





**Welcome!**

**Brad Wolfe**  
Executive Director



**Dara Kosberg**  
Program Director



**Margaret Beim**  
Marketing Manager



**Zubin Desai**  
Product Lead





# Today's Goals

- Talk about our role in the face of the epidemic
- Begin co-creating a virtual worldwide festival
- Learn how we can collaborate
- Get inspired



# Agenda

## 1 hour

- Reimagine: Life, Loss, and Love Overview
- What it means to be a collaborator
- How to plan a successful event
- Demo
- How to market your event
- Important next steps for participation

## OPTIONAL

- Q + A
- Breakouts

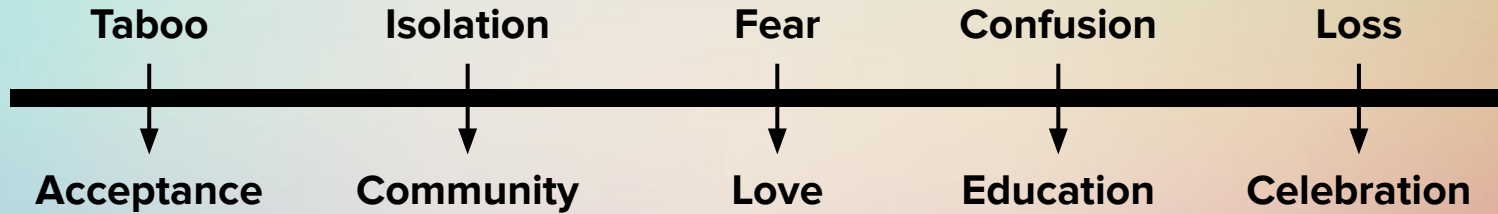




# Overview



Working to transform our individual and collective experience around serious illness, caregiving, dying, grieving...and *living*.



