

Workshops

Community workshops differ from presentations in that they are interactive and hands-on. Offering a community workshop is an excellent way to engage with your audience, make community connections, and promote your organization. Don't be afraid to host a workshop that hasn't been done before. Think outside the box. What would draw people in?

Consider hosting the following workshops:

- How to create a memorial scrapbook
- How to create Blessing Bags
- How to honor your loved one's birthday
- How to journal your way through loss
- How to hold the sacred space for someone in mourning (available for (\$49.99))
- Laughter Yoga
- Resilience Rx: 10 ways to cope with grief (available for \$49.99)

PLAN

1. Determine your workshop focus.
2. Create a catchy marketing title.
3. Select date and time.
4. Secure a venue of appropriate size.
5. Determine whether to charge an entry or registration fee.
6. Advertise the event:
 - press release
 - social media
 - newsletters
 - email blasts
 - website
7. Find volunteers to help manage the workshop. Consider cohosting with one or two other community organizations.
8. Determine a refreshments budget and what refreshments you're going to provide.
9. Secure a display screen, projector, mic, sound system, if needed.
10. Choose a color theme to set the intended mood. Use these colors in your tablecloths, informational material and marketing, refreshment cups, display elements, etc.
11. Determine visual displays and informational material you want to provide. What are the takeaways for your audience?
12. Determine the materials you need to purchase for the participants to use.

PREPARE

1. Set up an entry/registration table. Cover it with a tablecloth in one of your theme colors. Solid colored tablecloths work best (patterns compete for visual attention, drawing the eye away from more important tabletop items).
2. Display informational and marketing material (use separate table if needed).
3. Make the entry table warm and welcoming. Consider adding a seasonal floral or holiday display.
4. Pens, dish of hard candies or chocolate kisses, free marketing gadgets
5. Set up refreshments table using matching tablecloth.
6. Set up A/V or other needed equipment.

LEAD

- Begin on time. Pass out needed supplies prior to introduction.
- Introduce yourself (5 minutes).
- Share your story (10 minutes).
- Begin workshop. Instruct participants on each step.
- Upon conclusion, allow participants to take home anything they made in the workshop.
- Promote your organization (5 minutes).