

# *TOOL BOX*

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RESOURCES FOR PLANNING TEAMS



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## ***Introduction to the Soul Shop™ Tool Box***

Thank you for hosting the Soul Shop™ Event.

The Soul Shop™ Event provides both inspirational and practical tools to help congregational leaders form safe organizations for people who are desperate. By bringing this training to your area you are saving lives that may have otherwise been lost to suicide.

This Tool Box seeks to provide all the tools you need to organize the Soul Shop™ Event in your location. **The core of the Tool Box is in the next five pages. We encourage you to read these carefully.** If you are using an electronic version, these pages provide links to further information in the rest of the document and external documents that provide details for organizing this event. Depending on your experience with networking and event-planning, different aspects will be helpful to you. [Bryan Bass-Riley](#) awaits the **opportunity to walk you through the Toolbox in a detailed way and answer all questions.**

All materials within this document belong to [PPI](#). The hosting organization has permission to copy all or portions of this notebook for planning purposes.

If you have suggestions for improving this document, please send them to Rachel Becker at [rbecker@ppi-online.org](mailto:rbecker@ppi-online.org). Thank you for partnering with us!

- The PPI Soul Shop Team

## ***Important Contact Information***

**Bryan Bass-Riley** provides primary logistical contact between [PPI](#) and host organizations. He guides hosts through the process of implementing the Soul Shop™ Event in their location.

Contact: [BBassRiley@ppi-online.org](mailto:BBassRiley@ppi-online.org), 412-737-4378

**Fe Anam Avis** provides initial and conceptual contact between [PPI](#) and host organizations. He guides hosts through the process of deciding whether to do the Soul Shop™ Event in their location.

Contact: [Fe@ppi-online.org](mailto:Fe@ppi-online.org), 614-208-4090

[More about the PPI Team](#)



## **The Executive Team**

It will be essential early on for you to form a team in your geographic area.

This includes community partners and an Executive Team. We recommend the following people for the Executive Team:

**Team Lead:** this person usually was the one who first contacted [Fe](#) at PPI with the desire to bring the Soul Shop™ Event to your region. They provide leadership for the whole process and interface between the team and PPI.

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Logistics Lead:** this person holds the detailed view of the various component parts of the event. They are responsible for all [background logistics](#) of the event.

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Registrar:** this person keeps track of [registration](#). They respond to questions, take phone calls, responds to emails, keep track of online registrations and run the registration table on the day of the event.

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Promotional Lead:** this person puts together and implements a [promotional plan](#). This includes networking, promotion through social media, and other means of promotion.

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_



## ***Your Support from PPI***

PPI commits to providing host sites with the following:

- A presenter
- Workbooks and materials to sell at a profit to the host
- Guidance through the Soul Shop™ Event process
- This manual, which contains extensive event planning details
- Examples and templates of promotional materials
- Assistance with community networking through the CAST event
- Guidance in continuing to spread the Soul Shop impact in your region

If you ever have concerns about PPI meeting these commitments, please do not hesitate to contact [Fe](#).

## ***Soul Shop™ Event Objectives***

The Soul Shop™ Event has four objectives:

1. Familiarize leaders with the incidence and impact of suicidal desperation on the adults and youth in their faith communities and beyond
2. Train leaders in a simple, conversational method for saving the life of someone considering suicide.
3. Equip leaders to address suicidal desperation as a regular aspect of their life and work.
4. Engage leaders in an ongoing, strategic effort to shift the way that faith communities deal with suicide.

The first two objectives are the focus of the morning session; the 3rd and 4th objectives are the focus of the afternoon session.

See the Soul Shop™ [Mission, Vision and History](#) for a wider perspective on the Soul Shop™ Movement.



## ***Soul Shop™ Terminology***

**Soul Shop™ Event:** the core one-day training in which congregational leaders learn to provide a protective culture in their communities. The focus of this toolbox.

**Soul Shop™ Movement:** the spread of soul safe communities throughout the country for which the Soul Shop™ Event provides the cornerstone.

**PPI:** Pittsburgh Pastoral Institute is the organization that coordinates Soul Shop on a national level.

**First Day Person:** someone who has never experienced suicidal desperation but wants to support those who do.

**Second Day Person:** someone who has gone through the dark night of suicidal desperation and come out the other side to a new hope.

**Host:** the original person or organization that brings The Soul Shop™ Training to their region. That's you! Thank you!

**Executive Team:** The group of people who work with the host to implement the Soul Shop™ Event. Ideally at least four people.

**CAST** (Community Awareness Skills Training): an event that frequently occurs the evening before The Soul Shop™ Training to bring together community leaders around suicide prevention.

**ASISI** (Applied Suicide Intervention Skills Training): a two-day event which provides intensive training on how to intervene in the moment when someone actively considers suicide. A program of [Living Works](#).

## ***Soul Shop™: More than an Event***

Soul Shop™ goes beyond the one-day Soul Shop™ Event. It is a movement created to transform the way that faith-based communities address those impacted by suicidal desperation through

- Equipping leaders to minister to those at risk for suicidal thinking, those concerned for family members and friends, those who have suffered the trauma of losing a loved one to suicide, and those who have experienced suicidal thinking in the past.
- Resourcing leaders to create congregational cultures characterized by a readiness to engage in life-saving, life-healing conversations.
- Creating collaborative partnerships within the community that facilitate the development of efforts that strategically reduce the impact of suicidal desperation.

These goals are significantly more challenging and long-lasting than holding a one-day Soul Shop™ Event. We hope you will continue to work with us before and after the event to create a more permanent change.



## ***Other Helpful Links***

If you're viewing this Toolbox on a computer, you can click on the blue sections below and they will take you to other portions of this document. There is also a navigation screen to the left of your page that indicates a detailed outline of the content of the Toolbox. If you are not viewing this on a computer, you can navigate through the page numbers indicated below.

[Event-planning timeline](#) (page 7): this timeline conveniently details the whole process of planning a Soul Shop™.

[Partnerships](#) (page 11): this section lists type of partners you might bring in to help with your Soul Shop™.

[Finances](#) (page 12): this section contains tools to try to ensure your event brings in as much money as it puts out.

[Promotional Strategy](#) (page 13): this section provides suggested process, templates and tools for promoting your event.

[Logistics](#) (page 21) and [Registration](#) (page 24): these sections contain the background details of setup work that needs to be done for a successful event.

[Types of Soul Shop trainings](#) (page 28): find out options to spread Soul Shop beyond the one-day presentation – page 28.

**Other Marketing Principles:** [Appendix 4 \(page 30\)](#), [Appendix 5 \(page 31\)](#) and [Appendix 6](#) (page 33) communicate other helpful principles as you consider how to form a team, build partnerships, and promote Soul Shop.