**2 cities | 30,000 attendees | 700+ events | 500+ Partners**



# Audience Is Intergenerational and Diverse

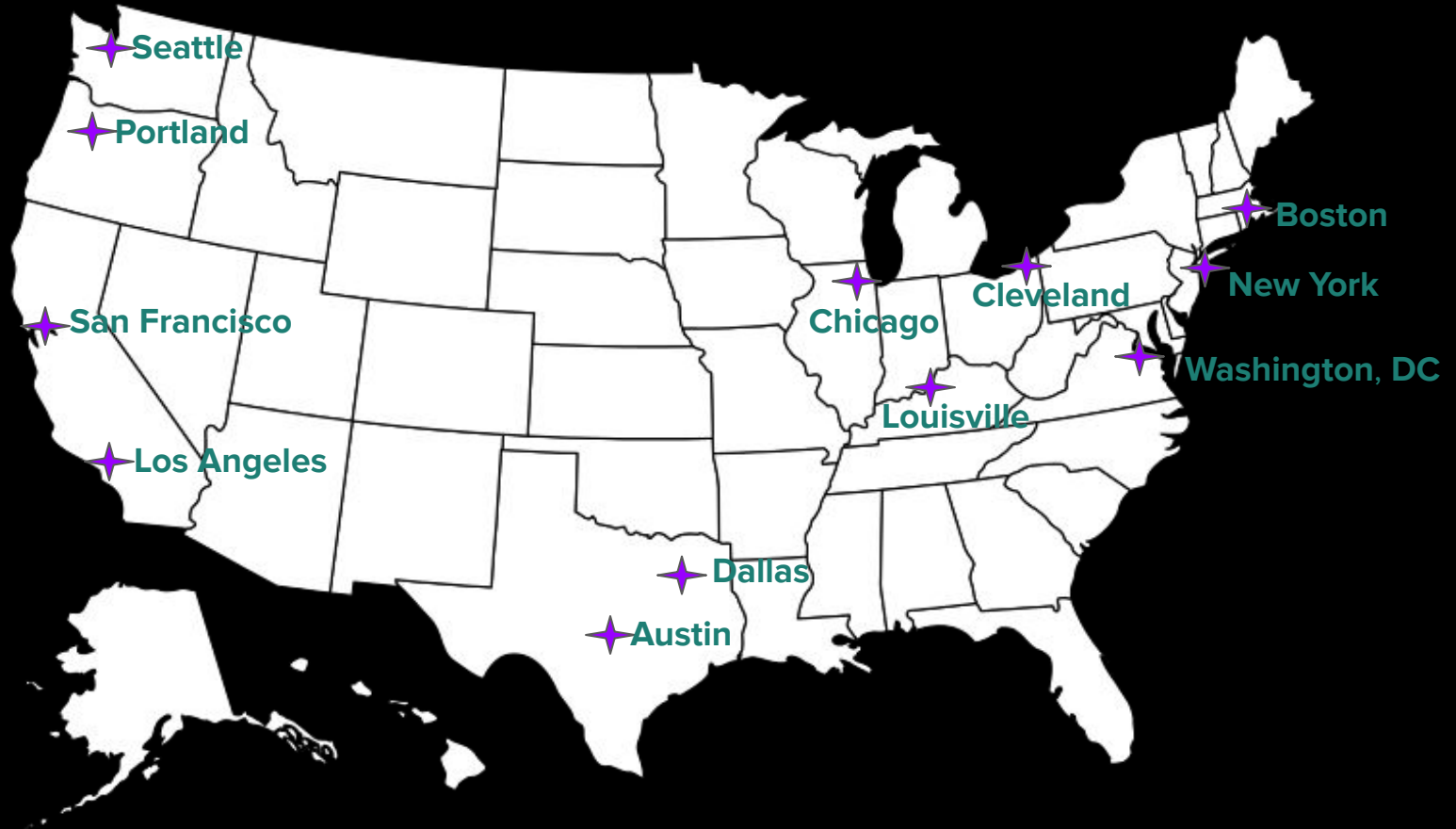
## Ages of Attendees

Ages	Percentage
1-24 years	3.5%
25-34 years	25.6%
35-44 years	18%
45-54 years	18.3%
55-64 years	19.4%
65-74 years	9.3%
75+ years	5.9%

**40% of Reimagine events hosted by/for/in vulnerable and/or marginalized communities, including seniors.**

**80% of attendees are outside of healthcare industry**

# Reimagine's Strategic Plan: Scale Our Festivals To New Communities





# A worldwide virtual festival

**195 Countries**

**7.5 Billion People**

**1 Universal Story**





# re imagine

Life, Loss, & Love

A Worldwide Virtual Festival

May 1 - July 7

**Wonder** about the big questions about life and death, illness and loss, love and connection, through spirituality, science, and the arts

**Prepare** for and manage serious illness, dying, and death, for ourselves and the people we care about

**Remember** to create space for all types of grief and honor those we love, through memories, words, and actions

**Live Fully** in the face of our impermanence, embrace life, our families, our communities, and our planet, through well-being, purpose, and positive impact



# Our Events, Our Resources, Our Impact Amplified

**reimagine**  
community resources

Festivals | Share Your Resources | Collaborator Sign In

Wonder | Prepare | Remember | Live Fully

Find workshops, music, art... 🔍

## Find healing during uncertain times.

In this unprecedented moment of illness, death, and isolation, find resources that help make the world more human and connected.

