



Guidelines for pricing your CDGs

In 2023 we now have over 200 facilitators in different parts of the world, working in communities with very different levels of disposable income, resources and supports. With this in mind it is clear that the pricing structure and guidelines for CDG needs to offer flexibility to facilitators so they can be responsive to the capacities of the communities they serve, as well as their own needs and commitments.

If you trained as a facilitator prior to 2022 you committed to charging a certain fee, at least within one country. For the reasons above it makes sense that facilitators have more flexibility now. At the same time we recommend following simple guidelines to help you price your Celebration Day for Girls workshops.

A place to start

The fee currently charged by most facilitators in Australia is \$AU165, with a \$AU125 concession price. This may or may not translate well to your country, currency or area so adjust accordingly. You can also look at what is being charged for other programs for kids, or kids and their parent/s. Obviously fees charged for professional development courses as these are generally much higher. When looking at fees for comparable programs note whether they are subsidised by government or other funding.

If you have high venue costs you may like to charge a separate 'venue fee', absorb it, or add it to the general workshop fee. That said we suggest you look at free venue options first, like school or community rooms, a participant's home or your own home. Similarly, if you have significant travel costs add these to what you charge or charge a separate fee.

Offering a pilot program

You may like to launch your CDGs with a 'pilot' program for a small group of friends or family. It can be a great way to get started. Some facilitators do

this for free while others charge a small amount to help cover costs. There is no expectation either way. It's just an option.

Consult with facilitators local to you

While we no longer require facilitators across the globe to charge the same fee we do ask you to consult with facilitators in your area, or country, when you start out, to see what they are charging for their CDGs. There is clear benefit for everyone if we present a uniform front, at least in a locality, if not a whole country. At the same time there is logic to charging somewhat differently between, say, London to the Scottish Highlands, or Auckland to Invercargill (the NZ one), Paris to Narbonne. So, reach out, have a chat with others about what they charge and aim for local or regional consistency in what you charge for your CDG workshops. If you have a trainer/member of the leadership team in your country or area do contact them about local pricing.

CDG Outreach

If you would like to offer Celebration Day for Girls in communities where participants do not have disposable incomes you can do so under the 'CDG Outreach' banner. You will need to sign a **CDG Outreach Addendum**, which outlines your agreement about any workshops you run under this banner. Once signed you will receive a **CDG Outreach logo** to add to any flyers or information you create for these programs. CDG Outreach workshops are either free or participants pay a small token fee.

It is important that fee-paying and CDG Outreach programs are differentiated.

Facilitators may choose to offer their time and resources free for CDG Outreach programs, or seek funding through grants or donations. The **CDG Outreach Addendum** has more information, including on policies and guidelines about working with vulnerable people. Contact Jane for an addendum and with further questions.

Price, marketing, promotion and filling workshops

When you are working out what to charge and how to encourage participants you may like to consider the following:

- A three tier sliding scale according to income: supported place, full fee, full fee plus contribution to support others attending
- Offering freebies as promotion

- Discretionary freebies, e.g. to friends/family, to struggling but keen families
- Suggesting donations for others to attend
- Gift certificates
- Early bird and promotion specials
- A discount for a sibling
- A host discount

Refund policy

We strongly recommend that you have a refund policy and state it clearly when mums book in. This can head off conflict later on. Here is an example to get you started:

Cancellation Policy

Thank you for your booking. Obviously we hope and intend to see you on the day! However, we live in an imperfect world, so to allow for those times when things don't go to plan, the following policy applies:

If insufficient registrations are confirmed and the workshop is cancelled your payment will be fully refunded.

If you cancel your daughter's place more than 30 days prior to the workshop your fee will be reimbursed minus a 15% administration fee. If 14-30 days prior you will receive 75% back, 7-14 days 50% and less than 7 days there is no fee reimbursed. Retained fees cover our costs and places that could have been filled by other participants.

Adapt according to what makes sense to you.

PD Jams for more on marketing and promotion

Look out for news of PDJams in CDG newsletters on marketing and promotion to hear what has worked for other facilitators and to gather ideas about what may work for you. There is also a page of prior PD Jam recordings in the facilitators end of the website.

Wishing you confidence and success as you promote and run your CDGs,

Jane and the CDG Leadership Team, February 2023

A heartfelt thank you to everyone who shared generously in our discussion about fees and promotion strategies.