



Hosting a Workshop

"There's nothing more rewarding than bringing compassionate people together and witnessing their transformation into humane educators. The positive energy and enthusiasm at a Sowing Seeds workshop is contagious, and participants walk away not only with excitement and passion to teach about humane issues, but with the skills and tools to become successful humane educators. Helping to organize a Sowing Seeds workshop takes work and commitment, but the benefits are tremendous."

Dani Dennenberg, M. Ed., Director of Organizational & Higher Educational Partnerships, Northwest Earth Institute, Local Organizer of Sowing Seeds Workshop in San Diego, 2002

"Organizing this workshop in my community was one of the most rewarding and enjoyable experiences I've had all year! Thank you!"

Sophia Erlsten, M. Ed. Student, Local Organizer of MOGO Workshop in Orlando, 2008

Thank you for your interest in hosting a Sowing Seeds Humane Education or MOGO Workshop! Below are some details and logistics regarding hosting a workshop. To learn more about the workshops, visit www.HumaneEducation.org and follow links to the workshop programs.

Workshop Participants:

35-75 is a good size group for a workshop. A minimum of 25 participants is needed. Talks can range from 25-500, or more.

Venue:

The ideal space for a workshop is a large, light-filled meeting room that is handicapped accessible and has good AV equipment. The venue should be fairly easy to locate with directions, and include parking and possibly public transportation.

Other possible needs for the event:

- One large dry-erase white board with (no odor) markers and eraser;
- 2 milk crates;
- Chair for each participant;
- Large table for IHE materials and books for sale;
- Video projector and laptop.

Promotion:

The majority of promotion and outreach is handled by the host organization. For our part: we supply examples of press releases and flyers that you can modify for your outreach. Additionally, we post the event to our website, include it in two announcements sent to our international contact list, and include it as a link in our monthly e-newsletter, Humane Edge. We also post the event to a small selection of essential online calendars, submit it to handful of national magazines for posting in their calendar sections, and send it to a small group of our contacts that will forward it to their constituents. We can provide some assistance to the host organization with obtaining Continuing Education Credits and can also provide some basic advice regarding promoting the workshop.

Workshop Pricing:

We ask for all expenses covered (includes all travel costs and lodging) plus a sliding scale of \$1,500-3,000 for a 1-day workshop and \$2,500-5,000 for 2-day workshop. For shorter talks, we can discuss the fee (a 1.5 hour talk can average \$500 plus travel expenses). The facilitator/presenter can stay with a host to save on lodging costs if that is preferable. We always leave the amount within the sliding scale to the host to decide, but assume that the host will pay the full amount if possible, and less if financial constraints prevent this. Both workshops can be conducted as either a 1-day or 2-day workshop, but we are using the 1-day format more frequently as it is easier for participants to fit into their schedules. Sometimes we reduce our fee or waive it for institutions/individuals that can't afford much if it's in conjunction with another event in the region. We understand if the lower end of our sliding scale is out of reach and we try to work with the school or organization if they have trouble covering the full amount.

Payment Schedule and Cancellation Fee:

If possible, we like a portion (30-50%) of the workshop fee to be paid when the program is officially arranged, and for the remaining amount to be paid 30 days before the workshop. If a workshop is cancelled for any reason by the host site, a \$100 administrative fee is charged.

Handouts and books:

We provide printed material for the workshop, including one copy per participant of either The Power & Promise of Humane Education for the

Sowing Seeds Workshop (which retails at \$15.95) or Most Good, Least Harm: A Simple Principle for a Better World and Meaningful Life for the MOGO Workshop (which retails at \$15). If a host site pays on the lowest end of the sliding scale (\$1,500), we just ask that you pay, at cost, for any book quantities over 50. Power & Promise can be purchased at cost from us for \$7 each and Most Good, Least Harm can be purchased at cost for \$9 each. We do ask that each participant receive a copy of a book for attending the workshop.

Catering:

The host site will make arrangements for catering, if applicable, or choose a venue within walking distance of good lunch options. Sometimes a local natural food store will donate snacks or breakfast items if asked.

Guidelines for Provisioning a MOGO or Sowing Seeds Event:

- If any products are distributed to participants: reused if possible, or recycled and recyclable; minimum packaging and plastic; avoid unnecessary items;
- If food and drinks are served: non-disposable utensils and plates/cups; plant-based (vegan), organic, fair trade, and local to the degree possible; composting available if possible.

None of this is required by any means, but it's always ideal to best model the message of the workshop in this way.

Other:

Travel: The host organization arranges for pick up and return of the facilitator/presenter to the airport, and arranges for travel within city where the event is taking place. Alternatively, a rental car can be arranged at the expense of the host site, but the former is preferred.

Certificates: We will provide certificates of completion if needed or desired.

Contacts: The host site collects the name, address, phone and email address of each registrant and provides a legible list to us within one week following the workshop. We will add the participants to our e-newsletter and announcement list.

Please contact us with questions or for more information:

Amy Morley, Workshop Coordinator

amy@humaneeducation.org, (207) 667-1025