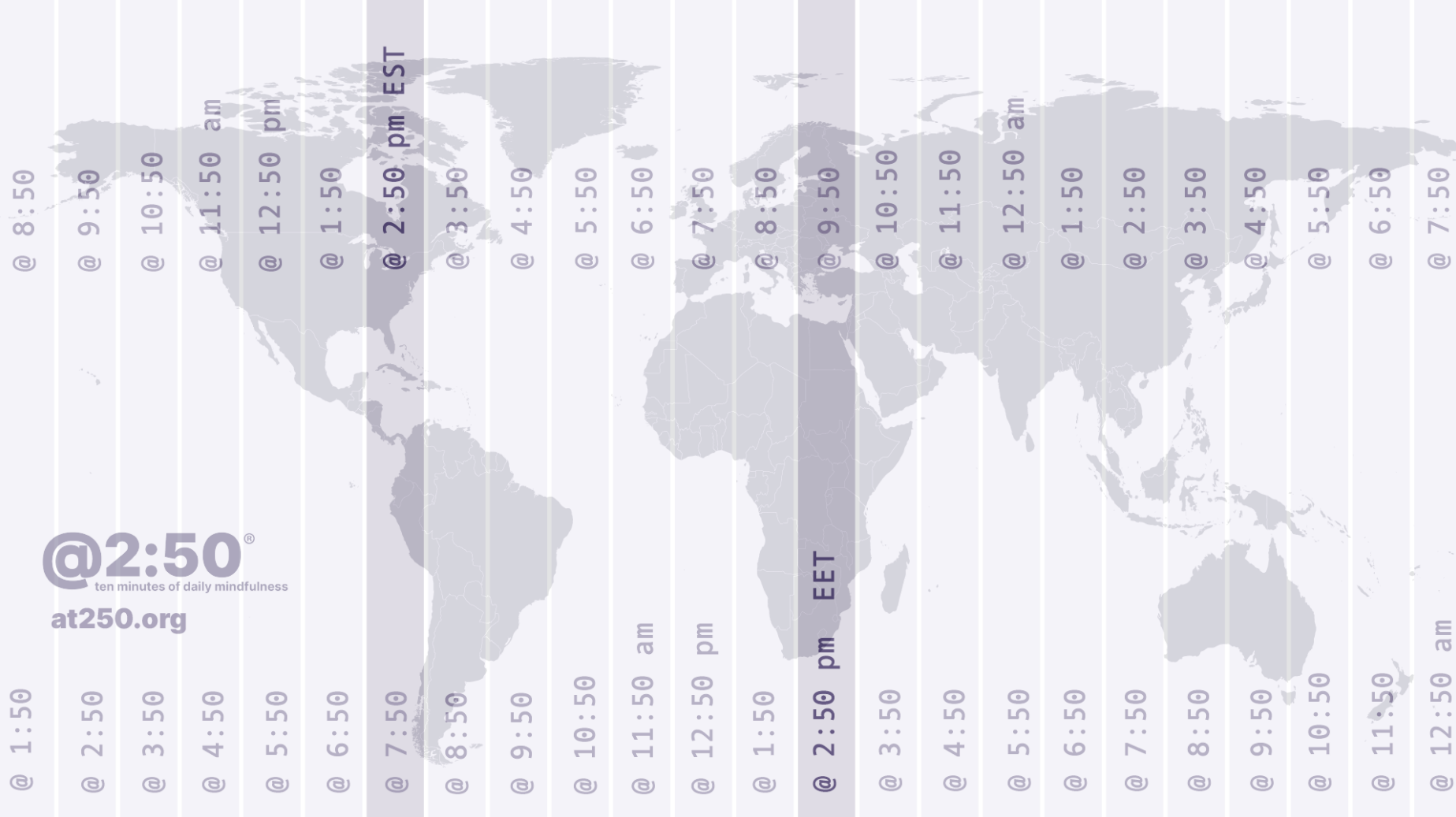


Local@2:50 Startup Guide



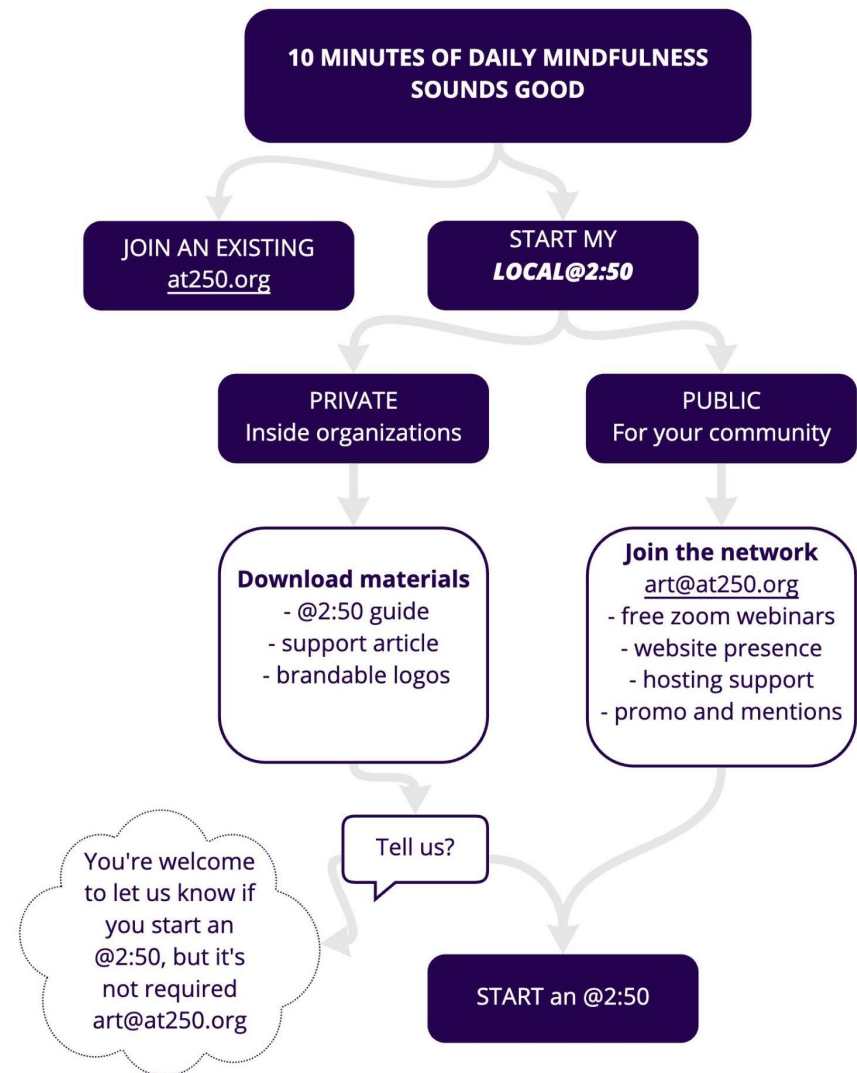
Local@2:50 Startup Guide

WE ENVISION people everywhere meeting up to reflect quietly together @2:50 pm local time. When Local@2:50s happen in every time zone, anyone, any day, can effortlessly nurture their mindful practice with a minimum of scheduling effort.

WE ASSUME every person can practice mindfulness with minimum guidance—it's human nature. Enjoying mindfulness time with others cultivates community and can be fun. Individuals and collectives benefit from mindfulness practices. Persistence increases efficacy.

WE PRACTICE by relaxing our posture. Some people close their eyes or observe their surroundings or screen. Others observe the breath, letting it go in and out by itself. Some watch, feel, and listen to sensations in their bodies as they occur naturally (palms on lap, seat in the chair, posture, etc.) Some visualize a relaxing experience.

WE AIM TO meet every day at 2:50 pm local time for ten minutes of quiet reflection and mindfulness. We provide a free live stream online, even while meeting in person. @2:50s are always free to attend (or not attend) for everyone, regardless of their orientation, background, belief, or ability. Locals@2:50s are autonomous, self-organizing, and self-supporting, created and maintained by volunteers with the support of at250.org.



Start a Local

You are welcome to create a Local@2:50 to serve your community or organization. @2:50 is creative commons—anyone can start one. We invite you to join if there is already a [Local@2:50 in your time zone](#). If you **begin a private@2:50** for your company or organization, feel free to download materials and let us know if you want any help. If you're going to **start a public Local@2:50 for your brand or community**, we'd love to **recognize and celebrate** you. We can list you on the website, share public meeting links, and follow your progress.

