



Dedicate Your Practice - Fundraiser Guidelines

Your support means so much to us! This is the first time we've sponsored an event-based fundraising campaign like this one and we're excited to see how this unfolds. We've been putting an emphasis on community lately, and we feel that this type of fundraiser creates an opportunity to connect with community in an important way. You're a part of this mission, and we want you to feel the vitality of the part you can play!

The *Dedicate Your Practice* fundraising challenge will run until September 30, 2019. Between now and then we're asking supporters to host an event as a way of bringing people together to share our mission and raise funds. That event might be a donation-based yoga practice, a performance, a workshop, or some other creative idea.

We're providing brochures to hand out at your event, a form for tracking cash and check donations, and a copy of our *Mission, Impacts, and Philosophy* to you to prepare to share with others why Prison Yoga Project's mission matters to you.

- 1. Create a Fundraising Page** - if you haven't already done so, create a personal fundraising page. There's a button to "Host an Event" on the *Dedicate Your Practice* page on our website prisonyoga.org/dedicated.
- 2. Decide on an Event** - there are no limits here. Use your skills, knowledge, and creativity to find a way to bring people together. If you're a yoga teacher, maybe that's a practice. If you're a photographer and you could dedicate a day to doing shoots in exchange for donations. What's important is that you're raising money and making a chance for you to share why you support our mission.
- 3. Promote Your Event** – take a look at the *Fundraising Tip Sheet* included in this kit. It's a great guide for maximizing your results! Start by donating to our own fundraiser to get the ball rolling. Then reach out to the people you know you can count on for support. Let them know *why* this is important to you. Where you go from there will depend on the type of event you're planning.
- 4. Promote on Social Media** - if you are using social media to promote your event, you can download a social media kit at prisonyoga.org/dedicated with images for you to use. (You're also welcome to use your own images and graphics.)

When you post, tag us; **@prisonyoga** on Facebook and **@prisonyogaproject** on Instagram. We'd also love it if you used the following hashtags: **#prisonyoga** **#dedicateyourpractice** **#prisonreform** **#restorativejustice**.



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If you create a Facebook Event consider making Prison Yoga Project and your local Chapter (if one exists) co-hosts. Put the link to your fundraising page in the "Get Tickets" field for the event.

5. **Stick with It** - continue to promote your event. It often takes several contacts before someone acts. We're all busy, right? Sometimes we need a reminder about the things we meant to do.
6. **Say Thank You and Provide Updates** - you'll get emails when you are at 25%, 50%, 75%, and 100% of your fundraising goal. Thank your supporters and share the updates to ask people to help you reach the next milestone. We'll be providing weekly updates on the fundraising leaders for all who create a fundraising page.
7. **Cross the Finish Line Strong** - Even if your event is scheduled early, you can still fundraise right up to the finish line, September 30, 2019
8. **Wrap Up** - send in any cash and check donations following the instructions below. Send a final thank you note to all your donors. We'll be announcing the top fundraisers by Friday, October 18, 2019.

Let us know if have any questions, need additional brochures, or any other support please email us at dedicated@prisonyoga.org. Best of luck to you!

Handling Cash and Check Donations

Cash and check donations must be received no later than Friday, October 11, 2019, to be included in your total for the fundraising contest.

For cash donations, please send a cashier's check or money order; don't send cash in the mail. Checks should be made payable to "Prison Yoga Project" and should include your name in the memo field. Track cash and check donations on the *Donation Tracking Form*. Make copies of your donation forms and checks prior to sending them. We recommend send via USPS Priority Mail.

Send donations to:

Prison Yoga Project
3960 W. Point Loma Blvd., Suite H-186
San Diego, CA 92110