



A REALITY CHECK: Anticipating bookings and income from running Celebration Day for Girls workshops

We understand that your interest in the role of Celebration Day for Girls facilitator derives from your commitment to women's and girl's wellbeing, and the importance of positive and skilful preparation and support for menarche and cycling life.

That said it's likely that you're also interested in adding this workshop to your suite of professional offerings, or as an extra to your day job, and for the supplementary income it may provide. And this may indeed come to pass.

In the same way that it takes time, for a newly trained herbalist or acupuncturist to develop a reputation and a reliable income, establishing a regular calendar of Celebration Day for Girls workshops takes time and effort and a willingness to take many small steps.

In time some facilitators regularly run 5 to 8 workshops a year, while others only ever planned to run 1 or 2 a year for specific groups. What is unlikely to happen is that you will quickly and easily fill monthly CDGs soon after you train. This is

no reflection on the value of the workshop or your ability or marketing skills, though all these help of course.

Why is this?

In the many ways that so many people avoid or dismiss the value of menstrual education you can see the pervasive and persistent faces of menstrual shame. For more on shame do read *I Thought It Was Just me (But It Isn't)* by Brene Brown, and on menstrual shame *About Bloody Time* by Jane Bennett and Karen Pickering.

As a facilitator of Celebration Day for Girls you will inspire girls and women to connect with their cycle and themselves – a deeply fulfilling and rewarding role and, with each mother and each daughter who attends, you are helping to chip away at the damaging culture of shame and building a culture of menstrual wellbeing.

What can I do?

Be patient. Understand that you are an agent of social change and that there will be resistance in many forms. The better you understand the mechanisms of menstrual shame the more you can work to transform it into wellbeing.

Whatever you do, don't take it personally!

Value each conversation with women, mums and girls, dads, teachers, schools, employers and community organisers. Some conversations will result in a CDG booking, others won't. Keep your eye on the long game.

Many facilitators have found that through persistence the time comes when enquiries and bookings come to them unbidden, and it's much easier to gather groups, or have them gathered for you. This may take two or three years of grunt interspersed with during and after-workshop moments of pure joy.

If in the beginning your workshops are small, if at all possible run them anyway. Each mum who attends becomes a champion and her word of mouth is gold. Make sure you let all previous CDG mums know about upcoming events, they will pass it on to other mums with personal recommendations.

Stay connected to the CDG facilitator community. Resources, conversations, team meetings, ideas and support are available and will all help to keep you motivated.

Starting out

Facilitating Celebration Days is tremendously satisfying work, and right now you may be keen to do them every week!

If possible find a champion mum or teacher who helps to get other people on board. You know the one who enthusiastically emailed you, or had a long animated chat with you in the supermarket. They may need some coaching, so offer them some helpful tips on what to say, and info they can share by email or socials. It's terrific if you can return to the same school year after year, but you often need an ongoing relationship with the staff or leadership team to do this, as families move on. You may often simply have one-off events for a group of girls in a community or class, which an organising mother brings together, or you can promote a public event. We can help you with marketing resources and strategy.

A note of encouragement

Generally, we have found that workshops increase in a region as your reputation grows and people spread word of mouth about how positive, practical and fun the experience is and the lasting impact it has on girl's confidence and body

positivity. This takes time and patience, and in time your workshops will start to gain their own momentum.

One of the wonderful things about the CDG facilitator community, is the wealth of support, experience and encouragement available from other facilitators and trainers. So, remember to check in with your trainer/s and sister facilitators for validation and heartening support! It really helps when we share our stories and pool ideas and tips for what to do next.

Since Jane Bennett began training Celebration Day for Girls facilitators in 2012 trainees have often commented that they experience this work as profoundly satisfying, meaningful and joyful, and the effort involved to be utterly worthwhile.



I was on such a HIGH for days afterwards. Not only because I was a bit nervous beforehand and it was such a relief that it was over and went smoothly, but also because it was a truly a special day. All the energy I put into the day was returned to me in bucket-loads. It's such a blessing for me, that I get a taste of the joy of girlhood, while they are getting a glimpse into the wonder of womanhood, such a magic exchange of energies. Jac

I felt really well supported by the CDG training material and resources. It was an absolute pleasure to facilitate this day – we made deep connections with ourselves and each other, and it was empowering and humbling at the same time. The girls just basked in the sunlight of themselves. Sharon

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