## **Event Planning Timeline**

### **5-6 Months Ahead: Initial Contact**

\_\_\_ Connect with [Fe Anam Avis](#) to gain initial information and express interest

\_\_\_ Learn about the Soul Shop™ [Mission, Vision, History and Philosophy](#)

\_\_\_ Process whether hosting the Soul Shop™ Event works well for your organization in terms of:

[Financial resources](#): see [Cost Sheet](#)

[An executive team](#) to handle [promotion](#) (goal of having 25 to 80 participants), [registration](#), [logistics](#)

\_\_\_ Determine what [training options](#) you would like to include: The Soul Shop™ Training, [Community Awareness Skills Training \(CAST\)](#), ASIST.

\_\_\_ Work with [Fe](#) to set a date (ideally at least 5 months out) and finalize a [contract](#)

\_\_\_ Send in the signed [contract](#) to [Bryan](#). Bryan will work with you from here on out on the logistics of the event.

### **4-5 Months Ahead: Form your Team**

\_\_\_ Brainstorm [partnering organizations and people](#) with the goal of forming an [executive team of at least four people](#).

\_\_\_ Contact organizations with a [range of partnership possibilities](#)

\_\_\_ Among the [executive team](#), determine how [team responsibilities](#) will be divided.



### 3 Months Ahead: Early Logistics

<b><u>Team Lead</u></b>	<b><u>Logistics Lead</u></b>	<b><u>Registrar</u></b>	<b><u>Promotions Lead</u></b>
<p>Provide all communication between the team and <a href="#">Bryan</a> at PPI.</p> <p>Keep track of progress of team members in their roles.</p> <p>Continue to work with <a href="#">partners</a> to ensure the enactment of their promised roles.</p> <p>Continue to seek financial and promotional partners.</p>	<p>Gather all costs-related information from team members; work with your team lead on setting a <a href="#">price point</a> for your Soul Shop™ Event.</p> <p>Research <a href="#">appropriate venues</a>; determine venue</p> <p>Determine whether <a href="#">food or beverages</a> will be provided at the <a href="#">event</a> and a general cost point for those.</p>	<p>Work on creating <a href="#">online</a> and <a href="#">paper registration options</a>.</p> <p>Provide registration links and instructions to promotional lead to include in promotional material.</p> <p>Determine whether <a href="#">continuing education</a> will be offered and make necessary adjustments to registration process.</p>	<p>Create a <a href="#">promotional strategy</a> and work through details of how to implement it.</p> <p>Adapt <a href="#">promotional material</a> provided by PPI to the details of your event.</p> <p>Work with registrar to make sure all promotional materials interface smoothly with registration process.</p>

## 2 Months Ahead: Promotion, Registration and Trainer Contact

<b><u>Team Lead</u></b>	<b><u>Logistics Lead</u></b>	<b><u>Registrar</u></b>	<b><u>Promotions Lead</u></b>
<p>Provide all communication between the team and <a href="#">Bryan</a> at PPI.</p> <p>Keep track of progress of team members in their roles.</p> <p>Continue to work with <a href="#">partners</a> to ensure the enactment of their promised roles.</p> <p>Continue to seek financial and promotional partners.</p>	<p>Be in touch with the Soul Shop™ trainer to sort out travel plans, accommodations, arrival times, etc.</p> <p>Finalize the details of the event schedule with the trainer</p>	<p>Respond to all questions about the event by email or phone.</p> <p>Keep track of all registrations through a spreadsheet. A shared google sheet is recommended so other team members can track the registration numbers.</p> <p>Communicate current registration number to other team members every couple of weeks.</p>	<p>Work on widespread distribution of promotional materials.</p> <p>Work on networking face-to-face, with groups, and with organizations to increase registration.</p> <p>Determine whether further promotional strategies are needed.</p>

## ***Last Month: Final Details***

<b><u>Team Lead</u></b>	<b><u>Logistics Lead</u></b>	<b><u>Registrar</u></b>	<b><u>Promotions Lead</u></b>
<p>Continue to provide all communication between the team and <a href="#">Bryan</a> at PPI.</p>	<p>Work with the venue on <a href="#">setup</a> &amp; <a href="#">audio-visual needs</a>.</p>	<p>2 weeks before the event, send your current &amp; projected total registration to <a href="#">Bryan</a> for shipping. PPI will add 15% to your number to make sure you have enough to cover last minute registrations.</p>	<p>Continue promotional process</p>
<p>Continue to keep track of progress of team members in their roles.</p>	<p>Finalize ordering, delivery, setup &amp; distribution of food and beverages at the event.</p>	<p>Work with <a href="#">Bryan</a> for shipping. PPI will add 15% to your number to make sure you have enough to cover last minute registrations.</p>	<p>Work with <a href="#">partners</a> to determine who wants a <a href="#">promotional table</a>. Collect payments for promotional tables.</p>
<p>Continue to work with <a href="#">partners</a> to ensure the enactment of their promised roles.</p>	<p>Work with the promotions lead to determine promo table setup.</p>	<p>Continue to respond to event questions and keep track of registration.</p>	<p>Work with logistics lead for setup of sufficient promotional tables outside the presentation room.</p>
<p>Consider the role and process of <a href="#">long-term organizational changes</a> in your organization.</p>	<p>Work through a hospitality plan for the trainer</p>	<p>Communicate current registration number to other team members every couple of weeks.</p>	

## Day Of: Registration and Materials

<b><u>Team Lead</u></b>	<b><u>Logistics</u></b>	<b><u>Registrar</u></b>	<b><u>Promotions</u></b>
<p>Introduce yourself, your organization and the trainer Be present for the presentation.</p> <p>Be available to network with participants</p> <p>At the end of the day, congratulate yourself on an event well-done</p> <p>Make sure team members know how much you appreciate all their hard work behind the scenes.</p>	<p><b><u>Lead</u></b> Ensure setup is as expected and there are enough chairs and tables for walk-ins.</p> <p>Coordinate the smooth provision of all intended food and beverages.</p> <p>At the end of the day, make sure participants fill out the last two pages of the workbook and hand them in.</p> <p>At the end of the day, congratulate yourself on an event well-done!</p>	<p>Arrive 30-60 minutes early to set up the registration table including:</p> <ul style="list-style-type: none"> <li>• A list of all registrants and how much they have paid or owe</li> <li>• A registration sheet to obtain necessary information from last minute walk-ins</li> <li>• Pens</li> <li>• Nametags and markers</li> </ul> <p>Provide information at participant request</p> <p>At the end of the day, congratulate yourself on an event well-done!</p>	<p><b><u>Lead</u></b> Setup and run sales table of all Second Day materials</p> <p>Work with partners to make sure all promotional tables are adequate</p> <p>Continue to network with partners and participating individuals for the sake of longer-term partnerships in suicide prevention.</p> <p>At the end of the day, congratulate yourself on an event well-done!</p>

