

USO TOOLKIT: PYSANKA WORKSHOP



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UKRAINIAN CANADIAN STUDENTS' UNION
СОЮЗ УКРАЇНСЬКОГО СТУДЕНТСТВА КАНАДИ
UNION DES ÉTUDIANTS UKRAINIENS CANADIENS

A GUIDEBOOK TO HOSTING A PYSANKA WORKSHOP FOR UKRAINIAN STUDENTS' ORGANIZATIONS (USOs)

Part of the USO Toolkit Event Series

INTRODUCTION

Союз Українського Студентства Канади (СУСК or SUSK), Ukrainian Canadian Students' Union, or Union des Étudiants Ukrainiens Canadiens is a national, not-for-profit student organization comprised of Ukrainian Students' Organizations (USOs) at post-secondary institutions across Canada. Founded in 1953, SUSK is a full and active member of the Ukrainian Canadian Congress (UCC).

In November 2013, SUSK secured funding through the UCC Ukrainian Dragons competition for several initiatives, including creation of a USO Toolkit. Through such a program, SUSK intends to actively provide students with sufficient resources for students to boost efficiency and institutional memory within their respective organization.

OBJECTIVES

The key objectives of the proposed event are:

- To celebrate and preserve Ukrainian traditions in Canada.
- To significantly contribute to the Ukrainian Canadian community by engaging youth and building their capacity as future professionals and community leaders.
- To generate a small revenue for future events.



Phase 1: *Make a Pysanka Workshop Committee (5 weeks before event)*

Any event takes a concerted team effort to handle all the details. Consider identifying two co-chairs as well as individuals to chair subcommittees to take on specific tasks. SUSK recommends that the co-chairs be two people, namely a Ukrainian Students' Organization leader and someone with sufficient knowledge on how to write pysanky.

Phase 2: *Schedule a Meeting and Set Goals (1 month before event)*

- **Target Audience**
 - Will your event be intended towards Ukrainian students? All Students?
 - Hint: we prefer the latter
 - Will members of the Ukrainian be invited as well?
 - How many people will you admit
- **Date and Time**
 - The choice of date for your workshop can have a major impact on its success.
 - Careful consideration should be given to a range of factors involved in selecting the best date, including statutory and religious holidays, school holidays, and exam/midterm periods.
 - Also, determine whether a weekday or weekend would be most suitable for your target audience.
 - Finally, ensure there are no other events or activities taking place at the same time, as these may influence your event's success.
 - Once a date is agreed upon, make sure that your pysanka workshop committee is available to avoid any foreseeable conflicts.
- **Venue**
 - Events may be held in many different locations, all with unique benefits. Some options include:
 - University - Maximum student exposure, often free for ratified student clubs.
 - Church/CYM/Plast Halls & Ukrainian Museums/Residences - Likely to sponsor event, provide an expert workshop teacher



- **Supplies**

- How many supplies you will need will be ultimately determined by your audience size. Below we provide example quantities for **40 attendees** the USUSA used in 2016.
 - **TIP:** We *highly* recommend you put the supplies list up as a Google Doc so your committee members can collectively track which items are outstanding (as you may have leftover supplies from previous years).
 - List can be downloaded [here](#)

Item	Y/N	Where to Buy
Eggs (48)	N	Any grocery store (must be white)
Vinegar (~1 Tbsp/Jar) *Follow directions on packet	Y	
Dyes	Y - ordered	Ukrainian Museums, Gift Shops, Online
Kistky (writing utensils)	Y - 40 (may acquire more)	Online, Musee Ukraina, Ukrainian Museum of Canada, Ukrainian Co-Op
Beeswax	N	University Horticultural Centre, Local bee farmers (If available - often cheap or free), Ukrainian Museums/Gift Shops, Michael's (most expensive)
Paper towel (one roll)	Y	
Styrofoam cups (to take pysanky home) [40]	Y	
Candles (for melting wax) & holders	N	Any store (longer, sturdier candle preferred)
Mason jars	Y	
Old Newspapers	Y	
Spoons	Y	



Phase 3: *Draft a Budget/Apply For Funding (3 weeks before event)*

Feel free to use the template offered by the [USUSA](#) (downloadable template):

Event: Pysanka Workshop			
Item	Revenue	Expense	Notes
Venue		\$0.00	Free
Jars		\$16.49	
Supplies		\$9.29	
Candles		\$5.50	
Candleholders		\$0.00	Leftover from last year
Spoons		\$0.00	
Eggs		\$22.74	
Vinegar		\$0.00	Free from farmer
Paper Towel		\$0.00	Leftover from last year
Styrofoam cups		\$0.00	Leftover from zabava
Mason Jars		\$0.00	Leftover from last year
Newspapers		\$0.00	Free
dyes		\$92.88	Leftover from last year
Beeswax		\$0.00	
Kistky		\$0.00	Leftover from last year
Grant Money	\$150.00		
Donations	\$100.00		
	\$250.00	\$115.62	
Net profit	\$134.38		

If this is your first time hosting the event, purchasing kistky (writing utensils) along with the dyes (you will want to purchase 2 dyes/jar for strong colour) can be a large overhead cost for a smaller USO. Hence, we encourage you to consider other sources of revenue.

Some sources of revenue could include:

- College clubs - let them co-host the event with you, provided they cover material costs and you take care of executing the workshop
- Ukrainian Museum/Churches/Halls - may cover your supplies if you choose to host the event there
- SUSK Project Fund - more at susk.ca/project-fund/



Phase 4: *Find Volunteers (2-3 weeks before event)*

When considering volunteers for this workshop, be sure to choose people who have made pysanky and are knowledgeable of the craft. If no one from your USO is comfortable doing the initial instruction, consider inviting a Ukrainian teacher/professor or someone from the community to lead the tutorial.

