

**Community Group  
Development Program**

**REFLEXOLOGY ASSOCIATION OF CANADA  
BRITISH COLUMBIA CHAPTER**

**“COMMUNITY GROUP DEVELOPMENT PROGRAM”**

The principal purpose of the Community Group Development Program is to provide our Reflexologists with the ability to actively participate in community events and to help fund such events. The program is designed to promote Reflexology, RAC-BC and individual Reflexology Practices, in part through the offering of short or trial Reflexology sessions at events for the purpose of stimulating a desire in the public to seek out the services of a Reflexologist.

**How does funding for a Community Group work?**

Every member of the Reflexology Association of Canada, B.C. Chapter submits annual dues. To fund a group's participation in a community event, your B.C. Board of Directors has decided that \$5.00 from annual membership monies received from each member within the group, will be allocated specifically for the purpose of funding your group's community or promotional events.

It is important to remember that community group members holding professional RAC memberships, who do not submit their annual “Dues Statement”, will **not** have their monies allocated. Why? For professional memberships the B.C. Chapter receives \$15.00 (fifteen dollars) from RAC-national **for each member who completes and submits the Dues Statement Form to our Membership Director annually.** In turn our Membership Director must submit this form to RAC-national before these funds are forwarded to our Chapter. The Chapter does not receive a portion of a professional member's dues when the member fails to submit this statement.

Although money within a group's allocation may not be substantial at onset, the funding for participation in an event can be realized quickly depending on the number of members within the group. As an example: A newly formed group with 10 members for 2009 will receive a credit of \$50.00 (\$5.00 per member). For 2010 (and every subsequent year) the group will receive another credit of \$50.00. For 2010, this amounts to \$100.00, which is often enough to pay for a booth at a small local event.

## REGULATIONS

Starting in 2009, each newly formed Community Group will receive the allocation. Allocated funds will remain in the Chapter's general bank account. There will be no interest awarded on monies within an allocation. The maximum amount of money that can be in a group's allocated funds is \$1000.00 (One Thousand Dollars). Allocated funds can only be used for the payment of expenses associated with Promotional Events, except when the B.C. Chapter Board of Directors approves otherwise.

### **1 - GROUP STRUCTURE - How is a group formed?**

Community groups are independent entities within RAC-BC, although policies and bylaws governing Community Groups are set down by the B.C. Chapter Board of Directors.

A Community Group may be formed by completing the enclosed application. Group formation requires the participation of three RAC-BC members, living in the same community or area, who hold professional or associate memberships in good standing. Affiliated RAC-BC members and students who are RAC members in good standing may also be group members, but cannot be considered as one of the three members required for the formation of a group. Reflexologists and interested parties not holding a professional membership in RAC or an associate or affiliate membership in RAC-BC may not be a member of a community group. Members are also considered as “**Contractors**” as members are paid for their services after participation in successful community events.

A Community Group must have a Group Leader or “**Owner**” upon formation and an **Event Organizer** during an event.

A **Group Leader** or “**Owner**” controls group activity and must hold the position for at least one year. This position is responsible for all forms of communication between their group and the respective Director on the BC Board of Directors, as well as other Community Groups within BC. Responsibilities also include submitting requests for the use of group funds and ensuring the proper distribution of funds, passing along recommendations and concerns of any form to the BC Board of Directors. He/She is the contact person, to whom the Board will respond to a group's communiqué. The Owner also helps encourage professional members to keep their RAC membership in good standing and to submit their annual “Dues Statement” to RAC-BC's Membership Director. One other important role is to organize the group's enrollment in RAC-BC's Group Health Insurance Program. The procedure will be provided upon group formation.

An **Event Organizer** is a volunteer position. This position is responsible for organizing a groups participation in a promotional event from beginning to end. The person filling this role need not be the same for each event. Responsibilities include communicating and obtaining all necessary information from Show Organizers, completing all necessary documentation associated with an event, organizing the acquisition of all required materials and supplies needed for an event and providing a workable schedule for participating members and volunteers during an event. The Event Organizer is also responsible for completing the financial documentation associated with the event other than the request and restoring of funds from the group's allocation with RAC-BC.

### 2 - COMMUNITY GROUP MEETING TIMES

Meeting times and intervals are at the discretion of group members, although quarterly meetings are a recommended minimum. Group meetings are open to all including non-members.