Get help running a public Local@2:50

@2:50 has a subscription Zoom Webinar account. We can supply hosts with login credentials and schedule your webinars. Hosts are welcome to use our copyright-free video and soundtrack. You may wish to guide your mindfulness practice at your preference. Every @2:50 is different. The daily event is an open non-registration **webinar** for ease of use for the public. In addition, anyone may also **register to join the local meeting** panel. Panelists appear on the screen and may unmute for welcome and sign-off. @2:50 manages meeting registration sign-up through a form on the website. For public Local@2:50s, we offer a brief **informal training** on running your @2:50. Ideally, we agree on a **user privacy statement**. If possible, we record the number of attendees.

We encourage you to share hosting responsibility with more than one person—hosting consecutively every day, while a dedicated practice of its own, can become a big responsibility. Local hosts may want to start with a group of people who join you on the panel, setting your tone and intention from the start. Hosts from other time zones may also substitute as needed.

Branding, outreach, and launch

New meetings can be listed on our website and in our quarterly newsletter. We share branding, logos, materials, and articles to help launch your Local@2:50. You may wish to use local event listings, calendars, newsletters, and social media to inform people about your event. *We invite hosts as contributors to our social media channels and blog.* Hosts are welcome to **name Local@2:50s** by their time zone. E.g., PST@2:50.... You may also brand your @2:50 to make it your own. Names like **NorthShore@2:50, UofM@2:50, or Slackers@2:50** could be fun ways to bring your @2:50 home to your members.