

FUNDRAISING IDEAS FOR YOGA STUDIO OWNERS-EXAMPLE FROM YOGA BIRD OWNER ANNA WINTHROW

Celebrate the Power of Women and Girls in Northwest Cameroon. Become a Yoga-In-Action HI Partner Studio!

Begin by creating a campaign on <https://humanitarian.himalayaninstitute.org/> You can share the link with your community via social media, email, etc. Consider making it a regular part of your communication.

We suggest naming your campaign – Yoga In Action, followed by the name of your studio or community. It will be a fun way to connect with those all over engaged in similar efforts.

To build and sustain enthusiasm, we suggest holding three fundraisers over the course of a year. Each has a theme that corresponds with the Institute's efforts in Cameroon, Health, Education, and Employment. We have designed several fundraising activities that you can choose from for each. They were designed by studio owners to help you not only impact Cameroon but enhance community, name recognition, and student retention for your studio.

Once money is collected at the event, decide the best way to account for it and send it to HI. You might consider talking with your accountant if you have not done fundraising before.

For each fundraiser, we have suggested a donation class, a giveaway, some special activities, and some raffle ideas. You can decide to include all of the components or just some. You can, of course, use these ideas to generate your own unique approach. You know your community best!

Donation Classes

We suggest a donation class between \$10 and \$20. If the class is at your studio, consider going just a little higher than your drop in rate. If the class is elsewhere in the community, you could go slightly lower.

Ways to make a donation class more inviting and special include having a guest teacher lead it, having live music, or including a special component like aromatherapy or yoga nidra.

Of course, a skilled teacher may be able to incorporate the theme of the fundraiser into the practice in creative and embodying ways.

Have the teacher begin class with a quick talk about the efforts in Cameroon corresponding to the fundraiser. Your packet contains a lot of information. Choose what you feel like would hit home with your community. Remember to connect to the idea that opportunity is a human right and what happens elsewhere on the globe is part of our reality, whether we see it or not.

Giveaways

When it comes to student retention and name recognition, giveaways are your friend, especially those that are branded and those that reflect the culture of your studio. You could consider them part of your marketing budget and donate them to the event or you could subtract them from the amount raised. Talk to your accountant if you do the second option.

Special Activities

These can be incorporated into the same time slot as the donation class or they could be held the same weekend. For example, you could hold the class on Friday night and have an Ayurveda demonstration on Saturday as part of an open house. Think of these as your chance to educate people about the efforts in Cameroon as well as about your studio community and what makes you unique.

Raffles

Raffles and silent auctions can be a great way to boost the fundraising power of your event and again to highlight what is unique about your studio. They can also be a great way for you to make connections in the community outside the studio. And usually, they are lots and lots of fun! If you are doing three events, you could do a grand prize for someone who those who have attended all three events or participated in the other raffles.

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Event 1 – Health

Donation Class

What could be healthier than a yoga class? Still a teacher may have opportunities to discuss some of the health benefits of yoga or invite students to be grateful for their health or develop equanimity relative to health challenges. A guided savasana and meditation can help students remember that both activity and rest and both body and mind are crucial to our health long term.

Giveaway

Advertise that the first 30 people who donate (adjust the number according to your space and budget) will receive the giveaway.

Option 1

Branded mug and ayurvedic tea blend. You can expect to pay between \$2 and \$6 for a mug with your logo on it depending on what type and the quantity you order. We like this supplier for their cool options and reasonable prices.

<https://www.discountmugs.com/category/custom-personalized-ceramic-coffee-mugs/>

A simple and awesomely balancing ayurvedic tea is equal parts cumin, coriander, and fennel whole seeds. We recommend Frontier Natural Products, which are super reasonably priced on Amazon. You can get creative with how you package the tea blend and even include muslin tea bags for not too much added expense. You can always buy tea as well if time is short. Three or four bags of Yogi tea inside the mug would be a super nice touch!

Option 2

Have a neti pot giveaway. HI has a very affordable eco-travel neti pot. These run about \$12. But your student who starts a neti practice just really upped his or her commitment to yoga practice, not to mention getting the benefits of neti. The Neti Stik is also a nice, less expensive option. People might really love that one during cold season. Part of your event could be a talk about the importance of neti and an explanation of the technique.

