

The Organization of Labor Assistants for Birth Options & Resources

PO Box 4410 Richmond VA 23235 (804) 320-0607

www.toLabor.com

Birth Doula Training & Certification Program SPONSOR APPLICATION

Dear Potential Sponsor,

Thank you for your interest in our training program and workshop as well as your interest in becoming a sponsor and bringing a **Birth Doula Training and Certification Workshop** to your region. toLabor depends on women like you to help bring our one-of-a-kind program to other women all over the U.S. and Canada.

The profession of birth doula is steadily growing as consumer awareness and demand is making its influence felt in hospitals virtually everywhere. Now is a very exciting and rewarding time to be entering this field, and the toLabor program is the most comprehensive training currently available. (toLabor offers the training program formerly provided by ALACE, the Association of Labor Assistants and Childbirth Educators). By offering the option of certification, we feel that graduates of our program will have the best background for pursuing employment opportunities. We would like to give you more detailed information about the responsibilities and requirements of sponsoring this workshop, as well as the many advantages and benefits.

Please consider this information carefully! Sponsoring a workshop is a commitment of one year. Your greatest responsibility during this time is to effectively and consistently promote the workshop and toLabor in your city and state – and sometimes in connecting states. Accessing social media tools for complementary birth groups, presenting information at local group meetings, posting on websites, posting fliers throughout your community are all common sponsoring duties.

Helping us find our audience is the key to success! While we can advertise through national sources, we depend on our sponsors to locate local groups and individuals who are likely to attend our events. Word of mouth is one of the best and cheapest ways for a grassroots organization like toLabor to get the word out about our programs and philosophy.

We simply cannot do this without your active help. For this reason, the most successful sponsors are energetic, out-going, enthusiastic, organizers, and creative problem solvers! We will provide you with an extensive **Sponsor's Guide**, which outlines many strategies, time-tables and suggestions, for locating our audience and promoting the workshop. However, there are always new things to consider and try. I encourage your initiative if you have a good idea we might consider!

There are also benefits to becoming a sponsor. While it is a volunteer role, you will be able to attend the workshop you help plan for free (a value of \$525!) There are opportunities for a small stipend should you create a workshop over 15 people (12 is the minimum). You can discuss this with toLabor representative as the planning moves forward.

Another benefit you'll enjoy as a sponsor will be discovering and strengthening the complementary birth community (sometimes not so visible) in your area, and building a network of like-minded friends and colleagues. This will make you your debut as a birth doula that much easier when the time comes. And, you'll be an old pro at advertising!

toLabor is proud to continue to present the leading edge in our birth doula program and we are committed to bringing the valuable and much needed information of its workshops to places across North America. By sponsoring one of our training workshops you will become a valuable resource for birth options in your community, and be able to extend and strengthen the network of all who desire to foster safe alternatives in birth everywhere. If working, together for this common goal sounds exciting to you, please return the enclosed application form with as much specific information as possible. We will be back in touch with you once we review the application and let you know of our decision.

Below you will find information to help you to become familiar with the basic responsibilities of a toLabor Sponsor. Upon reviewing this information, please set up a time to talk with me to discuss the possibility of sponsorship. I will answer questions and ask you about yourself, your community, and how your experience will enable you to successfully plan a toLabor workshop near you. I look forward to a continued conversation and getting to know you further!

Thank you for your time and interest!

Warmly,

Nicole Sofranko

toLabor Workshop Coordinator

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Responsibilities and Benefits

toLabor Sponsors are selected according to several factors including (but not limited to):

- Geographic Location
- Experience with work workshop planning or related organizational endeavors
- Ability to publicize effectively for toLabor
- Community and regional need for toLabor presence

Responsibilities of the Sponsor:

- Hold 1 Birth Doula Training Workshop per year in an agreed upon location
- To be available for the entire weekend of the dates that your workshop is scheduled
 - Avoiding other conflicts such as birth clients with nearby due dates
- To generally help with the smooth running of the workshop
- Locating and securing a workshop space
- To secure a suitable location for workshop space this is:
 - Private
 - Large enough for approximately 25 people (usually 500 - 600 square feet minimum)
 - As close as possible to restaurants
 - As close as possible to hotels, airport and other amenities
 - Suitable for video showing (TV, DVD availability, window shades, etc.)
 - A non-smoking environment
 - To rent or borrow (if the host institution does not provide these with the room):
 - A DVD and television
 - A white board with markers (easel with large newsprint pad will do, if necessary)
- Posting Fliers and advertising in the community
 - To publicize the workshop in local birth-related E-newsletters, on-line communities and other appropriate places. (Confer with office before committing to paid advertising.)
 - ID and contact publicity resources in area
 - Keep track in a database for toLabor
- Securing 12+ participants for the workshop and referring them to toLabor for registration
 - To provide for participants the following info:
 - Where the workshop will be held
 - Directions from major highways
 - To provide a list of lodging options near the workshop site for out-of-towners
- To help arrange the following for workshop instructor: (as needed)
 - Helping to locate accommodations for instructor

