

**Key points for hosting a successful Soul Shop™.**

**Planning team**: Consider having at least the following people on your team.

* Mental health professional
* Faith community leader (Pastor, Minister, Clergy…)
* Suicide Prevention organization representative

**Sponsorships** - Start by enlisting support and sponsorship from

* Major health systems in your area (both physical and behavior health hospitals)
* Chaplains, social worker and nursing areas of the hospital
* Insurance companies
* Funeral homes
* State Department of Health (particularly their faith community liaison)
* State Department of Mental Health

Find someone on your committee or with in your contacts who may have relationship with these facilities and this will help with getting connected within each system.

**Endorsements** - Getting endorsements for the workshop is a great idea. Asking individuals who are well-known/key stake in the community to write a short statement of endorsement or how important it is for faith communities to be part of the solution in suicide prevention. Create a one page list of endorsements to distribute when talking about your upcoming workshop.

**Providing CEU’s** - Some of the most successful Soul Shop workshops have provided CEUs for social workers, chaplains and nursing. CEUs can be provided through teaching hospitals, schools of social work or by contacting the professional organizations in your state. Your trainer can provide you with a more detailed understanding of learning objectives which is usually required. Getting CEUs sometimes can be cumbersome and take some time. Start early and be patient.

**Soul Shop Champions** - If you are charging for the workshop, consider creating a category called Champion. Right under sponsorship, a champion can purchase a ticket for themselves AND another person. Their name could then be listed in the program. This does a few things. Not only will the person buying the champion ticket be more likely to attend but they will also be helping to spread the word about the training in the community (doing your marketing for you!)

**Church Governing Bodies/Middle Judicatories** - Take time to contact various church governing bodies. Examples of this would be:

* Catholic Diocese
* Presbytery
* Conference Office for Baptists, Methodist, United Church of Christ, etc.
* Episcopal Diocese
* Lutheran Synod

Provide them with information about the workshop, statics about suicide and faith communities (see page of talking points), the credentials of the presenter and endorsements you feel may help. This is a good place to have the faith community leader/liaison on your planning team reach out. Personal calls and conversations work best. Sending out an email to all the churches in the area can help start the conversation but is not sufficient when promoting to these groups.

**Asking Sponsors to Tell Their Colleagues** - Asking those who endorse, sponsor and support to send out a personal email to their organization or friends will add a personal touch and help build momentum heading up to the Soul Shop workshop. This could include the flyer for the event and press release. For health care systems, you may ask them to send an email to their chaplains, nurses and social workers.

**Tabling** – Tabling opportunities can allow groups and organizations to provide information about supports they offer in the community. This could be a sponsorship level for your workshop or at no cost depending how you have the event set up. We do encourage a small fee and providing a few tickets for your tabling sponsors.

**Press Release and News Paper Advertising** - Most newspapers have a faith columnist. Contact them personally about the workshop. Post your event to community calendars, TV or Christian radio stations. Check with them about an interview on-air two weeks before the workshop. We find it best to have two people from the planning team to be at the interview. One from the faith community and one from the suicide prevention community (or even your presenter if they are available)

**Work from a List** - Have your planning team brainstorm about other organizations who would benefit from the workshop. Make a list of who is going to contact whom and when. Divide the conquer the list and hold each other accountable for reaching out.