



Celebration Day for Girls™

*For girls 10–12 years old
with their mother or female carer*

www.celebrationdayforgirls.com

Promote your CDGs with a fun and easy public event

Guidelines:

- Have dates, details & a flyer for your upcoming Celebration Day for Girls to share.
- If possible have someone who is already booked in attend the talk.
- Have a clipboard & pen set up for Names / Email / Other where they can easily add their details for your mailing list, or pass around during the talk. Reassure them of your respect for their name & contacts.
- Design the occasion as an EBM event – Education Based Marketing. Meaning you may call it 'Supporting your daughter through puberty', rather than 'Come and hear about Celebration Day for Girls'.

When planning consider: what problem are you helping them solve?

What do you aim to cover?

- **Insert examples from CDG:** eg. value of sharing, connection, stories, fun, celebration, an attitude of wonder about our bodies & the cycle
- **When talking about CDG** do mention it began in 2000, is in 27 countries (or whatever it is at the time), that you are trained and licensed to run this program and that the organisation continues to offer professional development and oversight. Keep it simple, but some version of this helps add weight and authority, as well as your own expertise.
- Insert **your own stories**
- You may like to include how they can **celebrate menarche** & why
- **For a balanced talk** add these elements: a story of your own experience (perhaps what has motivated you), data a few (very few) stats re how girls feel about their period, pain, missing school, wish

they'd had more information), what is positive menstrual culture/education & why it's important, Q&A

- Make sure you **include a positive story**, eg. how much better it can be & the impact of this
- **You will be modelling** respectful embodied emotionally aware presence. Know that this is in itself highly instructive & inspiring
- **Keep it simple** – it's likely there is much more you'd like to say than will be optimal & fit in the time allotted
- **Set a clear intention** for yourself for the event – remember when setting an intention to make it in the present, add a feeling, a verb, a target group, an outcome, as specific as possible and all expressed positively (NOT with any 'no', 'not' etc). E.g.
 - I am delighted parents enjoyed my talk and are booking in for the CDG on 12th July. ✓
 - I hope the talk will be a success and I won't feel nervous X
- For a clear, concise description of CDG you may like to use this tag line: **positive period preparation**

Ideal venues: your local library, a community health centre, a yoga studio, your child's school, a place of work, community house / education centre, your local government may have a good venue. In many communities there are places that are keen for people to offer free talks. You shouldn't need to pay for the venue, in fact avoid this! It isn't sustainable.

Promote your talk: plug in to local social media networks, the venue may have it's own mailing list & will promote for you – eg. library, a flyer up wherever parents will see it, advise schools and ask them to let parents know

Repeat! When you've had a successful event start planning the next one. You may offer it once a year in the same venue (new parents will suddenly find this topic vitally important), or a few different venues in your region. The second and subsequent events will get easier and easier, even if you tweak your notes and presentation. You will become known and as mothers and daughters attend your CDGs your reputation in this space will blossom :-D

Please share with us your experiences and insights. And good luck!

Warmest wishes,

Jane