



## JOIN THE INITIATIVE

**If you are a yoga teacher and would like to participate in the initiative “Yogis for Women’s Rights”, you can take the following steps into account before you get in touch with us:**

### **1. NGO you would like to support?**

You can choose one of our known NGOs, you can find here:

<http://www.yogisforwomensrights.org/ngos.html>

Or you can choose another one you know and would like to support; here we recommend you to only choose NGOs with an official donation certificate, to make sure the money goes where it is stated

### **2. Material and information about the NGO?**

Please get directly in touch with the respective NGO and they are all happy to provide you some material or even give-aways, you can then share with your workshop participants; it is important to let them know before each class for what NGO and purpose we are donating this time; we want to promote these NGOs and their great work

### **3. Topic of the workshop?**

Besides the charity purpose of the class it is also recommended to give each class an interesting focus – let your creativity flow... :); without focus probably not many people will show up, as the offering of yoga workshops is too big in most of the cities

### **4. Date and Time?**

Define date and time – best to announce it some weeks before, that the participants still have some time available; good dates are around valentine’s day (14 feb), international day of women (8 march), international day of yoga (21 june), day of the girl (11 oct), day of human rights (10 dec), Christmas, beginning of the new year, etc.

### **5. Location?**

Find a yoga studio that gives you the room for free; they can also use the workshop for their own CSR-Marketing and you potentially attract new students to their studio – so it’s basically a win – win situation

If you are based in Vienna or Berlin we’re happy to help you to find a spot as we have already some connections.

**Ready? We’re happy to hear from you to discuss the next steps around marketing your workshop ...**