



Official Host Guide



a worldwide benefit for

MAPS
MULTIDISCIPLINARY ASSOCIATION FOR PSYCHEDELIC STUDIES

Congratulations! You are Hosting a Global Psychedelic Dinner.

How Global Psychedelic Dinners Make a Difference

What Is a 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 (MAPS)' purchase of one kilogram of pharmaceutical-grade (cGMP) MDMA for our Phase 3 trials of MDMA-assisted psychotherapy for the treatment of posttraumatic stress disorder (PTSD), and other MDMA research around the world.

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.

MAPS 30th Anniversary Banquet and Celebration

On April 17, 2016, MAPS hosted its 30th anniversary benefit banquet at the Scottish Rite Center in Oakland, Calif., celebrating three decades of advancements in psychedelic research and therapy. The event honored key figures in the community and the progress made since MAPS' inception, and helped build the future of psychedelic medicine with a fundraiser to support MAPS' \$400,000 purchase of 1 kilogram of MDMA and other Phase 3 PTSD research costs.

The evening included a keynote address from MAPS Founder and Executive Director Rick Doblin, Ph.D., as well as addresses from psychedelic researchers, subjects from MAPS studies, and other experts in the field of psychedelic science. There were also entertainment acts and a visionary art gallery.

30thANNIVERSARY
Banquet & Celebration

Watch the video and share it at your dinner:
psychedelicdinners.org/banquet



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 marijuana.

Since 1986, MAPS has disbursed over \$26 million in the efforts of legalizing psychedelic therapy and educating the public. We're asking you to join us in celebrating our 30 years of pioneering research and honest education through the Global Psychedelic Dinners and 30th Anniversary Banquet and Celebration in Oakland, Calif. Virtually all support comes from the efforts of individuals and family foundations, stressing the importance of supporters like you!

Medicine

MAPS works to develop psychedelics and marijuana into prescription medicines.

Research

MAPS sponsors scientific research into the treatment of specific conditions, while also supporting scientific research into spirituality, creativity, and neuroscience.

Education

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

Training Therapists

MAPS 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, register to host a dinner at psychedelicdinner.org/host-dinner. If you have additional questions, email us at dinner@maps.org.

Create an Online Fundraising Page

If you haven't already, set up your online fundraising page at (razoo.com/team/Global-Psychedelic-Dinner). For tips on how to set up and use your fundraising page, see **Using Your Fundraising Page on page 6**. You may choose to not use the online fundraising tools (but they're very helpful!).

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 5**. 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! Share your Razoo fundraising page with your social networks.

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 through your Razoo fundraising page during the dinner, or encourage people to write their pledge and info on a card and place it in the donation box, 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. We will also send thank you letters/tax receipts to all people who donate to MAPS.

Send In Your Funds

To collect donations, use the donation box sent with this kit. All donations are tax-deductible. However, we discourage cash (checks are OK) sent through the mail and cannot guarantee tax deductibility of cash donations. Once your dinner is over, you will need to send in the funds you have raised in benefit of MAPS. Please mail funds in the enclosed envelope(s) or address your own envelope to:

MAPS

Attn: Global Dinners / Name of your dinner

1115 Mission Street

Santa Cruz, CA 95060

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

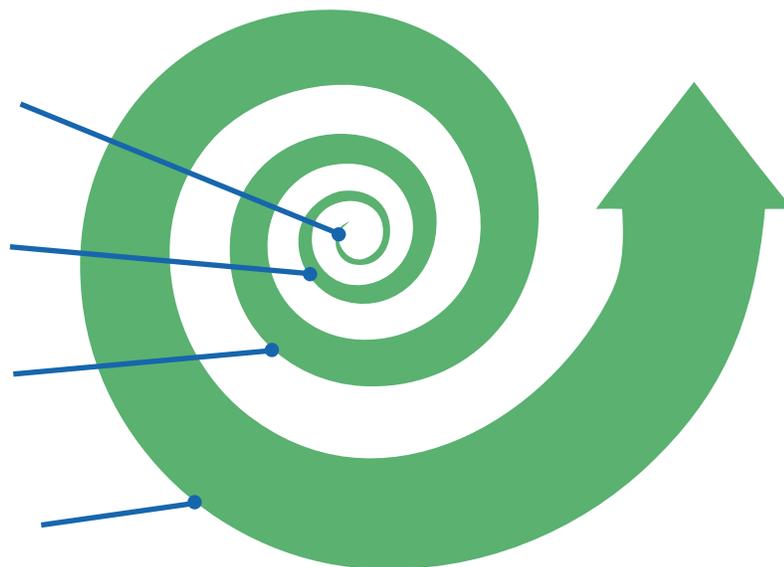
see the progress you've made, they'll want to support the movement too!

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 page 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. Our hope is to raise \$400,000 through the Global Psychedelic Dinners and 30th Anniversary Banquet and Celebration for MAPS' purchase of 1 kilogram pharmaceutical-grade MDMA, a key ingredient for our Phase 3 studies and other MDMA research worldwide.
- **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.** Use the included donation box to 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 your Razoo Fundraising Page or at psychedelicdinners.org.



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.
 - o 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. [Link to your Razoo page]
 - o Twitter: Support psychedelic science by making a donation and joining me for my Global Psychedelic Dinner [Insert your Razoo URL] #PsychedelicDinners
- **Send emails to your friends, family, and coworkers** to invite them to attend your dinner and donate to your online fundraising page. 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.

- **Share social media posts from MAPS** as an easy way to invite friends to your dinner while spreading awareness for psychedelic research. Visit maps.org/social to follow MAPS online.
- **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.



Using Your Fundraising Page

- **Join the team** by going to the Global Psychedelic Dinners team fundraising page on Razoo (razoo.com/team/Global-Psychedelic-Dinners). Under the “Join This Team” section, click on the “Fundraise” button.
- **Create an account**, enter your information, and select “Create Account.” You can even choose to link your login directly to social media.
- **Personalize your page** by selecting the “Manage Page” button at the top of the page
 - o Name your fundraiser, give a short summary, and share your story
 - o Set your goal and suggest donation levels. \$50 pays for one dose of MDMA manufactured under current Good Manufacturing Practices (cGMP) for MAPS’ Phase 3 clinical trials.
 - o Under “Advanced Options,” change the name of your URL to something short and easy to remember like your name, or the title of your event. Feel free to get creative!
 - o Add videos and photos to illustrate your story. For an idea, here’s a link to a MAPS video from our YouTube page (<http://bit.ly/23syV9j>).
- **Get the party started** by making the first donation. For additional fundraising strategies, see the Fundraising Tips section.
- **Share your page** with friends and family using the helpful tips in the Promoting Your Dinner section.
- **Keep the momentum going** by posting updates under the “Manage Page” section and sharing them via your social media network, on your website, or through email.
- **Collect donations** at your event by encouraging people to go to your URL and donate through their smartphone or tablet. You can also ask your dinner guests to share your page with their networks to help meet your goal!
- **Thank your guests** by going to the “Thanks” tab under “Manage Page.”



THANK YOU!