### 3 - PARTICIPATION IN A COMMUNITY OR PROMOTIONAL EVENT

Participation in a Community or Promotional event is decided by consensus within a group. Member participation in any event is voluntary. All members who provide trial sessions must be certified in Reflexology and have knowledge of the procedure for providing **10 minute** trial sessions.

Students are prohibited from providing trial sessions at an event. Students, non-RAC-BC Reflexologists, family members as well as other interested parties affiliated or not affiliated with Reflexology may volunteer their services for providing setup assistance or filling the role of a "Greeter", during an event. Additional information on the role of a Greeter is provided in the "Guidelines for setting up a successful Event".

Reflexologists who are not members of RAC or RAC BC are not permitted to provide trial sessions in a group's community or promotional event, except when the event is a **Board authorized** charity fund raiser or cooperative between Reflexology Associations.

### 4 - MONEY COLLECTED AT A PROMOTIONAL EVENT

Trial Reflexology Sessions are to be provided at Community or Promotional Events at **\$10.00 per 10 minute session**. Longer sessions may be provided when public participation is slow and there are no appointments or individuals waiting for a session. Extended sessions are to be charged at the rate of **\$1.00 per minute**.

**Any misuse or misrepresentation in the collection of a group's funds or expenses associated with an event can result in the revoking of Membership and/or Membership Privileges.**

### THE DISTRIBUTION OF MONEY COLLECTED AT A COMMUNITY OR PROMOTIONAL EVENT

An accounting of allocated funds used and monies collected must be completed by the event organizer on forms for promotional events provided in this booklet. The forms must be signed by the group leader, event organizer and other persons who collected money at an event. All money raised are to be disbursed within **7 days** from the date of the event and distributed by the Group Leader on a priority basis as follows:

- **4-1** - The repayment of all monies used from a member's personal funds and from a group's allocated funds, which were used to pay for event expenses. In that order.
- **4-2** - 25% of remaining money to be submitted to RAC-BC Secretary Treasurer for General Chapter Funds.
- **4-3** - 75% of remaining money to be:

**A** - distributed among participating members by the following calculation. The total number of short or trial sessions provided during the event divided by the remaining funds determines the value of each trial session. This number is multiplied by the number of trial sessions a member performed at the show. How the number of sessions each member has provided during the event can be determined by the procedure outlined under "Guidelines for an Event Organizer". Although considered voluntary, a Greeter is an important position. The amount paid for this service is determined by consensus of participating members.

OR

**B** - partially distributed to participating members with a portion added to the group's allocated funds.

OR

**C** - entirely added to the group's allocated funds.

**RAC-BC or the B.C. Board of Directors are not responsible for covering expenses or shortfalls in the recovery of expenses associated with a Community Group's promotional event, even when expenses were paid for by a member's personal contribution.**

### 5 - WHO HANDLES MONEY AT A PROMOTIONAL EVENT

See details under “Guidelines for an Event Organizer” in the Booklet.

### 6 - GROUP CO-OPERATIVES

Groups throughout B.C. may at any time may pool their resources and form a co-operative for any promotional event. Co-operatives are decided by owners of the respective groups.

#### *A Thought to Remember*

The monetary return of an event is secondary and should not be the primary reason for participating in an event. Exposing your services and Reflexology to the general public, who may never have known of your existence, is the far reaching and long lasting benefit that will provide an avenue for improving your professional income.

#### Notes

## GUIDELINES ON

## HOW TO SETUP A SUCCESSFUL TRADE SHOW/PROMOTIONAL EVENT

### GUIDELINES FOR THE EVENT ORGANIZER

#### DEALING WITH SHOW ORGANIZERS

Contact show organizers and request a show participation sign up package as well as booth pricing for non-profit organizations. RAC is a non-profit Association. Booths for non-profit groups are often obtainable at a reduced rates. Sometimes at half price. Always make sure you ask the organizers about availability.

