



Soroptimist Foundation of Canada

TUNING INTO OUR TEENS PROJECT PLANNING WORKBOOK

**Prepared by SI OF THE LANGLEYS
and presented at the
SFC Annual General Meeting October 2003**

** This is a condensed version in that it does not include the initial project funding proposal included with the first distributed copies. This workbook is intended to be used with the *Planning Template* developed in October 2007.**

How to Use This Planning Workbook

This is the *first draft* of a planning workbook and is intended to help other SI clubs launch the project in their own communities. The information, tips & ideas are based on what we learned in presenting our first conference; feedback from our club members; the professionals who participated; and the attendees.

We expect that this workbook will “evolve” with input from other clubs who launch the project. Just as every SI club is different, so is the flavour and specific needs of every community. This workbook is intended for use as a *guide*.

- The first step in planning a TIOT conference is to review the project’s objectives. Then go through this entire workbook as a club. This will help your club to define the type of conference that meets your club’s focus, time, and financial parameters.
- Once you have reviewed the various organizing modules, discuss how to divide the responsibilities among club members.
- Organize a project committee. Decide on a project chairperson or two, and have members take on a role that best fits with their area of expertise.
- *Remember: The time commitment is greater in the first year.*
- Clearly define the goals and create a plan for a conference that best suits your club and your community needs.
- Make sure everyone knows “who’s doing what.” Formalize the different tasks.

**Never doubt that a small group of thoughtful, concerned
citizens can change the world.
Indeed, it is the only thing that ever has.**

Margaret Mead, Anthropologist

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Venue

- centrally located
- easy access
- ample parking
- inexpensive, or even better
- free!

Numbers

- your budget
- capacity of venue

Cost to attend

- free, or
- by donation

Lunch onsite – if full day

- catered, or
- prepared by club members

Suggest charging for a small lunch – sandwich and fruit.

Coffee & other refreshments

Suggest coffee/water be available in the room where workshops are held

Daycare

Our suggestion is not to offer this “perk”. ”We had approximately 150 attending and 20 children.

Workshops

Once you have decided on your conference theme and narrowed down the topics to focus on, the next step is to determine the style and type of workshops you want to present. The most common style is a presentation done seminar style. Following are a few other ideas.

Video

There are excellent high quality videos available focusing on adolescent issues that are thought provoking and give valuable suggestions & advice. This is an excellent way to get the conference off to a good start.

Interactive workshop

Interactive workshops give everyone an opportunity to share their ideas. Facilitators generally supply a guide with questions to get the discussions going.

Panel discussion

A panel of professionals, e.g. health nurses covering various areas of health, body image, safe partying, safe sex, etc. will offer something for everyone.

Choose Wisely

It is very important that your speakers are experienced; interact well with their audience; and have thorough knowledge of the topic.

If you have the opportunity, evaluate possible presenters by attending one of their workshops/seminars.

Ask for references so you can check out the speaker's reputation and credibility. You need to ensure your speakers are dynamic!

Honorariums

Cost of speakers needs to be considered when you establish your budget.

Most professional speakers have set fees for their presentations.

Although professionals such as school counsellors and librarians did not mention a fee, to show our appreciation for their support we gave each a \$200.00 honorarium. This also makes us feel comfortable to ask them again.

Equipment required

Ask facilitators to give you details of equipment they require for their presentation. Give the club member arranging the facility details ample time to make the arrangements.

TIPS

Workshop facilitators may want to include their presentation outline and/or other discussion materials in the personal resource kit that everyone attending receives. Give them a specific deadline when you need this information.

Plan for the unexpected - life happens - and you may find yourself on conference day with a last minute speaker cancellation. Discuss this possibility with the facilitators and prepare for an impromptu panel discussion in place of the cancelled workshop.

If you don't have a club member who is knowledgeable on electronics, contact your local high school. Many schools offer courses in electronic media technology and can suggest a student you can 'hire' for the day.

- Press kit which includes;
 - one page summary/press release
 - poster
 - conference flyer
 - club brochure
 - information card

Other ideas include;

- Bookmarks
- Banner(s)

Where to start ‘getting the word out’

Introduce the project to your mayor and get her/him ‘on board.’ The mayor’s backing will open the door for support from local public services and community organizations, along with their resources in helping you promote the event.

These include:

- Parks & recreation programs
- Library(ies)
- Community family services & support organizations & agencies
- Big Brothers & Sisters
- Girl Guides
- YWCA

Post the information on your SIA region’s website.