**Post-Event: Closing out Finances, Doing Follow-Up**

<b><u>Team Lead</u></b>	<b><u>Logistics</u></b>	<b><u>Registrar</u></b>	<b><u>Promotions</u></b>
<p>Determine application of Soul Shop™ Event to your organization. Continue to work with PPI and your trainer in this process.</p> <p>Compare final income and expenditure from event to see how it came out. Distribute monetary loss or gain to partners as previously agreed.</p> <p>Work with team to ensure follow-up steps.</p> <p>Receive PPI invoice and ensure payment.</p>	<p><b><u>Lead</u></b> Return evals, follow up forms &amp; unused materials(work books &amp; sales items) to PPI at: <b>6324 Marchand St Pittsburgh, PA 15206 Attn: Bryan Bass-Riley</b></p> <p>Send final number of used materials to <a href="#">Bryan</a> for invoicing</p>	<p>Send list of names, addresses and type of license to <a href="#">Bryan</a> for continuing ed certificates &amp; full registration list to be added to Soul Shop Database</p> <p>Provide final participant count &amp; income to team members</p> <p>Contact anyone who failed to pay for the event. Insure payment.</p> <p>Receive &amp; pay invoice for the remainder of the PPI costs.</p>	<p><b><u>Lead</u></b>. Continue to network with partners and participating individuals for the sake of longer-term partnerships in suicide prevention</p>



## **Partnerships**

If you bring partners into the preparation process early it will make the event a lot easier for you, the host organization. Think about people and organizations who might fit one of these **partnering roles**:

- **Partners:** people or organizations who become part of the executive planning team for the event
- **Sponsors:** people or organizations who contribute financially to the Soul Shop™ Event but are not otherwise involved
- **Community Allies:** organizations who wish to participate in spreading the effects of Soul Shop™. These groups come to CAST (if there is one) and pay \$100.00 toward the the Soul Shop™ Event. In return they receive the right to put up a promotional table on the day of the Soul Shop™ Event about their services and get one free registration.
- **Champions:** people who are passionate about suicide prevention and are interested in drawing other people to the Soul Shop™ Event on a one-to-one basis.
- **Endorsers:** public figures in your geographic region who are interested in suicide prevention and willing to write 2-3 sentences for you to use in publications promoting the event.

When having these conversations, the motivational factors listed under [“Five Reasons People Give their Time”](#) might be helpful.

Many organizations thank their sponsors by making their names public at the Soul Shop™ Event either through a list included in the event material or on a large poster visible to all participants.



## ***Finances of the Soul Shop™ Event***

Our hope is that your Soul Shop™ Event will pay for itself through registrations and the sale of books, mugs and congregational curriculum. However, as with all events, reaching this outcome is tricky, since it is impossible to know ahead of time how many people will register. Therefore it is wise for the host organization to be willing to take a loss or gain of up to \$500.00.

Putting on a financially successful Soul Shop™ Event depends heavily on either:

- Being well networked within the faith community of your geographic area, so that when you send out an event invitation it reaches a large number of church leaders
- Being able to put a lot of time and effort into promoting the event

Attached here is a [cost sheet](#) that will give you a sense of the costs of the Soul Shop™ Event and how many registrants at what price point would be required to meet them. Other ways to off-set costs are to have Soul Shop™ [materials for sale](#) and/or [paid promotional tables](#). For questions or more details, contact [Bryan Bass-Riley](#).



## ***Materials for Sale***

PPI provides a variety of materials that can help off-set the cost of the Soul Shop™ Event.

### ***A Second Day books:***

Fe Anam Avis' autobiography of reaching through the night of suicidal desperation to a Second Day.

### ***Soul Shop™ for Leaders DVD's***

A DVD of the teaching from the Soul Shop™ Event in a summarized form.

### ***Second Day mugs:***

Mugs that artistically feature the words "I have lived to reach a Second Day" imbedded in an image of birds in flight into a sun-filled sky. The semi-colon is also a prominent part of the image. The semi-colon symbolizes recovery from suicidal desperation: life did not end with a period but has reached a new beginning on the other side of the semi-colon.

### ***Soul Shop™ for Congregations:***

This is a two-hour teaching about suicide prevention that can be useful in the context of Sunday Schools or other church meetings or educational moments. It is an excellent follow-up after the The Soul Shop™ Training as hosts continue to shift their organizational culture.



## **Promotional Strategy**

We recommend two approaches to promotion: one-on-one networking and wide-spread use of social media. We hope you will bring up the Soul Shop™ Event continually in individual conversations with faith community leaders since research shows that this is more effective than any other promotional strategy (see [The Ladder of Communication](#) for more info). Here are further [helpful tools](#) in thinking about how to approach those conversations.

Nonetheless, one-on-one conversations are unlikely to reach the majority of your community since they are time and energy intensive. As a result, we recommend that you also make use of tools that reach larger audiences, such as social media, press releases, websites and e-blasts (see [promotional materials](#) below).

## **Strategy Example**

Here are types of promotional initiatives used by other Soul Shop teams. You may not use all of them, but hopefully they will inspire you with ideas of what might work in your region.

Promotion through:

- Our web site with registration forms and info
- Center e-letter and with flyers available at all events
- Personal letters, phone calls and emails to clergy and schools
- Free ads in free local Christian magazines
- Radio interview on Christian Radio,



- Television interview on Christian Television
- Feature on monthly NBC affiliate Mental Health Monday show
- Large email list of mental health providers in area
- Local tv news stations, hosts and newspapers who gave great coverage during and after the event
- Publicized with local Healthy Minds Task Force and NAMI and offered to promote their upcoming event
- Invited mayor to speak at the event during lunch
- Social Work Board/Assoc - posted on their web site
- Participation in a local suicide prevention coalition that promoted the training throughout their network and provided onsite volunteers
- Promotion at the Survivors Day offered through the American Foundation of Suicide Prevention

Outreach to:

- Various denominational conferences, foundations or judicatories with phone calls and emailed promotional materials for them to send to members
- Hospitals, medical foundation, home elder care, funeral home
- Church outreach committees
- Prominent churches: sponsorships/donations and from pulpit
- Outreach to chaplains at military base about event
- Local Christian colleges - nurse and college counselor attended
- Local clergy associations



## **Promotional Materials**

As of 6/2016, PPI can provide the following helpful promotional materials (attached here and available through [Bryan](#)).