#### BOOTH SELECTION

When obtaining a booth try to reserve a booth early for good selection and other benefits at no cost to you, such as carpeting, skirted tables and 2 chairs, commonly included in early bird pricing. Non-profit booths and Body Work booths are commonly grouped and located in specific areas. To select the best booth for promotional needs, look for high visibility or end units, which have proven to be productive. End units work well when an extra chair is required. If all end units are taken or if there is an additional premium for these units, a booth 2nd or 3rd on the inside is acceptable. Select a booth that is close to, but not necessarily right next to washroom facilities to ensure that members can wash their hands between sessions. (See Health and Cleanliness considerations in the following)

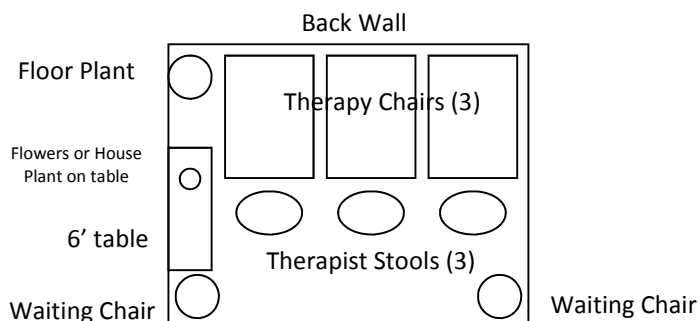
Booth size is very important. A 10'x10' booth is ideal for setting up 3 therapy chairs and a table for business cards, computer/monitor for playing the Reflexology DVD and a couple of healthy houseplants to soften booth appearance. 1 table top flower arrangement or houseplant (spider) and 1 floor standing houseplant (ficus) is adequate. There is also room to setup a couple of chairs for waiting clients when configured properly. A 10'x10' booth is a relatively good revenue generator. Smaller booths generally cannot generate adequate revenue as capacity is limited to 1 or 2 therapy chairs and 1 table. Small booths are very cramped and feel uncomfortable not only for the therapist but also for the client.

The rectangular table that often comes with a booth is generally too large, usually 8' in length. Ask for a 4' or 6' rectangular table. This size is adequate for your needs and can normally be requested at show setup. For playing promotional DVD's, an electrical connection is required. Ensure a standard common connection is ordered before the cut-off date set by the show organizers. An enhanced connection is not required.

If the event is more than one day, booth cleaning is commonly offered by organizers. This service is an additional cost and is not required or necessary. Bring a broom and sweep lint and other debris into the aisle at the day's end.

**BOOTH CONFIGURATION - SET UP**

The following shows a "tried and true" configuration for a 10'x10' booth with 3 therapy chairs. Depending on the width of aisles, Event Organizers are generally quite tolerant when a waiting chair is also partially situated outside booth parameters.



For a slide show example of an event, click "Photo Gallery" on our website: [www.racbc reflexology.com](http://www.racbc reflexology.com)

**HEALTH REGULATIONS AND CLEANLINESS** - a point to remember when selecting a booth. Local health authorities often visit shows and monitor hygiene of body workers, which usually insist on washing hands between each client. By obtaining a booth close to washroom facilities usually addresses any concerns from the Authorities.

**CHECKLIST - BOOTH REQUIREMENTS**

Other than a 4'-6' rectangular table and skirt (use table cloth when no skirt is available), carpeting and 2 folding chairs for waiting clients (commonly supplied by show organizers), you will require:

- 2-3 therapy chairs (10'x10' booth)
- 2-3 stools for therapists
- medium sized floor plant (Ficus benjamina is ideal)
- flower arrangement or table sized house plant (Spider plant is ideal)
- laptop computer or DVD player and monitor for promotional DVD
- RAC-BC Banner
- Hand/Foot Reflexology Point Charts (hang on back wall)
- Clock for timing sessions (hang on back wall)
- Brochures - purchase from Chapter Development Committee
- Bookmarks - obtain from Chapter Development Committee
- Business cards of participating members - place on table
- Business Card and Brochure holder for table
- small paper bags or containers for refuse between therapy chairs
- disinfectant sprays or wipes (for hand wipes or chair wipes)
- Broom for cleaning the booth (for 2-3 day events)
- Letter sized sheets of colored paper for color coding - number of colors depends on participating members (see procedure in following)
- RAC issued Health Waivers and sign up sheet for appointments

**OTHER MUST DO'S**

- Provide a list of participating members names to show organizers for obtaining name badges. The badges can usually be picked up at the show office during set-up times (day before). When participating members attend the first day, meet them at the front door at a pre-arranged time or direct them to call you when they arrive.
- Provide a functional schedule for participating members to cover the hours of the event. Always try and accommodate the hours members are available and overlap or leave time for members to view the exhibits of the show. Make sure each member receives a copy of the schedule and individually confirm their times. (see example of schedule in the following)
- Complimentary Show Tickets are commonly provided by Show Organizers. These are best distributed to guests of participating members.