[See all resources](#) ↻

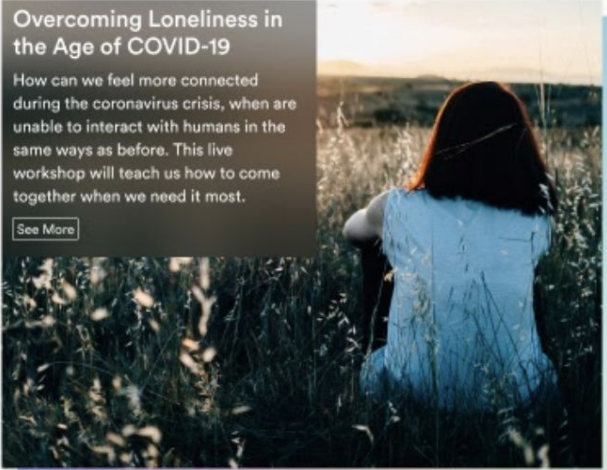
What brings you to Reimagine's Community Resources?

- Wonder
- Preparation
- Remembrance
- Living Fully

### Overcoming Loneliness in the Age of COVID-19

How can we feel more connected during the coronavirus crisis, when are unable to interact with humans in the same ways as before. This live workshop will teach us how to come together when we need it most.

[See More](#)



○ ○ ● ○ ○



Constraints can spur creativity and incite action, as long as you have the confidence to embrace them.

— *Tom Kelley* —



re  
imagine

# Collaboration





# How We Do This

## Reimagine **is**:

- Community-driven
- A platform
- An opportunity

## Reimagine **isn't**:

- A traditional, centralized festival
- The producer or funder for your event
- A political or religious organization



# Reimagine's Role

## The Reimagine team **will...**

- Share tools, resources, and timelines to support collaborators' success
- Design elevating marketing materials
- Develop threads to tie disparate events together
- Provide festival-wide publicity
- Listen and learn from you



# Your Role

As a collaborator, you will...

- Make an impact in this moment
- Plan events, create magic, spark conversation
- Grow your audience and your network
- Gain exposure
- Become a better event designer
- Support your fellow collaborators
- Effect positive culture change



# Nuts & Bolts

- Read communications, review resource documents, and join us for “all-hands” webinars
- Answer requests and submit your event at minimum two weeks in advance (especially for finalizing event and ticketing details for website)
- Use our centralized ticketing system
- Participate in collective marketing efforts



# Planning a Successful Event



**Salon**

Advance Care Planning Workshop

Grief yoga

Author Talk

Dance Class

# What is a Reimagine Event?

**Art tour**

Altar-building workshop

Comedy show

Interdisciplinary

**Concert**

A Reflection

Interfaith Discussion



# Prototyping virtual connection



Grounding meditations,  
inspiring micro-talks,  
and gratitude-filled  
meetup groups

**10 events, 5,000+ people to date**

**Featured presenters have included**

Frank Ostaseski, cofounder of the Zen Hospice Project and founder of the Metta Institute

Rick Hanson, *New York Times* best-selling author and mindfulness leader

Mirabai Bush, co-author with Ram Dass on *Walking Each Other Home: Conversations on Loving and Dying*

**“I love how honest this offering is...beautifully simple, not over-engineered in any way and truly uplifting.”**

-Lisa, Australia

**“Meeting people in the small groups from all over the world experiencing this pandemic has broken open my heart.”**

-Sue, Colorado

**“I just lost my job due to COVID-19 and was so thankful to join in on a Daily Dose of Togetherness to recenter, interact with others around the world, and end in a refreshed mindset of gratitude, love and collectiveness.”**

-Claudia, San Francisco





# Considerations

## In-Person -> Virtual Events:

- Learn from your past in-person event experiences
- Explore how this format opens up new opportunities
- Simplify/Shorten (# of people, transitions, amount of time)
- Have a plan and back-up support in case you run into an issue
- Prepare your attendees in advance (flow, technology)



## Best Practice: *Incorporate a Reimagine Theme*



### **In Conversation: Art and Grief**

*Hosted By MoMA and The Dinner Party*

Members of [The Dinner Party](#) — a group of 20- and 30-somethings who gather over potluck dinners to talk about life after loss — are invited into [MoMA's](#) galleries to engage with artists' processes and ideas and to reflect on our own experiences of grief.