- [PPI logo](#)
- [Soul Shop™ logo](#)
- [Soul Shop endorsements](#)
- [A blog post/newsletter article by Fe Anam Avis](#)
- [Example radio promotion](#)
- [Second Day books, mugs, one-hour curriculum and DVDs for sale](#)
- [Modifiable Press Release](#)
- Modifiable trifold brochures for mailings: [in Publisher \(.pub\)](#) or [in Word \(.doc\)](#)
- Modifiable trifold brochures for other forms of distribution: [in Publisher \(.pub\)](#) or [in Word \(.doc\)](#)
- [Modifiable bulletin inserts in Publisher \(.pub\)](#)
- [A professional promotional video](#)

**PPI is working to provide the following materials** (check with [Bryan](#) to see if they are ready):

- Example Save the Date
- Modifiable Save the Date in Word

If there are other promotional materials you would find helpful that are not on this list, contact [Bryan](#).



## ***Soul Shop Endorsements***

### ***From Recent Participants:***

“Awesome, outstanding, passionate!”

“[Fe is] a calming, real life soothing spirit with personal knowledge.”

“I will train other...leaders to use CALL and be prayerful concerning suicide.”

“Excellent preparation, moderation, and delivery. Engaging.”

“[I learned] easy to understand way of helping people and practical ways to be a church that helps.”

“Excellent. Far surpassed my expectations.”

“Great day. Thank you! Best single day seminar I’ve been to!”

“Wonderful, deep, practical teaching.”

“Helped me connect suicide to teachings and grace offered in scripture.”

“[I learned] strategic ways to minister and to intervene in a crisis of possible suicide.”

“Made me more aware of being on watch and available to those who are hurting.”

“Best suicide prevention training I have attended in 20 years of military service.” “Everything was wonderful. Would love to experience this again.”

“I feel more comfortable about talking with people about suicide.”

“Wonderful mix of practical application, personal experience, and theological perspective.”

## ***From Community Leaders***

"The Soul Shop training can save lives, maybe the life of someone chose to you. Fe helps us understand suicidal thinking, provides straightforward ways of talking about suicide and suggests ways for faith communities to address the desperation many people feel. It is, without doubt, one of the best trainings we have offered to our churches and community."

Jim Hanna, D.  
Min. Therapist  
Samaritan Counseling Center, Lancaster, PA

"Have you ever taught I am my brother's keeper? Soul Shop™ creates a safe space to honestly look at your perceptions of suicide. Fe teaches us how to truly be present with someone in the depths of despair, how to convey hope and how to save lives. It is time to remove the walls the stigma of mental illness has created and to truly be our brother's keeper. Don't miss the opportunity!"

Tamara Widdows, LISW-S

"I found the Soul Shop™ training to be a meaningful opportunity for introspection about how I feel about those who ideate suicide or actually suicide. It also provided simple, practical methods to assist those who are at risk. In my professional capacity as a registered nurse working with the low income population, the training was relevant and a source of hope that I can make a difference. I would recommend this one day of training to anyone who cares for others and wants to do it more effectively."

Dorcas A. Cyster, RN  
Nursing/Program Supervisor  
Healthy Beginnings Plus  
Lancaster General Health

"Soul Shop accomplishes two things. First, it provides an opportunity and the process for participants to develop the level of comfort needed to talk with a person, in a respectful and life affirming manor, who may be feeling desperate and considering suicide. Second, participants in Soul Shop will create specific and practical ways for a faith community to confront the deadening silence we tend to maintain around suicide."

David Miron  
Instruction Facilitator in Comparative Religion  
Elizabethtown College



## **Press Release**

### **Suicide Prevention Training Is Scheduled**

By [Click here to enter text.](#) [Click here to enter text.](#)

[Click here to enter text.](#) – **Soul Shop™ Trains Church Leaders to Save Lives**

In an effort to stem the rising tide of suicidal desperation in our society, [Click here to enter text.](#) is bringing the Soul Shop™ Event to our community. The Soul Shop™ Event is a daylong training specifically designed for church leaders, clergy, program staff, lay ministers, office staff, and faith-based therapists who want to learn how to save the life of someone contemplating suicide.

#### **About the Host Organization: [Click here to enter text.](#)**

Enter desired information about your organization.

#### **About PPI**

Pittsburgh Pastoral Institute facilitates the Soul Shop™ Movement nationwide: [www.SoulShopMovement.Org](http://www.SoulShopMovement.Org). PPI also provides counseling services and other training opportunities for clergy and therapists in Western Pennsylvania. For more details about PPI, see [www.ppi-online.org](http://www.ppi-online.org).

#### **Contact**

To learn more about the Soul Shop™ Event, please contact [Click here to enter text.](#) [Click here to enter text.](#) [Click here to enter text.](#)



## **Promotional Tables at the Event**

One of the goals of Soul Shop™ is to create a network of suicide prevention resources in a geographic area. One way to do this is to have tables where various community organizations can present who they are and how they serve the suicidally desperate. Either these tables can be free (especially to partners or organizations that participate in a CAST the day before) or you can charge up to \$100.00 per table to help you pull even financially for an event (see [partnership types](#)). Many organizations will be willing to pay a fee for the opportunity to promote their services.

Possible participants include the fire department, police department, counseling centers, hotlines, hospitals, schools, support groups, NAMI, domestic abuse organizations, and other non-profits and leaders in your community. If you will be doing follow-up events to the one-day Soul Shop™ such as [ASIST \(Applied Suicide Intervention Skills Training\)](#) you might want to have a promotional table to lay out information about these events as well.



## **Logistics**

Logistics refers to everything necessary to the smooth running of an event that does not fall under one of the other categories (registration, promotion). Included in logistics is:

- **Budget:** Keeping track of all costs and finalizing the profit/loss analysis after the event.
- **Location:** [finding a venue](#), negotiating the cost of using the location and fine-tuning set-up details.
- **Caring for the Trainer:** determining accommodations, food and hospitality. Spear-heading all communication with the trainer. After the event, getting receipts for all trainer costs to be reimbursed by PPI.
- **Continuing Education:** Working with the team lead to determine whether to offer continuing education credits, what sort and implementing the necessary processes. See [details here](#). Some of the logistics can be delegated to the registrar.
- **Ordering Materials:** Let PPI know two weeks ahead how many people you expect to have at your training so PPI can put necessary workbooks and [materials for sale](#) in the mail.
- **Food:** Will you provide breakfast at your event? Coffee throughout the day? Lunch? All the setup not provided by the host organization falls to the logistics person. See [details here](#).
- **Registration Table and Day-Of Details:** Either the logistics or registration person should be on hand at the event to run the registration table, handle the sale of various items, serve lunch if needed (a second person may also be required for this), and respond to other needs.