**DAILY SCHEDULE EXAMPLE**

6:00								
5:00								
4:00								
3:00								
2:00								
1:00								
12:00								
11:00								
10:00								
9:00								
<b>Member</b>	<b>Anne M.</b>	<b>Bill D.</b>	<b>Corey A.</b>	<b>David P.</b>	<b>Erin G.</b>	<b>Frank A.</b>		

Remember to leave time for participants to view the show - one hour is usually sufficient.

**PROCEDURE FOR TRACKING THE NUMBER OF TRIAL SESSIONS PROVIDED BY EACH PARTICIPATING MEMBER DURING AN EVENT**

For distributing proceeds as to Section 4-3 of the Regulations associated with "Money Collected at a Promotional Events".

An effective procedure for tracking the number of trial sessions completed by each participating group member is through **color coding**. Letter sized sheets of various colored paper can be purchased and each participating member is assigned a color. The paper sheets are cut up into manageable card sized pieces usually about 2" square. Each square represents a 10 minute session. Once a member has completed a session, the member gives his/her color card as well as money received for the session (if members collect) to the individual (usually the greeter) who holds or handles the cash. If a member provides a longer or extended trial session, the member submits the number of cards which represents the extended session. i.e. 2 cards for 20 minutes or 3 cards for 30 minutes.

The method of distributing monies after the show as to section 4-3A of the regulations, is to divide the after expense money with the total number of squares that were submitted by all members. This provides the value of each session, The number of cards submitted by a member is then multiplied by this figure, which will provide the amount the member receives for their services. All members should independently keep track of how many sessions they perform during an event.

**WHO HANDLES THE CASH DURING AN EVENT?**

Money transactions and collection during an event should be handled by one person, usually the Greeter. This individual also handles/holds the color cards (see above) given to him/her by participating members after a session throughout the course of the day. When handling cash discretion is advised, no flashing or counting in the open. Monies and color cards are tallied in the presence of the Event Organizer and/or members and given to the Event Organizer at the end of each day. The Event Organizer completes the financial statements in the following. Cash collected and color cards should be equal when tallied.

**MONEY SHOULD ALWAYS BE KEPT ON THE PERSON AND NEVER IN A BAG OR POUCH LEFT ON OR UNDER THE TABLE OR ELSEWHERE IN THE BOOTH. TRY AND AVOID THE USE OF "FANNY PACKS".**

**PROMOTIONAL EVENT  
EXPENSE AND REVENUE STATEMENT**

(if space insufficient attach separate sheet)

COMMUNITY GROUP:

EVENT AND LOCATION:

DATE(S): TO:

EXPENSES		REVENUE	
SUBTOTALS		XXXX	

REVENUE LESS EXPENSES: () = NEGATIVE	
LESS: REPAYMENT GROUP ALLOCATION FUNDS	
LESS: 25% FOR GENERAL CHAPTER FUND	
TOTAL REMAINING FOR COMMUNITY GROUP DISBURSEMENT	

To the best of our accounting ability, the above is an accurate record of expenses and revenue associated with the above stated Promotional Event.

\_\_\_\_\_    \_\_\_\_\_  
EVENT ORGANIZER    MONEY COLLECTOR

**PROMOTIONAL EVENT  
REVENUE DISTRIBUTION**

REVENUE DISBURSEMENT OPTION SELECTED: A B C  
(as to section 4-3 of the Regulations for money disbursement )

AMOUNT TO COMMUNITY GROUP'S GENERAL FUNDS (OPTION B OR C)	
AMOUNT FOR DISBURSEMENT AMONG MEMBERS (OPTION A OR B)	
TOTAL NUMBER OF TRIAL SESSION PERFORMED	
VALUE OF EACH TRIAL SESSION	

PARTICIPATING MEMBERS

Name	Sessions	Amount

Photocopy both forms onto an 8.5 x 11 sheet and submit a copy by mail with a cheque for the replacement of Community Group funds and the Chapter percentage to the Secretary/Treasurer Director. Also submit a copy of this form via email to the B.C. Chapter Development Committee at rac-bc@shaw.ca. A copy should be given to every participating member and a copy should also be kept on file by the group owner for future reference and the monitoring of allocated funds.

