



Project Template

European Rotaract Information Center

Name of the project: Charity Yoga Classes

Organizing club: Rotaract Riga International

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I. ANALYSIS, OPPORTUNITIES AND MAIN IDEA FOR THE PROJECT.

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

To help families in need here in Riga, to make education more accessible and to support children's health

2. OPPORTUNITIES

We got the opportunity to have sold out classes each class, we were promoted on big social media accounts, had several sponsorships like 4F (from Poland), Yogi Tea, Dzintars, VeryBerry who supported our class with goodie bags. 4 classes were held at the National Library of Latvia with 50 participants each class, 7 Classes at Urban Yoga Riga, and few classes at the Digital Art House and now we also have cooperation with the Zuzeum in Riga.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

Project coordinator:

- oversees the entire project
- Rent out the National Library of Latvia and get their permission to hold the event there
- get in touch with sponsors worldwide (4f, Dzintars, YogiTea, Verryberry)

Yoga instructor:

- Development of a concept of the class
- teach the class

Head of social media:

- Marketing on social media and promotion in local cafes and stores in Riga
- Promotion and sale on ticket sale platform

Set up crew:

- Transportation and setup of everything during the event
- Pick up and organise storage till the event
- Decorations (organization of mats, lights, cups, drinks)
- Preparations of each goodie bag for 50 participants

2. DESCRIPTION OF THE PROJECT

- Rent out the National Library of Latvia and get their permission to hold the event there
- get in touch with sponsors worldwide (4f, Dzintars, YogiTea, Verryberry)
- Marketing on social media and promotion in local cafes and stores in Riga
- Pick up and organise storage till the event
- Promotion and sale on ticket sale platform
- Development of a concept of the class
- Decorations (organization of mats, lights, cups, drinks)
- Preparations of each goodie bag for 50 participants
- Transportation and setup of everything during the event

3. GOALS OF THE PROJECT

Spread awareness about education and situation in children, meaningful impact within the community, raise funds

4. TARGET AUDIENCE

Students and anyone who enjoys yoga classes, internationals and locals

5. ACTION PLAN & TIME FRAME

3 month before:

reach out to sponsors and library

2-3 weeks before:

coordination of goodie bags, organise photographer

at the day of the event:

set up location

1 week after:

send E-mail with pictures to participants

Brief description of each step

- Rent out the National Library of Latvia and get their permission to hold the event there
- get in touch with sponsors worldwide (4f, Dzintars, YogiTea, Verryberry). Obviously we got in touch with way more sponsors. But our sponsors were really generous as we got 100 beanies and scarves from 4F, 100 tooth pastes from Dzintars, and almost 200 yogi tea boxes.

- Marketing on social media and promotion in local cafes and stores in Riga
- Pick up and organise storage till the event
- Promotion and sale on ticket sale platforms. We asked for lowering the fee, but due to our international audience this was not possible.
- Development of a concept of the class
- Decorations (organisation of mats, lights, cups, drinks) - get in touch with library regarding set up, and organising a team who will perform individually during the set up
- Preparations of each goodie bag for 50 participants
- Transportation and setup of everything during the even

6. RESOURCES

You need to find a location and contact sponsors that will support your idea

7. BUDGET

Depends on the location.

8. ORGANIZERS OF THE PROJECT

Rotaract Riga International , Ersin Karabacak - Rotaract.rix.int@gmail.com nehmen

9. PARTICIPANTS

Supported by Rotaract Riga, especially with the set up and logistic challenges

10. SPONSORSHIP

Companies which provide products for your health and for your body.

120 Bags by 4F

120 tea boxes by Yogi tea

7 very berry drinks by Very Berry Juice

11. MEDIA COVERAGE

Riga Neighbourhood shared our project on their instagram, otherwise we printed out posters and put them up in stores. But we filled each spot very fast, so we didn't need too much advertisement.

III. RESULTS

1. RESULTS AND OVERVIEW

It was a great success for our Club. We reached international and local students and a lot of people shared our event on instagram, tiktok etc. We managed to get the whole tuition fee for Winifreda within 3 months. We worked really well together in our club and made this possible. We are looking forward to work together with SOS Children Village and to support Aleks. We hope to have a big impact on these to projects.

2. ADVICES

The most crucial part was communications which was conducted very greatly.

3. SUSTAINABILITY

Yoga helps us to slow down, find stillness and create meaningful connections. We received great feedback from our sponsors and participants.