

# 21-Day Meditation Challenge

Run by the LBC and other Centres in January 2021

This document gives an overview of the plan of the 21 Day Meditation Challenge organised by the LBC. It is based upon a working document used to coordinate the Challenge between different centres who were participating.

## Concept

- We always get a huge influx of people into our Centres in January (the LBC has 3 times as many visits to its website in January).
- **The Challenge seeks to respond to all the people coming (many of them as a New Year's resolution):** helping them stay engaged and to supporting their resolve into the future.
- Support them in learning to meditate and in meditating every day with 8am Zoom classes (6 times a week) and twice-weekly evening classes (one at the local Centre)
- **Give people the message that meditation is something they'll need to stick at, but that** this is an enjoyable, communal project which addresses the whole of us, not just a spiritual gym membership that people will give up on after a month.
- Working with other Centres to build their Sanghas and share resources.
- Use the Challenge to particularly attract newcomers.

Program (all times are UK time)

*Dates:* 9<sup>th</sup> - 30<sup>th</sup> January 2021

## *Launch Event*

10.30am - 12 noon, 9th January 2021

- Brief meditation, introduction to leaders from LBC and the other centres involved, intro to the Challenge, break out groups to ask people how they are going to meet the Challenge in their life, dedication ceremony

## *Each Week*

11<sup>th</sup> - 30<sup>th</sup> January 2021:

- Early morning yoga (Zoom), 7am - 7.45am
- Morning meditation (Zoom) (separate sessions for newcomers and regulars), 8am - 9am Monday to Saturday
- Lunchtime meditation, 1pm - 2pm Monday to Saturday
- Monday evening (YouTube): three evenings exploring *The Three-Fold Way*, run from the LBC.
- Wednesday evening (Zoom): three evenings interactive meditation room with meditation input and Q&A, run from the local Centres.

## *Closing Event*

10.30am - 12 noon, 30<sup>th</sup> January 2021

## What was Requested from Participating Centres

The main ask was that Centres run their own interactive meditation class on Wednesday evenings, which would be a local Centre event. All other events were run from the LBC, with people from other Sanghas being invited to join as much of this as they could.

Order Members and Mitras from each Centre who participated in the Challenge were encouraged to be active on the Slack Lounge. This was a social media space to welcome people in and give them a sense of community, so it needed active engagement from more experienced people.

Finally, the idea of the Challenge was to surf on the wave of **New Year's resolutions**. So it needed a strong marketing campaign at the end of 2020 and the first week of 2021. Centre teams were encouraged to make an effort in that sense, and the LBC marketing team were happy to provide visuals and publicity content that could be used (more detail below).

### Signing Up

People signed up on the LBC webpage but were asked to which Centre they are affiliated. The LBC communicated the relevant information to people from the different centres (including the link to the Wednesday evening local Centre event).

At the end of the Challenge, the LBC gave all Centres the email addresses of people affiliated with those Centres for them to add to their mailing list (with the appropriate communication to comply with GDPR).

### Dana

The Challenge was free for everyone to join, but Dana appeals were made throughout the Challenge. A page was created on the LBC website with links to the individual donation pages of all the participating centres, so people could choose which Centre to donate to.

### Sub25 Element

A mentoring system for people under 25 was offered – an increased support with a weekly 15-minute **meditation review with an Order Member**, a **“buddy” system with experienced Mitras**, and an extra session at the start of the Challenge. See the document *Mentoring Scheme on the LBC Meditation Challenge* for more details.

### Suggested Blurb

*The Meditation Challenge*

*9<sup>th</sup> - 30<sup>th</sup> January 2021 | Online*

*In collaboration with Dublin, Sheffield and Berlin Buddhist Centres*

**Hungover from 2020? Here's an opportunity to start the new year by transforming yourself** through 21 days of meditation, mindfulness and Buddhist Wisdom. Amidst the pandemic, social unrest and the threat of economic hardship, the one part of reality that we know we can change is ourselves.

We challenge you to:

1. Meditate every day. **We'll support you with meditation classes at 8am and 1pm, Monday-Saturday.**
2. **Attend a weekly 'Interactive Meditation Room'**. An evening class exploring meditation more deeply, with lots of time to ask questions.
3. **Attend a weekly 'Dharma Night'**. An evening class putting meditation in the broader context of Buddhist Wisdom.

There are also early morning yoga classes, the chance to get to know others at opening and closing events and on our Slack channel, plus weekly emails with helpful new video content **giving you all the tools you need to kickstart a meditation practice.** It's all free of charge, though donations are welcome.

### Sign up for The Meditation Challenge

If you are aged 16-25, there's an extra opportunity to be mentored in your practice across the month. Find out more [here](#).

What the Challenge includes

- Led meditation classes at 8am, 6 days a week
- Tune-in twice a week to longer evening classes (7pm - 9pm):
  - Monday: **'Dharma Night'** – putting meditation in context and exploring Buddhist Wisdom
  - Wednesday: **'Interactive Meditation Room'** for questions and answers in the 'interactive meditation room' (in local centres)
- Daily lunchtime meditations (6 days a week)
- Daily morning early morning yoga to support meditation