



Official Host Guide 2017

a benefit for



MAPS
MULTIDISCIPLINARY ASSOCIATION FOR PSYCHEDELIC STUDIES
CANADA

Congratulations! You are Hosting a Global Psychedelic Dinner.

How Global Psychedelic Dinners Make a Difference

What Is a Global Psychedelic Dinner?

We invite you, along with friends and supporters of psychedelic science around the globe, to host your own Global Psychedelic Dinner. The Global Psychedelic Dinners are your chance to gather your community, share your story about why you support psychedelic science and medicine, and raise funds for the Multidisciplinary Association for Psychedelic Studies Canada (MAPS) Phase 3 trial of MDMA-assisted psychotherapy for the treatment of posttraumatic stress disorder (PTSD).

You're Helping Make MDMA a Legal Medicine

MAPS has completed an international series of Phase 2 clinical trials of MDMA-assisted psychotherapy for PTSD, and is now preparing for the much larger Phase 3 trials required to obtain U.S. Food and Drug Administration (FDA) approval, starting in 2017. As long as we receive the necessary funding, we anticipate FDA approval for MDMA-assisted psychotherapy for PTSD as soon as 2021.

By creating your own fundraising dinner and inviting your friends, family, and colleagues to attend and sponsor your dinner, you are helping make MDMA a legal medicine.



What is MAPS?

Founded in 1986, the Multidisciplinary Association for Psychedelic Studies (MAPS) is a 501(c)(3) non-profit research and educational organization that develops medical, legal, and cultural contexts for people to benefit from the careful uses of psychedelics and cannabis.

MAPS Canada, founded in 2011, is an affiliate of MAPS. MAPS Canada furthers its mission by:

Medicine

MAPS Canada works to develop psychedelics and cannabis into prescription medicines.

Research

MAPS Canada supports scientific research into spirituality, creativity, and neuroscience.

Education

MAPS Canada works to educate the public honestly about the risks and benefits of psychedelics and cannabis.

Training Therapists

MAPS Canada works to train therapists and to establish a network of treatment centers.



How to Plan Your Dinner

Your Global Psychedelic Dinner can be anything you want it to be, from a handful of close friends in your home or a picnic on the beach to a larger gathering in a private or public venue. You can prepare a delicious meal, make it a potluck, order delivery, meet for a picnic, or reserve space at a restaurant—it's your choice. Any way you serve it, you're helping develop psychedelics into safe and legal treatments for PTSD and other conditions.

Set the Date

We encourage you to host your dinner anytime that is convenient for you.

Pick a Location

Choose whether or not to make your dinner private or public. You can host in your own home, a community center, or a restaurant. It's up to you!

Let Us Know

Once you have a set date, get in contact with us. We can answer questions you may have during the planning and execution of your dinner. Feel free to email us at mark@markhaden.com.

Invite Guests and Spread the Word

As the dinner host, you are the team leader. Consider the “Spiral Approach” when inviting those in your network to the dinner. There are numerous ways to invite people, which include: text, email invitations, phone calls, and social media. For tips on **Promoting Your Dinner, see page 4**. Also, don't be afraid to ask people to help with the dinner, such as having a potluck where everyone shares food. As the event draws closer, be sure to send out reminders to your guests. Even if people aren't able to attend your dinner, they can still help you meet your fundraising goal!

Add Activities

Congratulations, your dinner has started! Now what? Consider adding some activities to engage your guests and start an open dialogue about psychedelic science, medicine, and spirituality.

- **Share your stories:** Ask each other why you support psychedelic science and medicine, and why you're helping MAPS make MDMA a legal medicine. Encourage your guests to take turns sharing their psychedelic experiences and how those have had a positive impact on their lives. See the Conversation Menu for more ideas.
- **Make a pledge:** As the Dinner Host, encourage everyone to make a pledge to MAPS after they share their stories. You can start by sharing why you decided to host a Global Psychedelic Dinner, and then pledging a donation to encourage others. You can use a computer, tablet, or phone to take donations during the dinner, or encourage people to write their pledge and info on a card, or both.

Thank Your Guests

Thanking guests and supporters is an important part of fundraising and being a host. Your guests were generous enough to share their stories and support of MAPS.

Send In Your Funds

You can collect donations in a few ways. Guests can fill out pledge cards, write checks, or donate online at mapscanada.org/dinners. Any donations you collect on-site should be mailed to the address below:

MAPS Canada
Attn: Global Dinners / Name of your dinner
3155 W. 6th Ave
Vancouver, B.C. V6K 1X5

The Spiral Approach

The best fundraisers have a solid strategy. We recommend the spiral approach, starting in the center with those closest to you and progressively working outward to more distant contacts. Why this approach?

