



## HOW TO HOST AN ONLINE FUNDRAISER ON BEHALF OF ZENWORKS YOGA

### Facebook

You can create a Facebook fundraiser at any point.

When your *birthday* is approaching, Facebook will prompt you to create a birthday fundraiser. This allows you to essentially go through the following steps but you will select the nonprofit you are interested in fundraising for. Zenworks yoga will be an option as we are a registered nonprofit. When you are fundraising for your birthday, Facebook lets your friends and family know for your special day, you would like your audience to donate to a nonprofit of your choice.

1. Login to your Facebook account and search "zenworks yoga"
2. Click on our Facebook account, give us a "LIKE" if you have yet to do so! (Not required)
3. On the menu bar, click "Fundraisers"
4. Scroll down, you will either be able to "encourage supporters to create a fundraiser" which will allow you to copy a link and send to friends/family encouraging them to support our mission or you can "create a fundraiser"
5. If you click on "copy link" the link will automatically be copied and you can paste it into a message, text, or anywhere else to share the **direct** link to create a fundraiser on behalf of ZWY. This is a great option if you are not necessarily raising funds but encouraging others to do so.
6. If you click on "Raise Money", a new screen will populate with pre-filled information about ZWY. On the left-hand side, edit the content as you see fit (Funding goal /end date/The reason behind raising money - This is a good location to personalize your fundraiser, talking about your connection with ZWY and why this organization is important to you!)
7. Hit "Create" & your fundraiser is complete, let Facebook do the rest! Once you have created the fundraiser it will show on your Facebook profile, we encourage you to interact with your friends and family on that post and share it on your feed throughout the next couple of days/weeks. It also doesn't hurt to encourage your friends and family to share your post as well to help reach more people. **This is where our graphics and talking points come in!**

Simply find a graphic(s) that you like and use our talking points as guidance for text content! These are great to use as time progresses to remind your friends and family about the fundraising efforts you are making on behalf of ZWY.



## HOW TO HOST AN ONLINE FUNDRAISER ON BEHALF OF ZENWORKS YOGA

### Give Lively

You can create a fundraiser through our website at any point and share it through multiple platforms.

1. Visit our website, [www.zenworksyoga.com](http://www.zenworksyoga.com)
2. Click "Donate" at the top right of the page
3. Scroll down & on the right-hand side click "I want to fundraise for this"
4. You will need to create a Give Lively account which is a few, brief, simple steps.
5. Fill in the name you would like on the fundraising page (This would be your name, so people know who is fundraising for ZENworks Yoga), fill in your email, and create a password, DONE!
6. This will bring you to a page to personalize your fundraising page. Feel free to add a photo, this is optional! Fill in why you're passionate about this campaign (great opportunity to use our talking points, if you need help with some text!), and your fundraising goal & click "save".
7. Once your profile is created, you will be able to copy the link for your fundraiser and place it virtually anywhere, you can send it through text, email, chat, share it on your website, or across social media channels! You will also see the option to "share", this will also help you share through different channels (Linkedin, Facebook, Twitter, etc.)

If you need guidance or talking points to share your fundraiser, feel free to use our provided "Talking POints" resource! We also have a large resource of graphics that can be used to share as well.



## TALKING POINTS

- ZENworks Yoga is a Cleveland-based 501(c)(3) non-profit organization committed to supporting the mental and physical wellness of students, staff, and families in underserved schools and community organizations through mindfulness and yoga programming.
- ZENworks Yoga focuses our efforts on in-school programming, virtual programming, teacher programming, and family programming. When we come together as a community, we can really make a difference. We're better together.
- We focus our programming around the following core values - Accessible programming, belonging - the right for all bodies to belong, empowerment - helping reach our max potential, and accountability - remaining a stable presence in our student's and communities' lives.
- ZENworks Yoga officially became a 501(c)(3) organization in 2013. Over time, ZENworks Yoga has continued to grow and tailor our programs to the ever-changing needs of our students, families, and communities. The dynamic support of our programs empowers and encourages students for lifelong success. Over the past year and a half, we were able to fully transition our programs to a complete virtual experience, so we wouldn't miss out on the opportunity to work with our youth in our schools, when they may have needed it most. This has propelled ZWY into an additional market reaching students and families outside of our CLE community.
- ZENworks Yoga is driven by our changing culture, where children are faced with rising expectations and constant stimulation, compounding upon the stress and demands of normal childhood development. This is leading to a mental health crisis, especially for urban populations that additionally face trauma, scarcity, and instability associated with poverty and urban dangers.
- We are committed to creating change and growth in a child's life through four core competencies (Physical, social, intellectual, and emotional). We do this via implementing a vetted curriculum aimed to EMPOWER and CONNECT students by introducing the following objectives aligned with social-emotional learning standards.

- Cleveland's urban youth also have unique social-emotional risks associated with poverty, street violence, family instability, and fighting, peer-based violence, prejudice, and discrimination. As children are exposed to traumatic stress, they face many health disparities that are out of their control and are specific to their environment, such as impaired nervous system development, delayed learning, and poorer mental and physical health. While the school provides academic support, ZENworks Yoga intervenes to teach students to develop emotional regulation skills that are essential for academic success and lifelong resiliency.
- ZENworks Yoga has brought ZEN to over 5,500 children in underserved schools & community organizations around Northeast Ohio and access to online resources across the country
- Transcending gender, race, and socioeconomic status, yoga provides a fun, non-competitive way for students to pause, breathe, and reset.
- ZWY is not only committed to the students in our community but the staff as well. When our staff is better prepared and more developed personally and professionally, they will have a greater impact on our youth, ultimately benefiting our community. We offer student and family programming, professional development programs as well as educator workshops.
- ZWY wouldn't be where we are today without our amazing instructors, our sponsors, our individual donors, our ambassador committee, and our community. Each one of these entities plays a massive role in the work we do!