### **Ancestral Mask Making for Families**

*Hosted By Gina Colombatto and Jennifer Perez*

A fun family event for youth (10 and up) and their parents/grandparents to create art and reflect on those who have come before, celebrating their lives and exploring ancestral traditions.



## Best Practice: *Partner and innovate*



### Good Grief with Chris Garcia + Bitch Talk

*Hosted By*  
[Punch Line San Francisco](#) + [Bitch Talk](#)

Stand-up comedy with [Chris Garcia](#), [Reggie Steele](#), [Irene Tu](#), [Ronn Vigh](#), [Dan Rothenberg](#), and a live podcast with [Bitch Talk](#) following the show. This is a different kind of comedy event. We're not going to beat around the bush and avoid the heavy or just make light of it. We're going to dive into our losses, grief, and pain, because we know that's where the deepest laughs and healing are born.



### Bridge - Stories From Elders

*Hosted By* [Reimagine](#) + [Presence](#)

What if TED flipped the script, and instead of listening to some hotshot, young whipper-snappers, we spent some time paying attention to the wisdom of our elders? "Bridge" is a speaking / storytelling evening aimed at crossing generations, and featuring people in their 80s and 90s who have lived interesting lives. They have something to tell us.



## Best Practice: *Make it interactive and useful*



### Empathy Bootcamp

Hosted By [Help Each Other Out](#)

Most of us make reaching out to people experiencing loss, illness, divorce, and any range of difficulties harder than it has to be. We teach empathy skills and conversational dos and don'ts so you feel prepared to comfort friends, colleagues, and family who are suffering. Our approach is grounded in social science but delivered with humor and heart.



### Playback: Theater Honoring Stories of Family Members of Loved Ones with Dementia

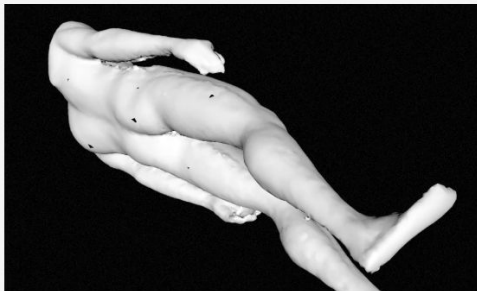
Hosted By [Laguna Honda Hospital](#) / [SFHN](#)

This program will encourage family members whose loved one has dementia to share their stories. After hearing the stories, the [Stagebridge](#) playback actors will play back the expressed themes and experiences. In doing so, the actors both honor and validate the shared and individual family experiences as a way of healing.





## Best Practice: *Write compelling marketing copy*



### **The Identity of Self**

*Hosted By **IDEO***

How might our loved ones experience our digital ephemera after we die? The Identity of Self will bring together a community of likeminded artists, designers, and technologists to explore how the internet, machine learning, and immersive media might change how we plan for and experience death.



### **ASK DEATH: An Intimate Evening with Death Herself**

*Hosted By **Douglass Truth***

A middle-aged waitress meets Death in a bar. They hit it off, and 49 days later, she replaces him. Now she's Death, Herself. We think you'll really enjoy meeting her!





# Facebook Group

Facebook [worldwide collaborator group](#):

- Community-building by sharing relevant information / resources / articles / events
- Soliciting advice from fellow collaborators
- Bartering talent and space
- Getting the latest news and updates from the Reimagine team

*NOTE: Anything outside this purview is not appropriate to post in the group.*



Demo



# Marketing



*Together, let's spark the  
collective flame....*



# Marketing Support

What Reimagine will provide to collaborators ...

- Unique Event Page + Profile Page
- Highlight your resources: products + services
- Listings + mentions across Reimagine's site
- Email templates
- Social media graphics
- Promotion of festival to our audience
- Paid advertising campaign promoting festival to large global audience



# Expectations: Everyone Amplifies Each other

- In writing: “As part of Reimagine: Life, Love, & Loss,” COLLABORATOR presents YOUR EVENT/CONTRIBUTION TITLE”
- For all social media posts and online communications, provide a link to Reimagine’s Facebook page and website.
- Create Facebook Event Page and include Reimagine as a co-host.
- Participate in “event threads” provided by Reimagine to help tie your event in with the greater festival (e.g., a reading at start of your event).