- Lodging which is close to the workshop location
 - Provide transportation from and to the airport for instructor as well as throughout the weekend
 - Transportation, or shuttle info, to and from the airport
 - Transportation to and from the workshop location
- Recruit 3-5 pregnant women to volunteer on Day 2 of the workshop
 - To invite three to five 32+ week pregnant women for Saturday afternoon
- Providing snacks and “playing hostess” for the weekend of the workshop while attending the entire training
 - Meals and refreshments:
 - Set up & maintain light refreshments and snacks, if not provided by host institution
 - Provide a list of restaurants for lunch times
 - If workshop is in a rural or retreat location, to arrange for catered meals, or organize other meal time options for participants and instructor
- Communicating efficiently with the toLabor Workshop Coordinator to effectively arrange workshop details
- Answer all inquiry phone calls or emails and keep track of these inquiries for the promotion of toLabor
 - To answer local inquiries and send out publicity brochures and applications, etc
 - Refer people with program content and tuition questions directly to toLabor
- Initiate and maintain relationships with other birth professionals in area for the promotion of toLabor
- Hold 2-4 toLabor social/support meeting groups over a one year period in the city to support toLabor trained doulas or folks interested in being toLabor trained
- To keep receipts of all workshop expenses for reimbursement
- Take financial responsibility for:
 - Phone calls or internet fees made in regard to toLabor business
 - Sponsor (yourself) travel expenses and any lodging or meal expenses for the weekend of the workshop
 - Paying up front for mailing fees/stamps, toLabor will reimburse
 - Paying up front for snacks and supplies for the workshop, toLabor will reimburse
- Agree to 1 year term of volunteer sponsorship in which you will complete the above tasks

Responsibilities of toLabor:

- To support sponsor and offer advice and guidance
- To supply sponsor with toLabor related materials
- To track sponsor's progress and offer constructive advice
- To follow up on inquiry and member needs that goes beyond sponsor's ability
- To register and track members who are referred to toLabor office from the sponsor
- toLabor takes financial responsibility to pay for:
 - The Workshop site
 - Advertising costs (if any incurred, as the internet is main source of advertising)
 - Reimbursing snack, supply, and mailing fees that sponsor incurred in workshop planning
 - Instructor travel, lodging and related expenses

Benefits of Sponsorship:

- Free attendance at the toLabor Birth Doula/Birth Activist workshop (a value of \$525)
- Free Year of membership with toLabor
- Listing on toLabor's website as a workshop sponsor – publicity for you and your birth business
- The opportunity to connect with interested people in your community/region. (This benefits you as it is free publicity for your birth business.)
- Connections with area birth professionals which often leads to referrals and name recognition
- A stipend of \$100 for a workshop of 15+ participants, this benefit increases with subsequent workshops sponsored.

Sponsor's Time Table

toLabor optimally prefers to have at least six to eight months' lead time to prepare adequately for a workshop. Several months are needed to publicize the workshop, find an appropriate meeting place, and time is needed by even enthusiastic applicants to budget for the tuition. All in all, everything works smoothest with this six- to eight-month cushion. Please refer to the following timetable to help you organize your efforts and produce the best results.

Your timetable at a glance –

6 to 8 months prior to workshop:

- Your workshop dates will be confirmed
- Begin active networking with your local birth community
- Begin researching locations

5 months prior to workshop:

- Enlist aid of other toLabor members
- Begin compiling lists of internet groups
- Begin posting fliers around community (repost monthly)
- Facebook page dedicated to workshop will be created, please share it

4 months prior to workshop:

- Decide on workshop location: secure contract
- Attend meetings of birth groups to announce workshop
- Begin networking for pregnant models
- Have 1-3 or more people registered

3 months prior to workshop:

- Continue posting fliers
- Evaluate response from postings, repost
- Remind inquirers that the deadline for Super Early Bird Discount expires in one month
- Follow up with leads on pregnant models
- Have 2-4 or more people registered

2 months prior to workshop:

- Evaluate and continue to post on Facebook and other internet sources
- Remind inquirers that the deadline for Early Bird Discount expires in one month
- Have 4-7 or more people registered

6 weeks prior to workshop:

- Make follow-up emails/calls to people who have not registered
- Continue posting fliers and posts online

1 month prior to workshop:

- Have 6-12 or more people registered

2 weeks prior to workshop:

- Make follow-up emails/calls to people who have not registered
- Have 12-20 people registered

Week of workshop:

- Call pregnant models to confirm attendance, directions, etc
- Coordinate transportation with instructor if needed
- Get supplies and food for workshop
- Relax and enjoy your workshop! Remember, you're a participant as well!

- **Have you trained as a doula or childbirth educator with another organization? If so, which organization? Do you have other experience with birth?**

- **Are you familiar with the birth related organizations in your community? If so, please list them here.**

- **Do you have a preliminary idea of how you will go about publicizing your workshop and finding our audience? What are your initial plans for promotion?**

- **Are you familiar with local or relevant parenting or women's health related websites, yahoo groups, Facebook or other free resources where we might publicize the workshop? If so, please list them here.**

- **Do you know any specific individuals who are already interested in becoming Doulas?**

- **Will you be comfortable speaking about our program and promoting it to potential participants? If not, are there ways we can support you in doing this?**

- **Do you sense a strong local interest in the topics our program provides, or will you be working uphill to make this workshop happen?**

- **Where do you anticipate you'll need the most help to promote your workshop, and how can we provide what you'll need?**

- **Please propose some approximate dates for scheduling your workshop. Keep in mind holidays, family events, local festivities or weather patterns that we should avoid. In general, we schedule workshops at least six to eight months in advance.**

- **What is the nearest major airport? About how long will it take to get from the airport to a likely workshop site?**

- **Where do you plan to focus your publicity efforts? Your state only, surrounding states and cities?**

- **Think honestly about your family and other obligations that will take your time and energy over the next year or so. Do you think you will be able to comfortably fulfill your sponsorship role in addition to your normal routine? (Please not if you were planning to move this year or take an extended vacation, please consider sponsoring at another time)**

- **Do you feel committed to maintaining a presence for us in your community after the workshop? Do you feel comfortable holding support meetings as outlined previously?**

- **Can you take financial responsibility, as listed previously, for the portion of sponsorship that is necessary?**

- **Is there anything else that you want to bring to our attention relating to you and sponsoring?**

Thank You!