Sample press release

**A MOTHERING CONFERENCE –
exploring issues facing adolescent girls**

Saturday May 31st, 2003 8:00am - 3:00pm

**Douglas Park Community School
5409 206th Street, Langley, BC**

Presented by Soroptimist International of the Langleys

We are eager to share our vision of Soroptimists *Making a Difference* in our community by presenting a Mothering Conference, May 31st, 2003. A full day conference (at no cost to caregivers) that will explore issues surrounding adolescent girls. By providing a forum for Mothers to learn and discuss common issues surrounding their teenagers and by inviting our community to participate, we hope to open a door toward reducing the effect of these concerns on families & communities.

We are making the business community a viable part of this project by recruiting sponsors for this premiere event; a conference that is hosted, facilitated & sponsored by people living and working in Langley.

To emphasize that Mothers must look after themselves to be effective caregivers, health & nutritional tips, along with gift certificates & pampering products from local sponsors will be given away throughout the day.

We are encouraged by the overwhelming support we've received from our community's parents, educators, and government agencies. The support confirms the need for this type of conference. Presentations have been well received at meetings of the District Parents Advisory Committees, Principals & Vice Principals Meeting, the Langley Children and Youth Committee, and at the March 25th meeting of the Langley School Board.

Adolescent girls are the focus of this year's project *TUNING INTO OUR TEENS* -- the theme *from Crayons to Perfume*. We hope to expand this concept to include all parents of all adolescents in future years.

Soroptimist International is a worldwide organization for women in management and the professions working through service projects to advance human rights and the status of women. We contribute time and financial support to community-based projects benefiting women and children. Attached is a pamphlet describing our organization and its mandate in this community.

Conference Chairpersons:

Sample sponsor letter

*A Community Project
Presented by SI of the Langleys*



TUNING INTO OUR TEENS



We are eager to share our vision of Soroptimists *Making a Difference* in our community by hosting a Mothering Conference, May 31st, 2003. A conference (at no cost to caregivers) that will explore issues surrounding adolescent girls.

By providing a forum for Mothers to learn and discuss common issues surrounding their teenagers and by inviting our community to participate, we hope to open a door toward reducing the effect of these concerns on families & communities. We are making the business community a viable part of this project by recruiting sponsors for this premiere event; a conference that is hosted, facilitated & sponsored by people living and working in Langley.

Attached is a pamphlet describing our organization and its mandate in this community. Also attached is a poster and flyer outlining this year's project. Adolescent girls are the focus of the May 2003 *Tuning Into Our Teens* project -- the theme *from Crayons to Perfume*. We hope to expand this concept to include all parents of all adolescents in future years.

To emphasize that Mothers must look after themselves to be effective caregivers, health & nutritional tips, along with gift certificates & pampering products from local sponsors will be given away periodically throughout the day.

We are pleased to announce that two local businesses, Mercury Graphics and the Print Center have sponsored the creation and copying of our poster. All sponsors will be gratefully acknowledged on the enclosed flyer as well as featured at the Conference Registration Desk and in the personal resource kit given to each participant.

We would welcome your participation and sponsorship to make the 2003 Mothering Conference an actual Community Project. Whatever shape it takes; a wish list is attached.

Please feel free to offer our Soroptimist pamphlet to anyone you know who may be interested in joining our organization to help us *Make a Difference* in Langley.

Thank you for your consideration.

*Conference Chairpersons
Names and contact information*

Sample Wish List

Facility & workshop equipment

Tables & chairs
Risers/stage
Overhead projector
Lectern
Large projection screen
Microphones
Sound system

Promotional and general services & supplies

Graphic design artist for poster
Photocopying/Printing
Pocket portfolios for Personal Resource
Kits
Clear plastic brochure display holders
Laminating
Paper
Name badges
Bags for resource materials
Pens

Day Camp supplies (if applicable)

Games, Paper, Craft Supplies
Markers, scissors, paper supplies,
glue

Food & refreshments

Coffee & tea
Water
Juice
Bagels/muffins
Fruit
Rental of large coffee pots
Lunch supplies
Plates/cups/napkins/cutlery
Condiments (sugar & cream)

Décor

Balloons
Rental of tablecloths
Poster boards

Gift certificates

Pampering products/door prizes

Sample Thank You letter to Sponsors

Date

Sponsor name and address

Attn:

Re: **TUNING INTO OUR TEENS** – *from Crayons to Perfume*

Dear _____

Your support for our May 31st, 2003 conference - *TUNING INTO OUR TEENS* - was instrumental in its tremendous success. We appreciate your interest & contribution to this pilot project. It helped our club to make the event a reality. Everyone involved with planning the conference plus all the participants are very impressed by the generosity shown by local merchants such as yourself.