# Read the Marketing Guide

The [Marketing Guide](#) includes:

- Best practices to support your event marketing and communications strategy
- Official collaborative language and design guidelines for announcements, Facebook event pages, etc.
- Email newsletters templates
- Customizable and ready-to-go social media graphics

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## 4 Emails with Graphics

*Send to friends, family, colleagues and community...*

- 1. Event Invitation*
- 2. Event Reminder Invitation*
- 3. Confirmation to Participants*
- 4. Thank you for participating!*



**Send  
Emails**

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# Post on Social

## 6 Social Media Shares

1. *Festival Announcement*
2. *2 Weeks Away!*
3. *1 Week Away!*
4. *5 Day Countdown (5 days)*
5. *Day of Event Reminder!*
6. *Thank you!*



# Spotlight

EXAMPLE POST FROM TEMPLATE



**Reimagine:**  
**Life, Love, & Loss**  
A Worldwide  
Virtual Festival

**Lessons for the Living**  
from the Bedside of  
the Dying

*Hosted by Jane Doe*

**letsreimagine.org**      Fri, October 25th, 7pm

The example post template is a black rectangular area. At the top right, there is a green box with the text 'EXAMPLE POST FROM TEMPLATE'. Below this, on the left, is a square image of a woman with long brown hair sticking her tongue out against a blue background. To the right of the image is the 're imagine' logo, which consists of a stylized square icon with a diagonal line and the text 're imagine' below it. Below the image and logo, the text is arranged in two columns. The left column contains the event title 'Reimagine: Life, Love, & Loss' in bold, followed by 'A Worldwide Virtual Festival'. The right column contains the subtitle 'Lessons for the Living from the Bedside of the Dying' and the host information 'Hosted by Jane Doe' in italics. At the bottom, the website 'letsreimagine.org' and the date 'Fri, October 25th, 7pm' are listed.



# Festival Announcement





# 2 Weeks Away



re  
imagine  
Life, Loss, & Love

My event is  
**2 weeks  
away**

A Worldwide Virtual Festival  
During COVID-19

#letsreimagine  
letsreimagine.org





# 1 Week Away



My event is  
**1 week  
away**

A Worldwide Virtual Festival  
During COVID-19

#letsreimagine  
[letsreimagine.org](https://letsreimagine.org)



# Festival Countdown





**Thank  
you!**





# Marketing Next Steps

Next steps:

- Review the [Marketing Kit](#)
- Create your Facebook Event Page by (make Reimagine a co-host)
- Submit your spotlight to Margaret (that's me!)
- **Stay tuned for the next upcoming webinar!**





# Marketing Support

**Questions?**

**Need Marketing Support?**

*Please email*

[margaret@letsreimagine.org](mailto:margaret@letsreimagine.org)

NOTE:

Make the subject headline of the email  
“Collaborator Marketing Question”



# Next Steps



# Process for Participating in the Festival

- Submit Event Concept Proposal
- Create a public profile
- Add your event details
- Promote your event!



# Next Steps Timeline

- **Beginning April 16:** Submit your event concept proposal for approval and add your event details to the portal
- **Today, April 23:** Schedule launches / begin event promotion
- **April 28:** Attend Webinar - New Tools & Tricks For A Successful Virtual Experience + Office Hours
- **May 1:** Festival begins



# How is Reimagine Possible?

We rely on sponsorships and donations to support this work...

