

Yoga Aid Challenge

Ambassador Manual

About the Yoga Aid Challenge

The Yoga Aid Challenge is the embodiment of Yoga Aid's Giving for Living concept. Yogis worldwide participate in the event to give back to their communities. The purpose of the Yoga Aid Challenge is to raise awareness of the benefits of yoga and also raise money for various charity projects through participant fundraising prior to the event.

Roles of the different people that make up the Yoga Aid Challenge

Ambassador

The ambassador is the most vital role in the success of the Yoga Aid Challenge. The ambassador makes the event possible in their local area by, organising, hosting and promoting the event. Support is provided to the ambassador from the Yoga Aid Team.

Challenger

A challenger is a participant/fundraiser of the Yoga Aid Challenge. After registering for an event online, the participant fundraises for their chosen charity in the lead up to the event. Each challenger once registered gets their own fundraising page at www.YogaAid.com where they are able to personalise their page by

- Choosing a charity to fundraise for,
- Add a profile photo
- Include a personal pledge message to potential donors.

Team

A team is a group of challengers. You can create a team of friends or join an existing team for a Yoga Aid Challenge, this is a great way to encourage and support challengers in your area or other challengers across the country. The highest fundraising teams are displayed on the website.

Teacher

A teacher is one of the yogis chosen by the ambassador to lead the challengers through the Yoga Aid Challenge.

Event

The event is the Yoga Aid Challenge, which could be held in different locations across the country. E.g. Sydney, NSW or Hobart, TAS

Support

Yoga Aid supports Ambassadors by:

- Hosting their event details and registration and donation process online - the ambassador does not ever need to handle cash
- Providing posters/flyers to help with promotion
- Providing marketing support via magazines, social media, email and studios.
- Covers the cost of the event fees including venue and equipment hire and public Liability insurance.
- Supplying full time assistance with the event planning through the global events coordinator Johnson@yogaaid.com or support@yogaaid.com

Yoga Aid Challenge

Event Logistics and Planning

The following sections are a guide and some things are only applicable to larger venues. Use the information as you like and don't be overwhelmed. We will provide as much information and support as possible to make every Yoga Aid Challenge a success.

Communication

As a Community Ambassador for the Yoga Aid Challenge, you will be the main point of contact between Yoga Aid, yoga studios, venue, suppliers, volunteers and participants and your role involves:

- Organising a Yoga Aid Challenge in your city,
- Choosing a venue, organising event set-up,
- Arranging staging and audiovisual equipment... if needed.
- Inviting and organising yoga teachers to lead the event.
- Recruiting and briefing a volunteer team.
- Promoting the Yoga Aid Challenge locally through yoga studios and local media.
- Garnering local support.
- Being the main point of contact for the Yoga Aid Challenge: between Yoga Aid Head Office, event venue, yoga teachers, yoga studios, supporters and participants.

Venue

Select a venue to hold the Yoga Aid Challenge. The venue should be in a well-known location that is easily accessible to the community via public transport, and with car parking facilities near by. The venue could be indoors or outdoors, in a park, on the beach, at a public garden, city town hall, community building or yoga studio.

Yoga Teachers

You will need to organise yoga teachers to lead the Yoga Aid Challenge. If you are holding a small event one or two teachers is perfect. If you are holding an event for more than 60 participants, we suggest you arrange 12 teachers from different studios and have another two available as back-up. That's 14 Yoga teachers altogether.

Marketing

The most effective type of marketing involves you directly reaching out to potential participants. Following are examples of ways you can access the local community. Distribute posters supplied by Yoga Aid, talk to local studios and ask them to promote and be involved in your event, promote your event on your website, link your event on your social media pages, email your contacts list and ask them to join your event and often the most powerful is word of mouth. Tell family friends and colleagues to come join your event. A media kit and web banners are available at <http://yogaaid.com/australia/PressKit.aspx>

PL Insurance

Yoga Aid will cover Public Liability Insurance up to \$10m. Please be aware that you will not receive your policy document until around one week before the event.

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Event Set-Up

Event Registration

All participants must register online before the Challenge. In the lead up to your event you can track registration numbers by going to the 'Challengers' page on the Yoga Aid website and choosing your venue from the drop-down menu. Close to the day of the Challenge, the Yoga Aid team will email you a spreadsheet of all of your participants.

Staging & AV

Depending on the size and location of your event, you may need to organise a stage and audiovisual equipment. An elevated platform is recommended for leaders in events of over 100 people, and staging and AV for over 200 participants.

Volunteers

You will need to recruit volunteers to help run the event on the day. Depending on the size of your event, 5-10 volunteers should work well. Before recruiting volunteers, make a list of jobs that need doing and assign those jobs as volunteers sign up. Hold a volunteer event briefing the week before, day before or morning of the event and run through everyone's job role. Properly briefing volunteers and ensuring they understand your requirements will ensure a smoothly run event. These are some of the jobs you may need volunteers to do:

Registration

- Setting up registration desk.
- Welcoming participants and directing to registration desk.
- Behind registration desk, checking off names and handing out event promotional material.
- Behind registration desk taking new registrations and ensuring waiver forms are signed.

Event Floor

- Setting up event area and signage.
- Directing participants to setup yoga mats close to stage and close to each other, ensuring
- no gaps.
- General duties including answering questions and making participants feel welcome and comfortable.

VIP

- Meeting and greeting media, entertainment, charity partners and VIP guests.
- Photographer.

Post Event

- Thanking and farewelling participants as they leave.
- Clean up and pack down, ensuring event area is left in perfect condition.

If you have any questions please contact Johnson at:
Johnson@yogaaid.com or support@yogaaid.com