With the support of so many local businesses and community services, the conference truly turned into a community project. The incredible support received by the community is encouraging and indicative that as a community we want to, and can, *Make a Difference*.

Creating awareness and providing answers and resource materials on crucial issues facing our adolescents has a vital impact on us as individuals, as families, as communities, and society as a whole. Being aware and knowledgeable on current concerns enables us to respond to situations in a healthy and constructive way. This reduces misunderstanding and reacting negatively at times when our teens need our understanding and support the most. The comments we received from the participants who attended are exceptional and confirm there is a distinct need and interest for this type of forum that addresses and explores the issues facing our youth.

We are confident that the success of *from Crayons to Perfume* will go a long way toward our vision of a *TUNING INTO OUR TEENS* conference being an annual event presented by Soroptimist International of the Langleys.

We wish you a great summer.

Yours truly,

President name

Soroptimist International of the Langleys

Sample letter requesting resource materials

A COMMUNITY PROJECT

Presented by
SI of the Langleys



TUNING INTO OUR TEENS

Soroptimist International of the Langleys has launched a Community Project this year. We are eager to share our vision of Soroptimists *making a difference* in our community by hosting a Mothering Conference, May 31st, 2003 -- a conference (at no cost to caregivers) that will offer tools and resources to deal with adolescent issues.

This year's theme - *from Crayons to Perfume* - explores issues facing adolescent girls. We visualize future conferences that will include all parents, caregivers and all children. This year, a full-day conference is planned (from registration at 8:00am to 3:00pm) that includes refreshments and lunch. Also, the Boys & Girls Club of Langley will provide a free Day Camp for children 5 - 12 years of age. All participants will receive a personal resource kit, which will include a list of community resources.

By providing a forum for Mothers to learn and discuss common issues surrounding their teenagers and by inviting our community to participate, we hope to open a door toward reducing the effect of these concerns on families & communities.

Posters, information brochures, articles & advertisements will be distributed throughout our community and in our local newspapers. We are making the community a viable part of this project by recruiting sponsors for the event. Registration forms will be available at both the City & Township Halls, all Langley Libraries, the School Board #35 Office, Langley Family Services, and Douglas Park Community School.

Input from members of your group can help to make the 2003 Mothering Conference an *actual* Community Project. Douglas Park Community School has put their classrooms at our disposal to hold display tables for resource/informational materials that can be offered to mothers attending the conference. Display tables can be set up the evening before. As the morning portion of the conference consists of a video and an interactive discussion, we anticipate the displays will be in high demand during lunch and throughout the afternoon.

If you would like to have a "manned" display table and be available to answer questions, please fill out the form below and we will contact you with location information. If you'd like to offer materials, but not attend, please indicate on the form below and fax to 604 888 2999. We will arrange a time to collect your information and resource material.

Thank you.

1. **Name:** _____ **Organization:** _____

I would like to offer resources and information on the subject of _____ and will attend from _____ to _____ pm to answer questions.

I can be contacted at 604 ____ - _____.

2. **Name:** _____ **Organization:** _____

I cannot attend but would like to offer information & resources on the subject of _____ and will drop off the material at the May meeting of the Langley CYC, or I can be contacted at 604 ____ - _____ to arrange pickup.

Conference Chairpersons: (contact information here)

Sample layout of resource materials

TUNING INTO OUR TEENS *from Crayons to perfume* Display Tables

Organization Name or Topic	Table space required
SI of the Langleys	1 table
Langley Library	1 table
Boys & Girls Club	1/2 table
Parents Together	1/2 table
Bullying	1/2 table
Raves & Drugs	1/2 table
City and Township of Langley Parks & Recreation Department Youth activities – tri-fold and pamphlets	1 table
Children of the Street Society (display c/w petition)	1/2 table
BC Safe Schools	1/4 table
Safe Teen & Go Girl	1/4 table
Facts of Life Line (Planned Parenthood)	1/4 table
Fraser Valley Pregnancy Centre	1/2 table
SANE Program	1/4 table
Langley Family Services display board & pamphlets	1/2 table
Servants Anonymous Society	1/2 table
Youth On Purpose	1 table
Health & Nutrition – BC Health Guide, health articles and magazines, smoking, body piercing & tattoos display, etc.	1 table
Internet safety	1/2 table
Expect Respect – Body Shop	1/4 table
Options – Youth programs	1/4 table
Alateen, Al-Anon, AA, Narcotics Anonymous	1 table

Registration

Registration is an important tool for various stages of planning. Use convenient and simple methods to register and set up good communication within your club so you know how many people to plan for.