- For extra volunteers to answer questions (may have missed one part from the lesson), try to have one volunteer for each table at your venue. This is where your USO executive members should come in handy.

Phase 5: *Promotion (2 weeks before event)*

Various methods of promotion may work for your specific USO. Feel free to use one or a combination of the following:

- Print a sign-up sheet and circulate it at previous events, Ukrainian classrooms, community areas, etc.
 - Sign-up sheet template available [here](#), provided by USUSA
- Create a google doc for online registration.
 - Template available [here](#), provided by USUSA
 - This can be circulated by:
 - Facebook event
 - Email
 - Website
- Put up posters at university and/or Ukrainian community spaces.
 - Note: this will alter your budget
- Post an announcement for your local university newsletter
 - Many will offer coverage either prior or following the event

Phase 6: *Execution (0 days before event)*

- **Prepare Eggs/Dyes**
 - Follow instructions for dyes
 - *Note: some dyes (eg pink and orange) do not use vinegar
 - Soak eggs in diluted vinegar - this removes blemishes and ensures the brightest colours possible.

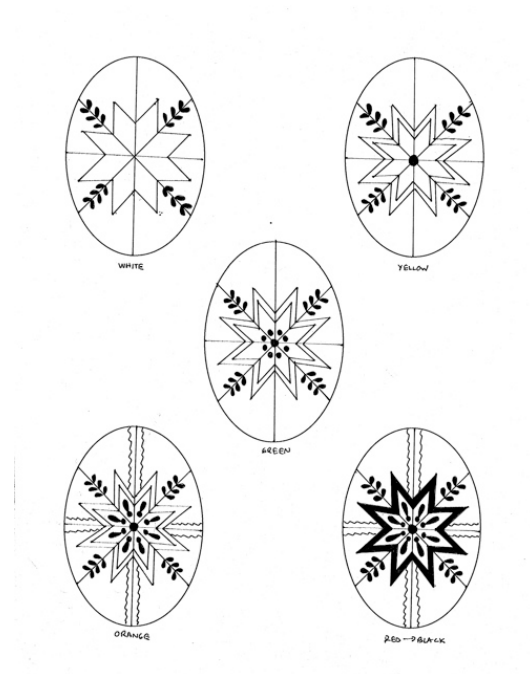


- **Venue**

- Arrive early to greet guests
- Set up donation jar if the event is 'admission by donation'
 - **TIP:** the Macewan University Ukrainian Students Club recommends placing \$20 and other bills to encourage attendees to contribute more.
- Print out list of sign-ups and cross them off the list
- Ignite candles

- **Print Pysanky Templates**

- Include step-by-step designs that are easy to follow
- This design and many others are available at pysanky.info (google is also your friend)



- **Prepare Tech Set-Up for Tutorial Video (Optional)**

- We recommend [this](#) video



Phase 7: *After The Event (0 days before event)*

- **Publicity & Promotions**

- Write a press release and collect any articles and pictures. Circulate these files to all key contacts, including SUSK (alumni@susk.ca)

- **Finance**

- Thank event sponsors (if applicable) and send them any articles or photographs highlighting the event's success

SUMMARY OF TASKS

Dates	TASKS			
	Venues, Event, Program	Registration	Publicity & Promotions	Finances
5 weeks before event	Make a pysanka workshop committee (PWC) with 2 co-chairs (Leader of USO and pysanka writer) and identify individuals who can lead the tasks			
1 month before event	<ul style="list-style-type: none"> - Pick a date & time - Pick a location - Determine the audience - Delegate supply pick-up - Order pysanky dyes & kistky (if online) 		<ul style="list-style-type: none"> - Create a list of USO, community, and media contacts 	<ul style="list-style-type: none"> - Create a budget - Create a revenue plan
3 weeks before the event	<ul style="list-style-type: none"> - Confirm venue lay-out and set-up 	<ul style="list-style-type: none"> - Determine how registration will take place: advanced vs at-door; free vs paid vs donation - Begin creating a registration form (physical and online) 	<ul style="list-style-type: none"> - Begin designing pysanka event poster 	<ul style="list-style-type: none"> - Revenue plan follow-up and budget update
2-3 weeks before event	<ul style="list-style-type: none"> - Find Volunteers (tutorial and general help) 	<ul style="list-style-type: none"> - Ensure registration form is prepared and ready for online use (for advanced registration) - Create feedback forms to conduct survey 		<ul style="list-style-type: none"> - Update budget and revenue plan
2 weeks before	<ul style="list-style-type: none"> - Confirm seating plan and event layout - Confirm #s for supply pick-up - Finalize event program 	<ul style="list-style-type: none"> - Collect and confirm registration #s - Finalize and print feedback forms 	<ul style="list-style-type: none"> - Create event on social media - Promote Promote Promote 	<ul style="list-style-type: none"> - Update budget and revenue plan
0 days before event	<ul style="list-style-type: none"> - Arrive early and ensure everything is in place - Set tables for pysanky writing - Ignite candles - Prepare eggs and dyes 	<ul style="list-style-type: none"> - Prepare registration table with list of sign-ups - Have feedback forms on site to conduct survey 		<ul style="list-style-type: none"> - Set up donation jar/box - Collect receipts and count donation box
1 week after event			<ul style="list-style-type: none"> - Circulate press releases, articles, and pictures to all key contacts 	<ul style="list-style-type: none"> - Update financial statement - Post-event thanks yours and sponsorship acknowledgements
	<ul style="list-style-type: none"> - Complete SUSK follow-up report template and e-mail to alumni@susk.ca 			