one day?

## STAFF NEEDS

- ☐ Do you have staff capacity to lead the activity?
- ☐ Who will lead the work day?
- ☐ How often will work days happen/be offered?
- ☐ What is the maximum number of sessions per day/week you can accommodate?
- ☐ What is the timetable or itinerary for the work day?

## PHYSICAL LAYOUT

- ☐ What's the physical plan/area for your work day?
- ☐ What's the actual location guests are going to be using while on your property?
- ☐ Where can they go, where can they not go? Are these areas clearly marked?
- ☐ What can they touch?
- ☐ What can they not touch?
- ☐ Are all these covered in an initial guest briefing?

*Note: this is an important part of logistics and often gets overlooked because farm owners have never looked at their layout in relation to having visitors walk all around it. Americans with Disabilities Act (ADA) compliance for parking and restrooms may not be required for work days, but it is something to consider.*



## SAFETY CONCERNS

- ☐ Have you ensured and documented that your site is safe?
- ☐ Are there safety concerns with things like dips in the walking area, steep hills, uneven pathways, exposed machinery, tools, etc.
- ☐ Is parking clearly identified and safe? Do you have capacity for the volunteer's vehicles?
- ☐ Have you reviewed and documented your safety protocol from the beginning of the visit to the end?
- ☐ Do you have an emergency procedure documented in case of an incident?
- ☐ Is your insurance up to date and sufficient?
- ☐ If volunteers are doing physical work, have you included sufficient safety equipment along with the work equipment such as gloves or goggles?

## RESTROOMS

- ☐ Do you have a plan for restroom needs? Are the restrooms regularly serviced and supplied?
- ☐ If there is not one on site, will you be able to communicate this with everyone before they arrive?

## EXPECTATIONS

- ☐ Do you clearly explain the type of work, length of time, and any tools, equipment, drinks needed during the visit?
- ☐ How will you communicate these things to guests before they arrive?
- ☐ Do you clearly explain the age levels welcome on site?
- ☐ Do you intend to give something to the volunteers (for example, kalo to take home)?

## MESSAGE & TAKEAWAY

- ☐ Are you prepared to share about your organization and site? Many organizations and farms miss the opportunity to share their mission or objective. Their history and unique story. Share this with visitors so your message can be shared.
- ☐ What is your product offering(s)? How would you describe what it is you offer?
- ☐ What do you want the guest to "take away" from their experience?
- ☐ Do you intend to give something to the volunteers (for example, kalo to take home)?

## COMMUNITY RELATIONS

- ☐ How are you prepared to be a good neighbor?
- ☐ How will you communicate these to your neighbors?  
*This is extremely important – be a good neighbor! If your neighbors complain about what's happening on your site, it could create stumbling blocks in hosting groups.*

## MARKETING AND INTAKE

- ☐ Is your website updated with most current information?
- ☐ Do you have permission to use the images and other intellectual property on your website?  
Has your own intellectual property (such as trade names, etc.) been copyrighted?
- ☐ Does it include contact information (phone and/or email) to make reservations or inquiries?
- ☐ Does it clearly indicate hours of operation/visitation?
- ☐ Are directions or transport options provided?
- ☐ Are there expectations of payment? If so, is it clearly communicated?
- ☐ Are you taking reservations? If so, how does one make reservations?
- ☐ How far in advance do reservations need to be made?
- ☐ Is there a minimum number of guests per session??
- ☐ If you are targeting international visitors (e.g. Japanese visitors), do you have materials or signage in their native language?

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