- We need your help for this to exist!
- Sponsors are our friends; we need to work together to amplify their support
- Spread the word! The more people know about us, the more support we receive. Every dollar counts!
- Our goal is to take Reimagine to every community in the US. The work you do sets the example

## **Interested in championing this community?**

Contact our resource development team at [development@letsreimagine.org](mailto:development@letsreimagine.org)



**Onward!**





**Q + A**

You have questions?

We have answers!

*(And if for some reason we don't  
right now, we'll figure it out and  
get back to you...)*





# Meet + Greet

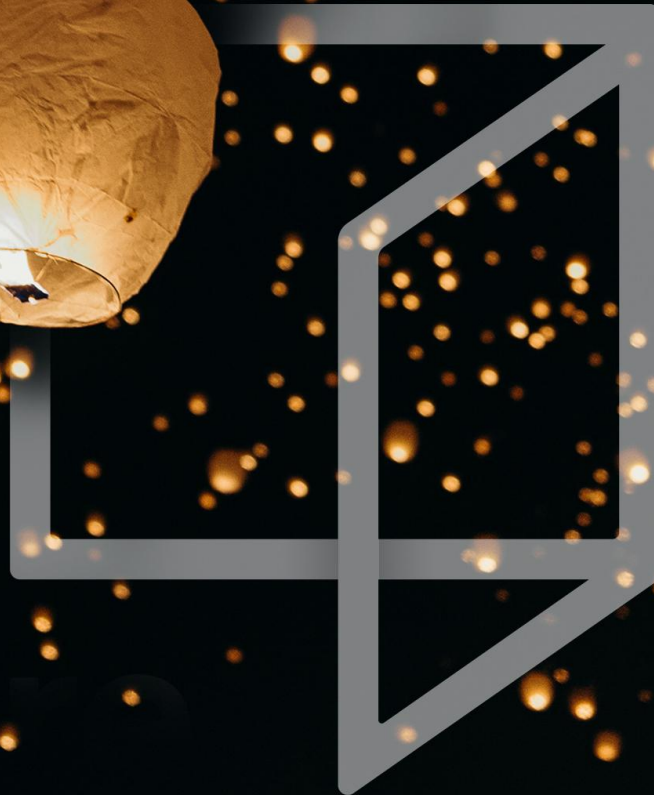
Learn about your fellow Reimagine collaborators!

- Breakout rooms for smaller, more intimate groups
- Reimagine team members facilitating

# Breakout Questions

1. Name and Location
2. What is one thing you're grateful for today?
3. BONUS: What might your event look like reimaged in a virtual environment?





**Thank you!**




# Appendix



# Festival Schedule Page

EVENTS BY: TYPE ▼ DAY ▼ TIME ▼ LANGUAGE ▼



### How to Write a Condolence Letter with Amy Cunningham


*Hosted By*  
**The New York Public Library / Green-Wood Cemetery**

Join funeral director and Green-Wood Cemetery educator, Amy Cunningham, for this workshop on how to write a condolence letter.

**MON. OCTOBER 29**  
@  
67th Street Library  
3:00pm-4:00pm

FREE

[LEARN MORE + RSVP](#) [SHARE](#) | [f](#) | [t](#)



### Conversations I Wish I Had


*Hosted By*  
**Union Theological Seminary and Morgan Brown**

If you could pick up the phone and call someone who is dead, who would you call? What would you say?

**MON. OCTOBER 29**  
@  
Union Theological Seminary  
3:00pm-9:00pm

FREE

[LEARN MORE + RSVP](#) [SHARE](#) | [f](#) | [t](#)



### Family Storytime: When Dinosaurs Die

*Hosted By*  
**The New York Public Library / ConnectLives / Children's Hospital at Montefiore**

Join us as we read the life-affirming children's book, When Dinosaurs Die.

**MON. OCTOBER 29**  
@  
Mosholu Library  
3:30pm-4:30pm

FREE

[LEARN MORE + RSVP](#) [SHARE](#) | [f](#) | [t](#)

See NYC 2018 festival archive [here.](#)



# Resources for Collaborators

Our [Help Center](#) contains all the information you need to plan and submit your events.

