



A GUIDEBOOK TO HOSTING A PYSANKY WORKSHOP

Part of the USO Toolkit Event Series



INTRODUCTION

In response to the ongoing COVID-19 pandemic, SUSK has created an extension to the pre-existing USO toolkit of events. The COVID-19 toolkit is designed to provide member USO's with the appropriate resources to adapt their programming and events to comply with the current COVID-19 health and safety standards. You can stay up to date with what regulations apply to you [here](#).

In this document, you will find information on how to successfully implement a socially distanced pysanky/Ukrainian Easter egg workshop. For many USO's, Pysanky workshops are a popular way to spread Ukrainian culture on campus and are easily enjoyed regardless of one's familiarity with Ukrainian traditions.



This guidebook is divided into “**phases.**” These phases divide the responsibilities required to organize this workshop over time to encourage USO’s to stay organized and manage their time effectively.

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.
- To uphold safety regulations to ensure the safety of all participants.

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)

GOALS:

Identify your target audience:

- Will your event be intended for Ukrainian students? All Students? Hint: we recommend the latter.
- Will members of the local Ukrainian community be invited as well?
- How many people will/can you host?

Set 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.

Decide on Venue/Platform

- Due to the pandemic, legislation on social gatherings may vary from province to province. You can find out more about your province's legislation [here](#).
- Depending on the legislation, you might decide to host your workshop either: **in person** or **online**.
 - **In person:** ensure your venue complies with the maximum number of people allowed in the space.
 - 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
 - Ensure there is enough space and seating for all participants to sit at least 6 feet apart.
 - **Online:** online venues have recently become very popular. [Zoom](#) is a great service that allows for participants to interact with one another online.

Determines List of Supplies

How many supplies you need will ultimately be determined by your audience size. Below we provide example quantities for **40 attendees** that the USUSA used in 2016. You can find an example supply list [here](#).

- **If online**, you should also prepare a list of instructions for your participants to follow.
- **If in person, don't forget to include cleaning supplies that can be used to disinfect work surfaces.**

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).



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

Feel free to use the template offered by the [UVIC USS](#)

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/

If hosting your event online, you will also have to consider if your USO will provide supplies for participants or if you will expect participants to source their own supplies. Once the supplies are mailed out your club, you will likely no longer have access to them - consider charging participants a fee that will reflect the cost of the supplies and postage fees.

- **Mail:** mailing is a more costly option
- **Local Delivery:** have a USO member drop the supplies off at participants' houses - cheaper than mail
- **Pick up:** have participants collect the supplies from a predetermined location

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

When selecting volunteers from your USO or your community, it is best to find people with experience decorating pysanky.

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 sheet or form for online registration.
 - This can be circulated by:
 - Facebook event
 - Email
 - Website
- Post an announcement for your local university newsletter
- University Social Media: Many universities and university student course unions are willing to promote your events on their social media, be sure to send them a direct message.

PHASE 6: Execution (0 days before event)

In person:

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 the venues

Disinfect all work surfaces.

Ensure workstations are sufficiently distanced from one another.

Greet guests (ensure that everyone is wearing a mask)

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

Light 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



Online

If hosting your event online, be sure to organize all your materials in advance. Ensure that your participants have read the instructions and have prepared their materials as detailed above.

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

PHASE 1 (week 5)

Draft and workshop committee

PHASE 2 (week 4)

Set Goals: Audience, Date, Venue, Supplies

PHASE 3 (week 3)

Draft a budget

PHASE 4 (week 2-3)

Find Volunteers

PHASE 5 (week 2)

Promote the event

PHASE 6 (day of)

Host the event

PHASE 7 (after the event)

Thank sponsors and promote your event to news agencies (campus paper)