Anyone who pulls off an event with well-run logistics deserves a medal. It's a lot of details and this person stays mostly in the background. It is important that other people on the team express their appreciation.



## ***Venue and Setup Needs***

Many organizations will host The Soul Shop™ Training at their own location. Others will find another local organization that will host. It is frequently possible to find a venue for under \$300.00 or completely for free. One approach is to find a formal partner who will provide space as their part in the partnership.

Venue requirements include:

- Space for large round tables of 8 people each for a total of 100 people
- Ability to meet [audio-visual needs](#) (see next page)
- Space outside the presentation room for a registration table, a sales table, a promotional tables for community allies, and a coffee service.
- The presentation space does not need a raised platform, as Soul Shop™ trainers prefer the more intimate feel that comes from being on the level of their audience. If there is a raised platform, ideally there would be space on the floor in front of the platform for the presenter, a small music stand or low table for notes, a flipchart with markers, and the power point screen.
- Depending on what food is being catered or made, an easily-accessible kitchen may be needed. If lunch is provided, you will also need space to serve the meal and for people to sit and eat.

## ***Audio-Visual Needs***

The venue will need the following technology: power point projector, power point screen, the ability to show video with audio, and at least one microphone. One lapel mic for the presenter and two hand-held mics for use



in exercises throughout the day are preferable.

The presenter should be on the same level as the audience (not on a stage) with a small music stand or low table instead of a podium. Ideally, they should have a way to see the slides without turning their back on the audience and have direct control of moving through the slides with a remote clicker. A flipchart and markers are also highly recommended.

## ***Food and Beverages***

PPI recommends providing lunch on site. People tend to return late from lunch if they leave the venue. The cost of lunch can be passed on to the participants as part of the registration fee. People are frequently willing to pay a little more if they know they are receiving a meal. Places like Subway, Panera, Chipotle and Jimmy Johns cater meals in the Pittsburgh area for between \$6.50 and \$11.00 a person (as of 2016). This does not usually include drinks.

PPI encourages the use of a coffee service throughout the day, as this provides a professional air to the event and is a much-appreciated courtesy to participants. Many churches and other venues can provide a coffee service for a low additional cost, or at least allow team-members to use coffee supplies on hand. If a coffee service is not available, coffee in a large quantity can be purchased from a place like Dunkin Donuts to provide hot coffee in the morning.

Some organizations also like to provide breakfast. A simple breakfast may include yogurt, granola and fruit with or without the addition of some kind of pastry. Host organizations may also come up with other breakfast options.

## **Registration**

A single person should be responsible for registration. The registrar should be someone easily accessible by phone and email who understands the basic content and purpose of the workshop, is good with details and does not mind having their phone and email widely promoted. The registrar's name, email and phone should be listed on all promotional material.

One highly functional way to keep track of registration information is for the registrar to create a google spreadsheet that looks something like [this template](#) and share it with all involved parties so everyone can know how registration is going at a given time. It is the responsibility of the registrar to keep the spreadsheet updated.

**Note:** the template is **view only**. To use it, create a new google spreadsheet and copy and paste the headings from the template into the new one. After that, you can make changes according to your needs.

### **Registration Process**

Some people will still want to register by snail mail or by direct contact with the registrar, but most prefer to register and pay online. If you do not have a website that allows this, you can easily use Eventbrite for this process. Eventbrite takes a 2% fee (plus an additional \$0.99) from each ticket. The credit card companies also charge a fee per transaction which EventBrite passes on to you. Normally this is a small price to pay for the ease of having people register online. These fees can be passed on to the purchaser, increasing the cost of each ticket, or paid by the host organization.

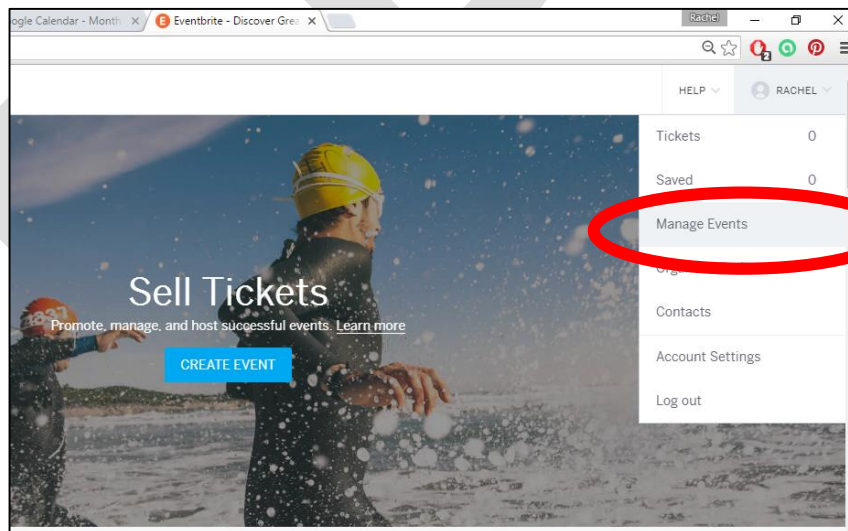
## EventBrite

If you do not have a website with capacity to register people for events, PPI encourages you to use Eventbrite. Through PPI's Eventbrite account, you can use a pre-created template for The Soul Shop Training. You just have to add the details that are unique to your event.

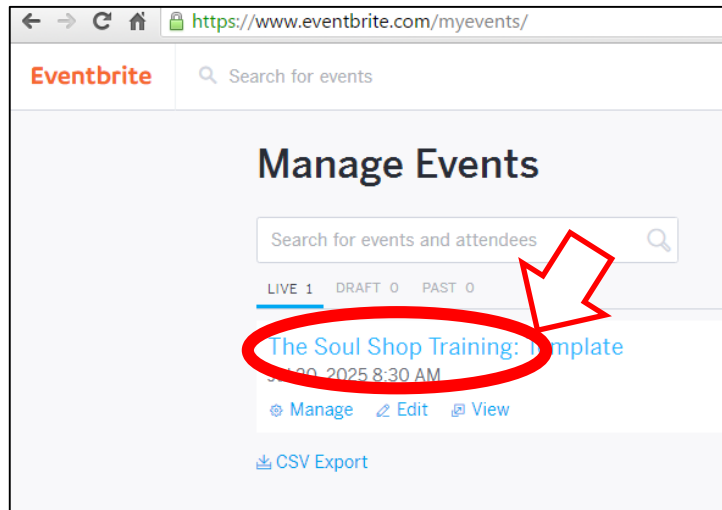
In order to access the template, let Bryan know that you are interested in this. He will add your email to the account and you will receive an email that allows you to set up your password.