Option 3

Essential oil. One or two oils or a custom made oil mist would surely be very popular. Oils can be expensive, so shop wisely or look up recipes for a mist that you can make and put in bottles. Then use your logo as a sticker on the bottle. We use Triloka oils that we get through Windrose Trading Co. These are environment and fair trade friendly. If you sell a brand at your studio, you might ask the supplier if they would be willing to donate or reduce cost for giveaways.

Special Activity

Have a health related workshop at some point close to the donation class. You can donate some or all the proceeds from the workshop or simply ask for a donation from anyone interested who has paid for the workshop. The array of topics is enormous. Here are a few idea to get you started.

- Ayurveda 101
- Growing and using health enhancing herbs
- Creating tea blends
- Yoga for a healthy back (shoulders, neck, hips, knees)
- Stress management

Raffle

If you are able to donate packages at your studio, do it. These will always be popular. We usually do a month unlimited. A health-related gift basket might also be a nice draw. Think about going to other businesses and seeing if they would like to donate any items. A healthy café, massage therapist, health care providers, etc. may love the opportunity to get his or her name out to a group of yogis.

Marketing

Your digital package contains several images you can use on social media as well as a pdf you can use to create a flyer. Marketing themes can integrate how yoga helps you thrive in all areas of your life.

Event 2 – Education

Donation Class

Again, a wide variety of classes could work well and spark interest. For something a little different, you could consider a kids/family class or a class or workshop with a more educational component.

Giveaway

Advertise that the first 30 people who donate (adjust the number according to your space and budget) will receive the giveaway.

Option 1

A notebook or journal with your logo printed on it could be a nice tie-in to education. There are a plethora of options online, many really affordable and eco-friendly.

Option 2

Do you have a favorite book? An affordable book with your studio logo sticker and even a nice note on the inside is a great giveaway. We have used *Moving Inward* by Rolf Sovik and *Autobiography of a Yogi* by Yogananda.

Special Activity

An educational talk about yoga history or philosophy could be a stand-alone, a donation event, or part of an open house.

We love the idea of pairing it with a yoga book exchange. (Though either could stand alone.) Essentially invite students to bring the yoga books that they are done with to the event and to take or borrow some that others bring in. If you don't already have a studio library, this could be a great way to get one started.

Raffle

Again donate packages at your studio, if you can. Tying into the event, think about raffling workshop tuition or even a discount for teacher training.

Have each teacher at the studio donate a copy of his or her favorite book (or you could buy the copies) and raffle an amazing yoga library basket, special to your studio.

Marketing

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Event 3 – Employment

Donation Class

A class with a theme about dharma or one about potential could work well here. Again, use a regular drop in class or something more workshop style

Giveaway

Advertise that the first 30 people who donate (adjust the number according to your space and budget) will receive the giveaway.

Option 1

Have you met MOKA origins yet? If not, you must check out their site at mokaorigins.com. If your budget allows, you could make these amazing chocolate bars your giveaway. And you're benefitting the work HI does on Cameroon by doing so.

Option 2

A jute bag with an empowering saying has probably been our most popular giveaway to date. We used 4imprint.com. Get a team together to brainstorm a tag line for your event and create a graphic using a cool font. Don't forget your studio website address somewhere on the bag.

Special Activity

Because I am obsessed with the chocolate, I'm suggesting a chocolate and coffee tasting event, social hour. Again, purchasing from MOKA Origins is moving in the same direction as your fundraising, and it's a nice easy event to put together. Break the chocolate bars into pieces, and recruit a few teacher to bring in coffee pots so you can have a couple of brews to sample.

Other activities that could be paired or could stand alone include a workshop or talk about dharma. A workshop about working as a yoga teacher would have a specialized audience of course, but possibly a very motivated one. We've done this as a panel discussion with two studio owners and two successful yoga teachers, and it worked well.

Finally, you could create some kind of networking opportunity for your students or community. An event for health related businesses and providers might work. Get creative and think about ways to do your own version of traditional networking or speed networking.

Raffle

Chocolate and coffee. I know. I can't stop.

If you can get a life coach or resume service to donate prizes, they could be a nice tie-in.

Marketing

Your digital package contains several images you can use on social media as well as a pdf you can use to create a flyer. Marketing themes can integrate how beneficial yoga is for your health.