

10 Easy Steps to Inviting Diversity [and Newcomers] to Your Shambhala Center

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Newcomers to Shambhala who are different than our primary demographic often feel intimidated at first. These steps can help you offer the dharma to all (and grow your center).

1. Have a highly visible welcoming statement on your website and brochures.
2. Have pictures of minorities, youth (with tattoos and earrings if possible), drag queens (!), etc. on website and brochures.
3. Offer Learn to Meditate programs to targeted groups, perhaps outside the center.
4. Offer programs by visiting teachers of diverse backgrounds.
5. Create a diversity group or alliance. **The group will benefit newcomers, and will not interest most advanced practitioners.** This is bodhisattva/warrior activity.
6. Meet once a month. Offer sitting, reading/discussion and social time. Become a Shambhala Guide or MI. Publicize via the web, newsletters, flyers. **Publicity is more important than the actual meeting!**
7. Offer simple day-programs.
8. Offer a weekend retreat with time for socialization. **This will jumpstart your group!**
9. Meet weekly! Don't be discouraged if it seems you are the driving force at first. You are earning great merit.
10. www.Shambhala.org member resources: Diversity and Accessibility: <http://shambhala.org/members/share/bpmain.php?catid=4> Best Practices: <http://shambhala.org/members/share/>