Once you login on Eventbrite.com:

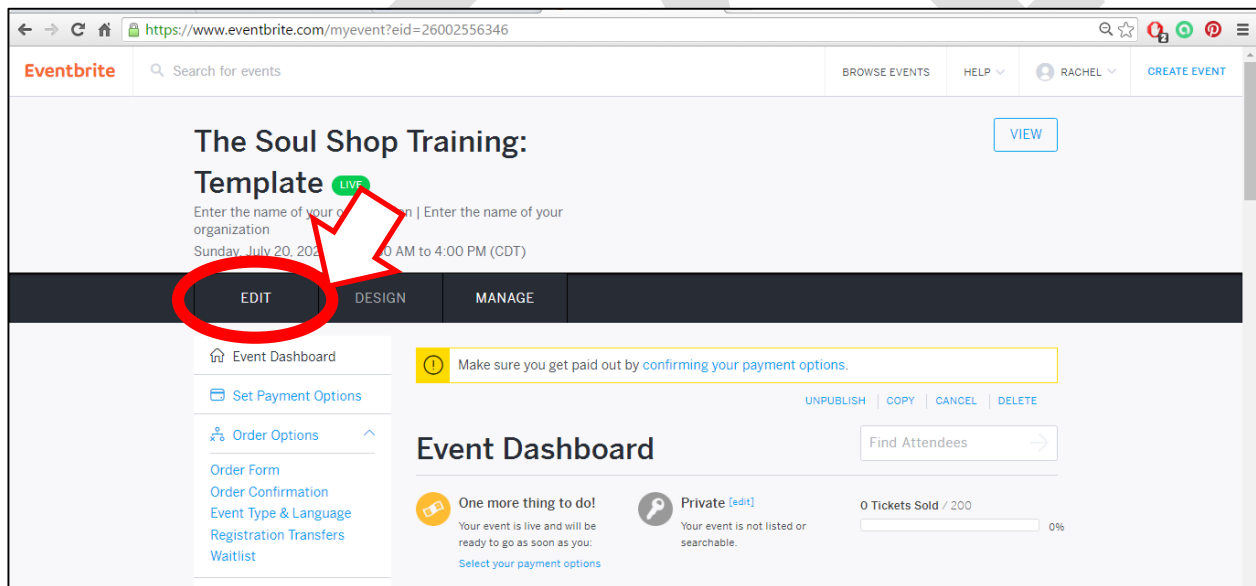
1. Click on your name in the upper right corner and select "manage events" from the dropdown



2. Click on the Soul Shop event that shows up



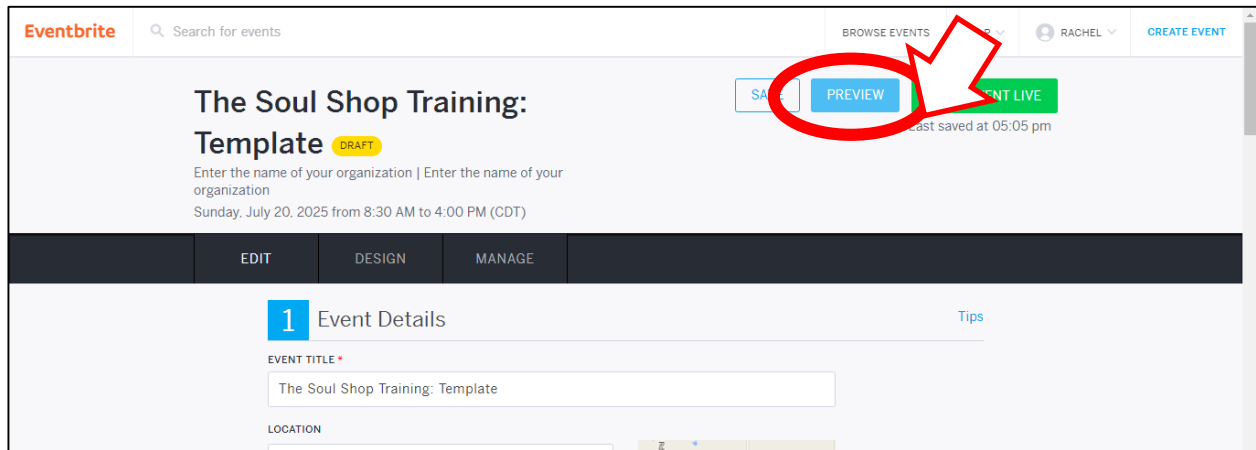
3. In the black bar across the middle of the screen, press "edit"



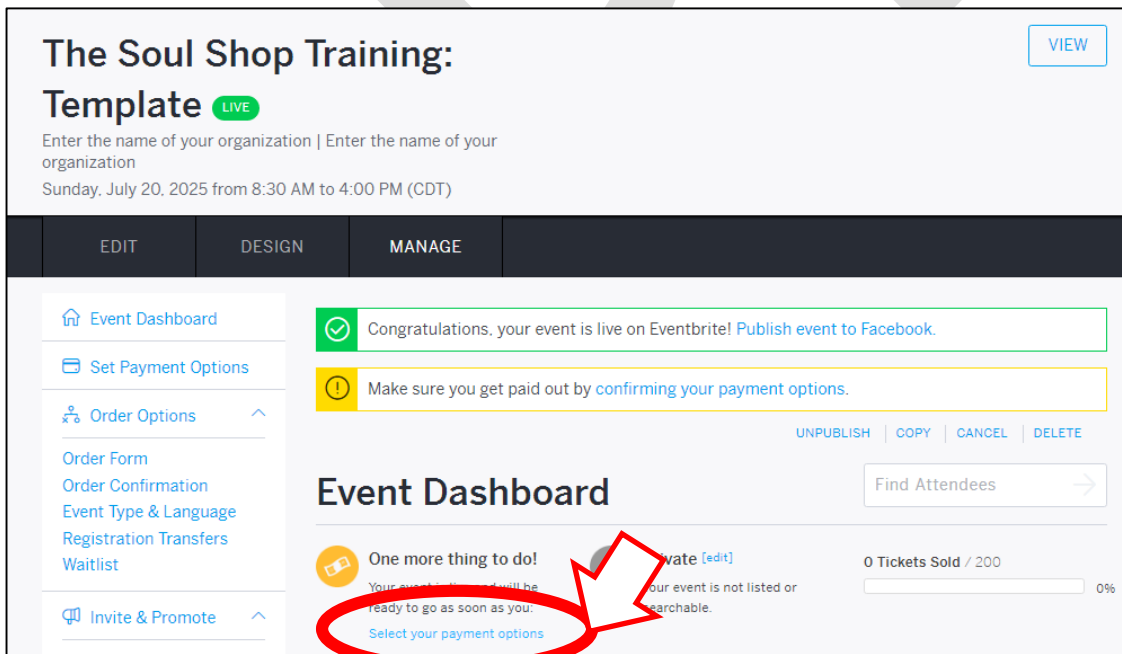
4. On the "Event Details" screen, add in the location, date and time, organizer's name and information, and ticket prices. You can also further modify details of your tickets if you press the cog to the right of each ticket.