Make cheque to B.C. Chapter payable to  
"Reflexology Association of Canada - B.C. Chapter"

All monies have been distributed according to the above.

\_\_\_\_\_    \_\_\_\_\_  
EVENT ORGANIZER    GROUP OWNER

## GUIDELINES FOR THE GREETER

### A GREETER PROMOTES REFLEXOLOGY, THE ASSOCIATION AND THE ABILITIES OF THE REFLEXOLOGIST AT EVENTS.

A Greeter plays a very important role. He/She manages booth activity and is responsible for encouraging show goers to try a session as they pass by. Although not required to have the same level of knowledge as a Reflexologist, a Greeter should be familiar with Reflexology and some of its history to be able to effectively converse and inform people of the benefits. If knowledgeable about Reflexology, a greeter can also describe some of the health benefits of Reflexology and what can be expected when applied therapeutically. A greeter also advises people that the booth and display are non-profit and monies collected for sample sessions help pay for expenses associated with the show.

The Greeter makes sure that show goers realize there is a cost to a trial session who may otherwise think it is for free. The Greeter normally collects and holds the proceeds from trial sessions and color cards of participating members. When collecting money, the Greeter reconciles the cash and color cards at the end of the day in the presence of the Event Organizer and/or participating members. A word of advice: Be discreet when giving change or handling cash. Do not “flash” or count money openly. Keep some monies for change separate from the bulk of funds collected.

#### The Greeter also:

- Controls the waiting list and ensures that there is a therapist available when people return for their appointment
- Co-ordinates breaks and lunch times among participating members and ensures at least 2 chairs are covered by members at all times
- Arranges promotional session as described under “Promotional Sessions” in “Guidelines for participating members”
- Keeps the table organized and generally helps keep the booth clean throughout the day
- Monitors the video for continuous play
- Targets show goers and hands out book marks, which provide the tool to strike up conversation and to encourage the individual to experience a trial session.

- Hands out RAC brochures - but only to individuals who are potential new clients and have an expressed interest in Reflexology (note: to minimize costs, RAC brochures should be handed out sparingly)
- Watches for individuals, who like to sneak off and not pay for a session, if money is collected after sessions. If someone was not aware of the charge and refuses to pay, “**Forget it**”, wish them well and encourage them to have a nice time at the show. A good policy is “payment before treatment”.

#### Good promotional lines for encouraging people to sit down for a trial session are:

- “Give it a try, you won’t regret it “
- “You look like you need a good massage”
- “You look like you need to relax for a while”
- “Tired feet” sit down and let one of our professionals take care of you”

#### Pointers:

- If in discussions you discover an individual has a specific health condition, discreetly advise the member who will be performing the trial session.
- Encourage show goers to look up the website on the bookmarks
- Make sure that all members have their business cards on the table.
- Other than Business Cards, regulate and minimize other advertisement or promotions of participating members. Keep the table surface free and clear of clutter.

For an example and slide show of an event, click “Photo Gallery” on our website: [www.racbc reflexology.com](http://www.racbc reflexology.com)

#### Notes



## GUIDELINES FOR PARTICIPATING MEMBERS

### THE BASIC RULE FOR MEMBERS

#### “PROMOTE, PROMOTE, PROMOTE”

##### PROMOTE YOURSELF

Promote your abilities and your Services during the event, by providing an exceptional trial session for the individual sitting in front of you. Let them relax. Then, if receptive, strike up a conversation taking interest in his/her health. Provide more information about the health benefits of Reflexology. Encourage the client to come and visit you and always hand them a business card at the end of a session if they live near you or in your community. If they are visiting from outside your community, ensure they receive a bookmark and point out RAC-BC's website, which is stated on the bottom. Encourage them to log onto the website to find a Reflexologist in the area where they reside.

##### PROMOTE YOUR ASSOCIATION

Your Association provides a solid foundation and assures your client that you are not a “fly by night” therapist. By being a member, it shows that you are serious about your abilities and services and you support ethics, regulations and structure, for which Associations are famous. “If your Association is successful, you will be successful ---- If you are successful, your Association is successful”.

##### PROMOTE YOUR PROFESSION

Becoming a Reflexologist is your choice and you must have recognized the benefit of the therapy with proper application. When speaking to your clients, be enthusiastic about YOUR chosen field. Briefly, share with them the history of Reflexology and it's effects and generally provide them with information about corresponding points to body systems or organs.