- [Reimagine: Life, Loss, & Love Starter Guide](#)
- [Creating your account and public profile](#)
- [Facebook Group](#)
- [Creating & submitting your events](#)
- [Marketing your events and resources](#)
- [Event day and beyond](#) (*coming soon!*)
- [Webinar recordings and decks](#)



# Marketing Webinar + Kit

*Coming Soon!*

This companion to the Collaborator Starter Kit will include:

- Best practices to support your event marketing and communications strategy
- Official collaborative language for announcements, Facebook event pages, etc.
- Newsletter and press release templates
- Customizable graphic assets for digital social share and print
- Timeline of collective marketing campaigns and important tasks





# Event Details Page



Reimagine End of Life is a week exploring big questions about life and death.

Attend

Create An Event

Support Us

About



New York October 27 – November 03, 2018

[Overview](#) > [Schedule](#) > [Event](#)

## End of Life Planning: Customs and Practices of Three Faith Traditions

Hosted by [Central Synagogue](#)



Monday, October 29

7:00pm-8:30pm

@

[Central Synagogue](#)

RSVP

SHARE | [f](#) | [t](#)

What do different religious traditions say about how we live life and how we prepare for death? How do we help people consider the quality of life at the end of life, and help to ensure their wishes are communicated to their loved ones?

[Central Synagogue](#) is hosting an interfaith dialogue with three spiritual leaders: Rabbi Angela Buchdahl, Senior Rabbi at Central Synagogue, Senior Reverend Scott Black Johnston, of Fifth Avenue Presbyterian Church, and Chaplain Tahara Akmal, Director of Clinical Pastoral Education and Certified Educator at the Reading Hospital School of Health Sciences in Reading, PA. Join us for a lively dialogue with spiritual leaders of three faiths as they explore the customs, norms, and precepts of their faith traditions regarding the end of life and planning for death. Participants have the opportunity to examine the place of faith, beliefs, and practices at end of life with the support of their own community and religious leaders. For some participants, the conversation raises concerns about being in alignment with what their faith's precepts prescribe and permit. The dialogue will address some of the most vexing questions of our time.



TYPE:  
LECTURE/PANEL



# Ticketing Window

The screenshot shows a web browser window with the URL `https://ri-letsreimagine.modlabdev.com/824/demo-event`. The page title is "Demo Event". At the top right, there is a "reimagine End of Life" logo and a close button (X). The event details are as follows:

**Demo Event**  
Thursday, Jul 4, 2019, 10:00 AM - 3:00 PM  
Moxie Yoga - Bernal Heights  
3232 Mission St., San Francisco, CA 94110

Ticket Type	Price	Quantity	Fee	Total
EARLY BIRD	\$16.00	<input type="text" value="0"/>	\$0.00	\$0.00

At the bottom of the window, there are two buttons: "ADD TO CART" and "CHECKOUT".



# Collaborator Portal

All event and ticketing details will be entered at [portal.letsreimagine.org](https://portal.letsreimagine.org):

- Create an account (one per organization; also your account for our ticketing partner SquadUP).
- Create your public Reimagine profile for the festival directory
- Enter all required details for website listing, ticketing, and additional resources you'd like to share.



# Collaborator Portal

All event and ticketing details will be entered at [portal.letsreimagine.org](https://portal.letsreimagine.org):

- Plan for Early Bird ticketing (20% off GA).
- Complete Collaborator Agreement and SquadUP Ticketing Authorization.
- Submit your finalized event details on or before **April 12.**



# Ticketing Authorization

Connect your event to our ticketing platform through SquadUP:

- Necessary for both free and paid events.
- Paid events will do a credit card authorization for security (fully refunded \$1 test charge), and will pick payout method (PayPal, Venmo, check).