5. To see how everything will show up online, scroll to the top and press "preview" on the right-hand side.



6. Once all the information is correct, click "make your event live."
7. A page will show up entitled "Event Dashboard." Click "Select your payment options" just under the page title.



8. Enter your payment information so that when people pay with credit cards it will go to the correct account
9. Return to the dashboard and use the options on that page to promote! Make the page public, send out evites by email, put the link to the page on



your website, link the page to your Facebook and Twitter, or any other promotional strategies appropriate to your organization.

10. As people register for the event, you can see the details through your dashboard page.

11. Doing a second Soul Shop event? You can make a copy of this event and then modify the details! Just click "copy" on the Event Dashboard page. The copy button is just above where it says "Event Dashboard" to the right-hand side. Create a new name and you're off!

Questions? Contact [Bryan](#).

PROPT



## ***Continuing Education***

Counselors and social workers frequently require continuing education credits (CEs) to maintain their license. Providing CEs can increase the event's attractiveness to this population. The one-day Soul Shop™ is worth 5.5 CEs.

PPI is licensed to provide CEs nationwide for masters-level counselors, social workers and marriage and family therapists. PPI cannot provide CEs for nurses, doctors (psychiatrists), coaches, PhDs, or any other professional.

PPI charges a \$10.00 administrative fee per person receiving CEs. Most hosts have people receiving CEs pay an extra \$10.00 beyond the normal registration fee to cover this charge. In order to provide CEs, you must:

- Include the following statement on all promotional material:

Pittsburgh Pastoral Institute has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6727. Programs that do not qualify for NBCC credit are clearly identified. Pittsburgh Pastoral Institute is solely responsible for all aspects of the programs. This program is being offered for 5.5 NBCC continuing education clock hours.

- Upon registration, make sure you have license type and full contact information from everyone who wants CEs
- Confirm participation at the event. Professionals must be present throughout the full event to go on the list in the next bullet.
- Within a week after the event, provide a list to Bryan of everyone who will be receiving CEs, with license type and contact information (including email or phone and a snail mail address) so he can send out CE certificates.
- The CEs will be invoiced at \$10.00/person along with all other Soul Shop™ costs due to PPI



## ***Appendix 1: Mission, Vision, History and Philosophy***

### ***Mission***

To train leaders to equip congregations and communities to minister to persons impacted by suicidal desperation:

- A. Persons who have experienced loss
- B. Persons concerned for family/friends
- C. Persons engaged in suicidal thinking
- D. Second Day people\*

\*People who have walked through the dark night of suicidal desperation and survived to see a Second Day

### ***Vision***

To become the national leader in developing faith communities that companion the desperate into hope and connection, reaching 20,000 people by 2020.

### ***History***

Fe Anam Avis created Soul Shop as a result of personal experience with suicide. He pastored a church where suicides occurred and later went through his own dark night of suicidal thinking. When Fe came to his second day, he sought training in suicide prevention from LivingWorks Education, a global leader in the area. He worked extensively with communities for over a decade to develop regional suicide prevention plans and offer suicide awareness skills training.



In 2012 Fe was asked to create a day-long training for faith community leaders with the goal of fostering transformation by equipping congregations to minister to those impacted by suicidal desperation. He presented the one-day training for the first time on May 22, 2012 in Cleveland, OH.

In 2015, Fe began to partner with the Pittsburgh Pastoral Institute to consolidate his learnings into a replicable ministry he named Soul Shop™. Since then, Soul Shop™ has become a national movement. Although the leadership team has expanded, the vision remains the same: to equip leaders from 20,000 congregations to companion the suicidally desperate by 2020.

In 2015, Soul Shop™ was integrated into the ministry of the Pittsburgh Pastoral Institute. However, the vision remains the same: to equip leaders from 20,000 congregations by 2020.

## ***Philosophy***

Philosophically, Soul Shop is built on seven key ideas:

- Key Idea #1      Suicidal desperation can begin for anyone given an accumulation of losses combined with a reduction in resources to deal with those losses.
  
- Key Idea #2      At any particular moment, a significant percentage of persons within a faith community are being impacted by suicidal desperation either in their own thinking, in the life of someone they care about, in the traumatic memory of a suicide of a friend or family member, or in their own personal history of a suicide attempt or near-attempt from which they have emerged.



Key Idea #3 Faith communities have a responsibility not only for preventing suicide and suicide attempts, but also for addressing those impacted by the agony and isolation of suicidal desperation.

Key Idea #4 The persons who are best positioned to address suicidal desperation are those most likely to identify it in the first place, e.g. family members, friends, congregants, and office staff (rather than therapists, counselors, social workers who see folks upon referral.)

Key Idea #5 Faith communities offer important resources that can address the two primary reasons people become desperate, a loss of hope, and a loss of social connection.

Key Idea #6 The primary obstacles to dealing with suicidal desperation are emotional rather than informational and include stigma, fear, and shame. These must be addressed through practicing a different behavior in a supportive environment rather than through lectures or presentations.

Key Idea #7 As a faith community begins to adjust to the reality of suicidal desperation among its members, it must fundamentally alter the way members deal with one another.

## ***Appendix 2: Soul Shop™ Training Options: The Soul Shop™ Event***

This is the event this Toolbox aims to help people create. It is the core of Soul Shop™. It provides clergy, other church leaders, and therapists working with faith communities the necessary training to change their church culture around suicide and decrease suicidal desperation as a result.

### ***CAST: Community Awareness Skills Training***

CAST (Community Awareness Skills Training) is a 1½ to 2 hour community-oriented program exploring how we think about and talk about suicide. It addresses suicide as a major community health problem and steps that can be taken to reduce the risk of suicide.

Possible participants include firemen, police, counseling centers, hotlines, hospitals, schools, support groups, NAMI, domestic abuse organizations, and other leaders in your community. However, all are welcome to this meaningful interactive discussion of the problem of suicide with opportunities to practice interactions with persons at risk.