Start with yourself.

Make the first donation so others may follow in your footsteps. Show that this is a cause worth giving to.

Your closest contacts

are most likely to donate and support the cause you're fundraising for. This way you build up a strong foundation of donations.

The closer you are to your goal, the more likely people are to donate.

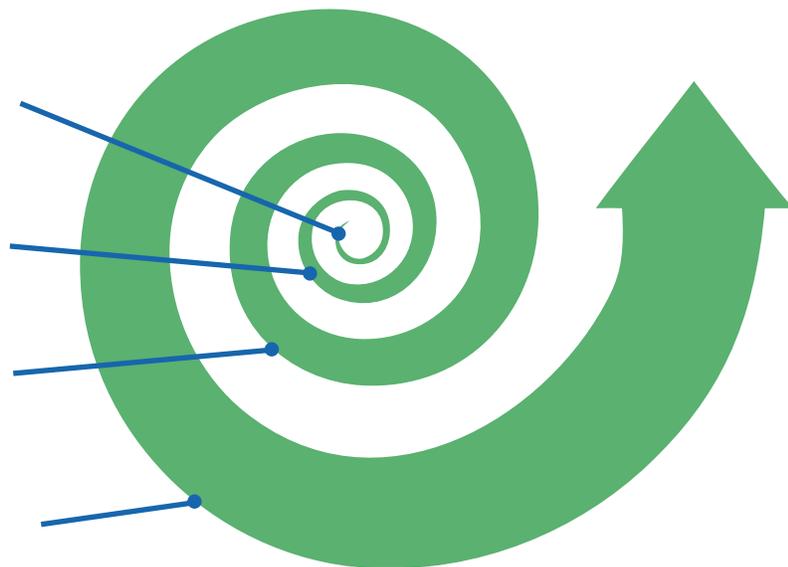
When your outer circles see the progress you've made, they'll want to support the movement too!

1st round: Reach out to 5–10 very close contacts (family and closest friends), ask them to make a contribution to help get you going.

2nd round: Reach out to 10–15 close contacts (your circle of friends and extended family).

3rd round: Send to as many other contacts as you feel comfortable (co-workers, friends of friends, entire address book, etc.).

4th round: Promote your dinner via social media to your entire network.





Fundraising Tips

- **Set a fundraising goal and tell it to your guests.** Our recommended goal is \$1,000 for small dinners and \$5,000 for large public dinners, but you can make it anything you wish. Aim high, but be realistic.
- **Make the first donation.** You're the host—by setting an example, you'll inspire others.
- **Ask everyone to make a pledge** after they share their stories about why they support psychedelic science and medicine.
- **Plus one.** Encourage guests to bring a friend, colleague, or significant other to the dinner.
- **Set a suggested donation as an entry fee.** You can set a recommended amount, such as \$100, or ask your guests to contribute what they can.
- **Share the workload.** You don't have to cook an entire meal (unless you want to). Make your dinner a potluck, have friends help set up or prepare your event, or order in—you could even go to a restaurant, or have a picnic at the park.
- **Collect Donations.** Collect pledge cards and checks. Discourage guests from giving cash donations (they're easier to lose).
- **Mobile Donations.** Use your smartphone or tablet at your dinner to allow guests to donate online via mapscanada.org/dinners.



Promoting Your Dinner—Tips for Spreading the Word

- **Use your social media networks to invite your community** to your dinner with online platforms such as Facebook, Twitter, Instagram, Google Plus, Tumblr, LinkedIn, and Pinterest. Some sample posts are below.
 - Facebook: I'm hosting a Global Psychedelic Dinner to raise funds for psychedelic research conducted by MAPS! Join me on [Date of your event] to gather with community, share stories, and help make MDMA a legal prescription medicine.
 - Twitter: Support psychedelic science by making a donation and joining me for my Global Psychedelic Dinner #PsychedelicDinners
- **Send emails to your friends, family, and coworkers** to invite them to attend your dinner and donate online. You can create a series of emails with information about your event, then send them out as your event gets closer.
- **Keep the conversation going** leading up to your dinner. Continue to share invitations and information via social media, send email updates, and remind friends and family members about the upcoming dinner and why it's important to you.
- **Use hashtags to join the global conversation.** Our hashtags for the Global Psychedelic Dinners are **#PsychedelicDinners** and **#Psychedelics**. Add one or more of these hashtags to your social media posts to add your voice to the conversation, or search for the hashtag online to see what others are saying.



THANK YOU!