# Collaborator Agreement

Important document to solidify your participation:

- Outlines many of the expectations and commitments already in Collaborator Starter Kit and discussed in this webinar.
- Must be completed through Collaborator Portal on or before **April 12**.
- Event cannot be included on website without signing agreement.





# Organization Profile Page

## Simply Celebrate

San Francisco, CA  
(415) 312-6051  
Visit website  
Email us



## We are here to reimagine...

how we can turn moments into gifts. In the midst of everyday life, it is easy to forget how extraordinary — and fleeting — our lives are.

## Our story

Simply Celebrate's mission is to help people find creative, intentional, and impactful ways to celebrate life and to express love for family and friends through creative gifts, inspirational books/workshops, and joyful life coaching. Simply Celebrate's mission is to help people find creative, intentional, and impactful ways to celebrate life and to express love for family and friends through creative gifts, inspirational books/workshops, and joyful exploration of what it means to... [See More](#)

## Our community resources



### How Beauty Killed My Mother

140 LBS is the true story of how Suzy's mother died from plastic surgery malpractice and her search to find the surgeon responsible for her death.



### Memorialization in the 21st Century

How do we memorialize in the digital era? Join thought leaders from IDEO, Kessler, Better Place Forests, and Facebook in a lively panel discussion.



### Morning Ritual to Help with Grief

In this podcast, Cheryl Jones helps you awaken to your mortality so you can live your best life and avoid "tweating." "Can we start all over, please?" on your deathbed.

## Upcoming Reimagine events

NEW YORK FESTIVAL ⊕  
JUNE 8-14, 2020



### Open Death Conversation: Evening Gathering

Our free Open Death Conversation: An Evening Gathering is an excellent way to explore conversations dealing with end of life.

WED. JUNE 10, 2020  
WEBSTER HALL  
6:30 - 7:30 pm  
FREE



### Understanding EOL

California's End of Life Option Act was signed into law and became effective on June 9, 2016. When signing, Governor Brown stated, "I do not know what I would do if I were dying in prolonged and excruciating pain.

WED. JUNE 10, 2020  
WEBSTER HALL  
5:30 - 7:30 PM  
\$40

## Previous Reimagine events





# Resource Detail Page

## Making Beauty Out of Grief: Earth Altars for Remembering

This workshop will give you a much-needed digital detox that will calm your mind and connect you back to the wisdom of the earth.

A RESOURCE BY [MORNING ALTARS](#)



Morning Altars is a 7-step practice of creating impermanent earth altars made from nature, akin to mandalas, that is a time-tested mindfulness practice to express grief, memory, love and prayers through nature, art and ritual.

In this workshop, we will dive-deep into the story of who we are grieving — be it the passing of a friend, the loss of a relationship or a major life change — and create impermanent earth art devoted to who we are letting go of. We will learn new ways to grieve through skills such as wonder, creativity, prayer, community and impermanence. This is a simple yet highly-effective practice for any stage of life, because learning to grieve-well is also learning to live-well.

Join Day Schildkret, internationally renowned earth artist and author of “Morning Altars” for a hands-on practice that BuzzFeed calls, “a celebration of life and nature.” This workshop will give you a much-needed digital detox that will calm your mind, connect you back to the wisdom of the earth and give you the tools and teachings to turn your grief into beauty.

### My inspiration

Grief is another way of loving what has been lost and love is another way of grieving what hasn't yet left us. Yet, in our modern culture, we are grief-illiterate and death-phobic. We don't know how to mark loss so that we can grieve-well and, therefore, love-well. Instead, our culture tells us to only value growth so many of us suppress, bypass or get stuck in our grief.





# Portal Demo

The Collaborator Portal can be accessed [here](#).

- Event submission
- Profile page
- Community resource submission



# Collaborator Help Center

Reminder to review and reference our [Help Center](#):

- Help with conceptualizing your event within the Reimagine context
- Walk-through of logistics important for any event
- Timeline of important dates