The majority of those who attended registered within the two weeks before the conference. We were 'tipped off' to expect that, and it rang true.

Suggest all registrations go directly to one person to keep the database spreadsheet current.

We gave the option to either fax or mail in the registration form. As we received various requests to email the registration details, we plan to look into including that option.

The simpler your conference, the simpler your registration. Start out with everyone attending the same workshops before offering choices.

Other than the basic information like name and address, you can use the form to obtain helpful planning information including how and where they heard about the conference.

Set up a spreadsheet to capture the information you need to know for planning and which can be used for a direct mail out.

Where to have registration forms available

We had them available throughout our community and found the most popular place to pick them up was at the libraries.

The registration form was later included in the advertising our local newspaper printed as part of their sponsorship, and this worked well too.

There are many options, and you will know how & where is the best for your community.

General

There are always those details that don't fit under a specific module that need planning and play an important role. Attention to the small details will ensure the event's success.

Mistress of Ceremonies (MC)

- club member, or
- individual familiar with SI and the project

Agenda

- opening & closing addresses
- timing of workshops and breaks
- flow

Feedback sheets

- club members
- participants (speakers)
- attendees

Secretarial duties

- thank you letters

Databases

Set up a database to capture contacts for future use and direct mail outs.

Photographer

Every club has a member who loves taking pictures!



TUNING INTO OUR TEENS

from Crayons to Perfume



MAY 31, 2003 Mothering Conference

Key Participants & Club Members

FEED BACK SHEETS

Please complete this feed back sheet with your thoughts, ideas, & suggestions on the various aspects of the conference. While it is fresh in our minds it is important we identify and discuss both the strong points along with the areas that need some fine-tuning. Appreciate your time and input.

Facility:

- Location
- Layout functional
- Parking

Agenda – flow of the day, MC:

Workshop themes and workshop facilitators:

Dyan Burnell – *Reviving Ophelia*

Diane Sowden – *It Can Happen To Anyone*

Dawn Silver – *Tuning Into The Internet*

Sue MacKenzie – *Enjoying Our Daughters*

Resource Materials:

- Personal Resource Kit
- Displays (some supplied by organizations – collages made by club members)
- Resource materials

...continued ►

Registration:

Food & Hospitality:

Décor:

Participant Feed Back Sheets:

Publicity – including poster, flyers, bookmarks, info cards:

Sponsors/Draws:

General organization tips and ideas:

What did you like the best and why?

What areas need tuning up and why? Please include your ideas.

Additional comments:

Please give completed form to _____

Mail to: Soroptimist International of _____
Address

Or email to:

Thank-you!

Suggested Timeline for Conference Planning

Start initial planning five months before conference date and you may find the flow of this timeline useful.

- Review the project objectives & the entire planning workbook as a club
- Clearly define the conference you will be presenting. Ensure it meets your club's time and financial parameters
- Organize a project committee. Decide on a project chairperson or two, and have members commit to roles that best fit their area of expertise
- Confirm the venue and date
- Secure the workshop facilitators
- Prepare the publicity materials
- Plan the advertising and presentations in your community
- Introduce the project to the community (ongoing until conference day)
 - start at the top with your mayor
 - local newspaper – requesting sponsorship
 - school office
 - community agencies
 - public health
 - library(ies)
- Approach local businesses for sponsorship
- Identify topics for resource materials to display and pursue obtaining them
- Plan your registration form and process
- Plan your hospitality and décor
 - refreshments and lunch (if full day)
 - posters, collages on conference theme (home made including local newspaper clippings)
- Develop your feed back sheets for both participants and club members

- Decide what you will include in the Personal Resource Kits and prepare the information, including;
 - agenda
 - letter of welcome (from club president or mayor)
 - workshop outlines
 - sponsor list
 - feed back sheets
- Fine tune the areas under the Facility module and ensure everything is on track
- About two weeks before the conference you will have a good idea on the interest and how many people to expect. This is when the final planning takes place and it all comes together.

**If there was ever a time to dare, to make a
difference,
to embark on something worth doing,
*IT IS NOW***

We wish you much success!!

**SI of the Langleys
207 – 20465 Douglas Crescent
Langley, BC CANADA
V3A 4B6**