*“Every participating member has an individual role to fulfill during an event, but working as a team provides the key to success.”*

### PROMOTIONAL SESSIONS (NO CHARGE SESSIONS)

As a general rule when the chairs are empty show goers tend to shy away.

To encourage the participation of show goers, you must agree to do a number of “promotional sessions” or “no charge” sessions. These sessions are usually arranged by the Greeter or Event Organizer during times when public attendance is low or participation is slow. By having someone in your chair you attract others to sit down and experience what they are experiencing.

Promotional sessions are best offered to personnel working in other exhibitor booths. As a benefit, these individuals commonly provide samples of their services or products for you, at no charge or a significantly reduced rate, an added benefit or bonus. Receiving promotional goods/services in exchange however is not guaranteed, nor should it be expected, although it is a common occurrence.

### THE 10 MINUTE TRIAL REFLEXOLOGY SESSION

Trial Foot Sessions are to be provided at Community or Promotional Events at **\$10.00 per 10 minute session**. Longer sessions may be provided when public participation is slow and there are no appointments or individuals waiting for a session. Extended sessions are to be charged at the rate of **\$1.00 per minute**. Hand, Ear and Facial Reflexology Sessions can also be offered, although these sessions may take longer, which your client must be made aware of. The same per minute rate applies to these modalities.

The 10 minutes for a session is a guideline. During certain times the participation of show goers may be slow. If so, a trial session can be extended for no additional cost, but it must be kept within reason. Avoid situations where another client sits down beside your client while your session is already in progress and that clients session is finished before you have finished your session. This can leave he/she thinking that they have been cheated, creating a feeling contrary to the reason behind participation in the event. Always be aware of the sessions around you. If this situation ever arises and something is said, simply reply that you are providing an extended session, even if your client is not aware that they are receiving one.

## Foot Reflexology

### The 10 minute Trial Foot Reflexology session for Promotional Events

Direct the client to remove his/her shoes and socks and sit comfortably.

**Before beginning: Ask if there are any health concerns that you should be aware of and if there are more than one, ask the client to fill out the health questionnaire provided by RAC.**

Ask if he/she has ever previously had a Reflexology session. If not, it is important during your 10 minutes to briefly explain to them what reflexology is, the benefits and what to expect in a full session. Be informative. Answer any questions your client may have. It is important to let clients know, that what they will experience is only a demonstration and not a full treatment.

In preparation: Use baby wipes and clean both feet of the client. Do a quick foot inspection.

**The session** - for each foot:

- |            |  |
|------------|--|
| 1 minute   | to warm up the foot and relax the client, do some <b>relaxation techniques</b> , which can be side to side friction, ankle rotation, dorsal and plantar stretch or butterfly stretch.                            |
| 1 minute   | thumb walk the five zones on the plantar side.   |
| 1 minute   | slide down in-between the toes, stop and work the Lymph drainage point - Snow plow the dorsal side and work the groin lymphatic - then compress both sides of the Achilles tendon and travel upwards 6-7 inches. |
| 30 seconds | work the reflexes - Zone 1 - dorsal, medial, plantar.  |
| 30 seconds | work the reflexes - Zone 5 dorsal, lateral, plantar.   |
| 1 minute   | work with both thumbs in Zone 2, 3, 4 - traveling from the diaphragm to the heel line, knuckle the heel. In the end, gently <b>sweep the five zones</b> with your fingers.                                       |

Before beginning with the other foot, ask if he/she can feel a difference between the feet.

**Important: Be careful using lotions/oils on the feet after treatment as this is a show and the client will be on their feet for quite some time. Nylon socks can cut especially on soft damp feet.**

Converse with your client while he/she is putting their socks and shoes back on.

Wash your hands.

*Helga Petersen*

*Reflexology Association of Canada, British Columbia Chapter - 2009*

**HEALTH REGULATIONS AND CLEANLINESS during a show** - Local health authorities often visit shows and monitor hygiene of body workers, which usually insist on washing hands between each client.

### THE TRADE SHOW SURVIVAL KIT FOR MEMBERS

These are the must-not-forget items to bring to the trade show. In addition to the tools of the trade as in therapy chair, pillows, wipes, hand gel and lotion:

- Pen and paper
- First aid kit
- Business cards
- Cellular phone
- Bottled water
- Breath Mints
- High-energy snacks or bars

### Notes