### ***ASIST: Applied Suicide Intervention Skills Training***

ASIST provides in-depth training for how to intervene in a moment where someone is suicidal. It is used across the country to train first responders and emergency hotline attendants. Frequently a suicidal person will turn first to someone they know. ASIST teaches how to respond in that moment and how to connect the person to further professional help. ASIST is the property of LivingWorks.

## **Appendix 3: The PPI Team**

**Fe Anam Avis:** Fe founded Soul Shop™ and partnered with PPI to spread the movement. Fe's ministry comes out of his background as a pastor who came through the dark night of suicidal thinking. He also goes by Russ Crabtree. The name Fe Anam Avis came out of Fe's process of finding a Second Day. Fe is certified in [ASIST](#) and has a Masters in Divinity. He authored the book [A Second Day](#).

**Michelle Snyder:** As the Executive Director of PPI, Michelle was key to expanding Soul Shop nationally. She has training in mental health (Masters in Social Work, Licensed Clinical Social Worker) and theology (Masters in Divinity). She continues her work as a therapist and trains groups in [ASIST](#).

**Bryan Bass-Riley:** Bryan provides the core of the interface between PPI and host organizations. Along with his work for Soul Shop and as PPI Training Director, Bryan provides therapy for individuals, couples, children and adolescents. He is equipped through his Masters in Counseling as a Licensed Professional Counselor. Bryan also formally worked as a pastor.

**Liz Crossgrove:** As the PPI Director of Operations, Liz coordinates all the Soul Shop merchandizing and mailing. She also provided all the artwork and formatting for Soul Shop power points, workbooks, and other material. Liz received her Bachelors in Art in 2013 and provides office management for PPI.

**Rachel Kornfield Becker:** Rachel provides background support and logistics for Soul Shop and authored portions of this manual. At PPI, she acts as Strategic Project Manager and as a clinician who sees individuals and couples. She has a Masters in Social Work and is certified as a Licensed Social Worker.



## **Appendix 4: The Ladder of Communication**

The most effective ways of securing a time investment from a leader is to follow the ladder of communication. The closer the communication method is to the top of the ladder, the more likely a positive response (assuming one or more of the criteria on the following page are met):

FACE-TO-FACE CONVERSATION
SMALL-GROUP DISCUSSION
E-MAIL/WEBSITES*
TELEPHONE CONVERSATION
HANDWRITTEN LETTER
TYPEWRITTEN PERSONAL LETTER
VIDEOTAPE
MASS-PRODUCED LETTER
NEWSLETTER
BROCHURE
E-MAIL/WEBSITES*
NEWS ITEM
ADVERTISEMENT

By reflex, most organizations choose approaches lower on the ladder such as email blasts, advertisements, newsletters, etc. While these are of value for general promotion, they will generally result in low levels of participation if approaches further up the ladder are not employed.

## **Appendix 5: Five Reasons People Give Their Time**

People invest their time in an endeavor for one or more of the following five reasons:

1. Reciprocity - They receive something of value to them.
2. Continuity - They have previously invested time in something similar.
3. Association - Other people they respect are also investing in the endeavor.
4. Core value - It is aligned with a something valuable to them.
5. Scarcity - It is a rare opportunity or one that will expire soon.

All efforts to engage people in Soul Shop™ can benefit from focusing on these areas.

### **Reciprocity**

- People they know and care about are considering suicide.
- Knowing how to deal with suicide can be a protective factor in their own lives.
- Dealing with suicide can make their faith community more compassionate in the way members interact with one another.
- The testimonies of second day people (folks who have emerged from suicidal thinking) are often insightful and inspiring.

### **Continuity**

- Suicide prevention is consistent with other efforts to protect life (firefighters, emergency medical services, emergency department doctors and nurses, battered women shelters).





- Chemical addiction/abuse is a major risk factor that increases the incidence of suicide; churches often host or host addiction recovery groups.
- Ministries of support to returning veterans can easily add a suicide prevention component.

### **Association**

- Benji Madden – guitarist/vocalist for Good Charlotte
- Joan Rivers – the late TV personality and comedienne
- Larry Bird – Retired NBA basketball player
- Tommy John – former left-handed pitcher in major league baseball

### **People in Your Community**

- It is aligned with a core value.
- The Gospel values of hope, fellowship, and redemption
- Every other promise we make (baptism, membership, ordination, marriage) depends upon our being alive to fulfill them.
- It is a scarce opportunity.
- The person to be saved may not be alive tomorrow.

In few other ways can you save a life simply by having a conversation.

## **Appendix 6: Changing Organizational Cultures**

Addressing suicidal desperation involves changing organizational culture. Organizational culture includes unspoken rules that govern the behavior of members. Part of what gives suicidal depression such destructive power is the unspoken rule in faith communities that it is not something to be discussed in any personal way.

Organizational cultures are not changed simply by disseminating information, e.g. lectures, classes, articles, pamphlets, etc. They are changed by opportunities to practice different behaviors. For example, if folks in a faith community will begin by using the word “suicide” in a sentence, they have taken a small step in the direction of shifting the culture, reducing stigma, and potentially saving a life.

When people decide whether or not to engage in a particular behavior change, they come on board at different rates.

- **Pioneers** initiate change. They are internally driven and do not need to see other persons come on board before they decide to make a change. Persons who promote conversations about suicide in faith communities on their own initiative are pioneers.
- **Early adopters** are the first to follow the lead of pioneers. They also are internally driven, but they need to experience the vision and energy of pioneers before they are ready to make changes in their own behavior and promote those changes in others.
- The **early majority** are the next to come on board. They are willing to make changes in their own behavior and promote those changes in



others, but they need to experience the leadership of pioneers and early adopters first. They also need to see some early results.

- Next are the **late majority**. They need to see the participation of pioneers, early adopters, and the early majority before they will make changes. They are less willing to take risk and need to see evidence of success.

For best results use promotion strategies that recognize the dynamics of this change management process by first identifying and engaging pioneers, then leveraging their influence to bring others into the experience. Start with persons of note who are almost certain to engage, and then use their name recognition/influence to bring on early adopters, etc. Developing a letterhead with an expandable side panel of endorsers is one way of accomplishing this.

One way of building upon this concept is establishing a nomenclature for groups you want to engage. The *host* is the organization that takes responsibility for the entire event. A *sponsor* is an organization/person who provides financial support for the event. An *endorser* is someone who is willing to offer a two or three sentence statement in support of the event to be used in marketing the event. A *champion* is someone from a particular group willing to advocate for engagement by that group.

PPTI

