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**2nd Annual “I AM ANUSARA” Fundraising Campaign**

**GLOBAL CELEBRATION OF GRATITUDE**

**March 21st – June 21st, 2019**

Thank you for your interest in the 2nd annual “I Am Anusara” global fundraising campaign! This is a wonderful way to foster a unified community that inspires and supports all practitioners of Anusara yoga from local to global.

**Why Participate in This Fundraising Campaign**

The Anusara School of Hatha Yoga needs diverse revenue sources to be sustainable. License fees only provide about 25% of what the School needs to survive and thrive. In the same way our bodies need a variety of foods to ensure we get the proper amount of protein, vitamins, minerals and fats, the School needs a variety of funding sources.

Donations from teachers and others are an important part of that mix. This year they support:

* Professional development for aspiring and existing Anusara teachers
* Updating Anusara teaching manuals
* Marketing webinar series for teachers
* Promotion of your events
* Samavesha 2020 in Europe
* Strengthening our capacity for communications among our worldwide community
* Promotion of the Anusara brand worldwide
* Promotion of ASHY’s relationship with Yoga Vibes
* Pursuit of additional corporate sponsorships

**How to Plan An “I Am Anusara” Fundraising Event**

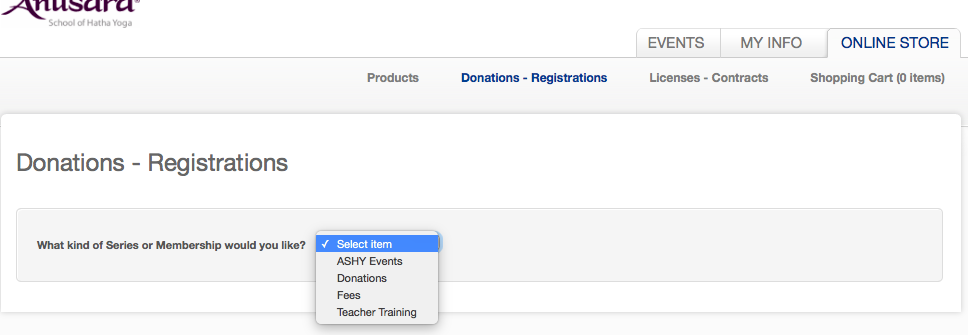
* You may organize a single class or all day including other practices i.e. Meditation, Ayurveda, Kirtan.
* You may decide the cost of your class, depending on your country’s usual prices.
* The class may be joined by other teachers.
* You may also donate the revenues of one or more *regular* classes or of a workshop that you were already planning on offering.
* You may share your event on ASHY’s new FB page: I am Anusara.

**How To Make Your “I am Anusara” Donation**

1. Login to your MindBodyOnline ASHY account.

* If you have not done so previously or have forgotten your password, follow the instructions [**here**](https://www.anusarayoga.com/wp-content/uploads/2019/03/MBO-Login-Setup-and-Forgotten-Password-instructions-3-21-19-deb.docx)

1. Click on the “Online Store” tab, then “Donations-Registrations.”
2. In the drop-down box, select “Donations”

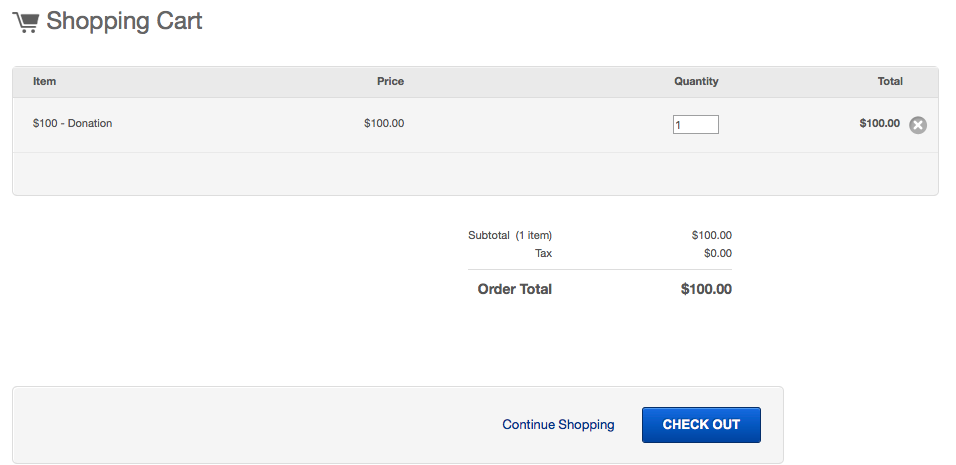


You will see a list of different dollar amounts:

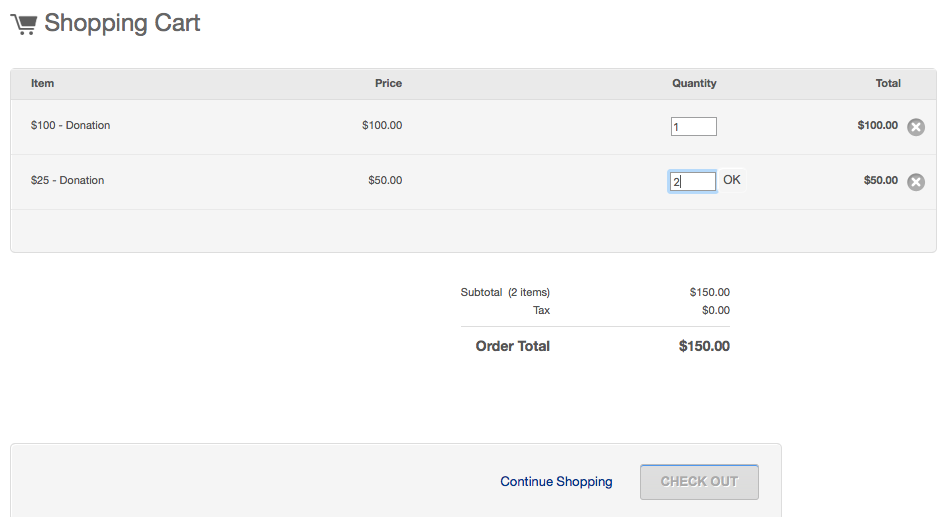


For example, if your donation is $170, you would follow these steps:

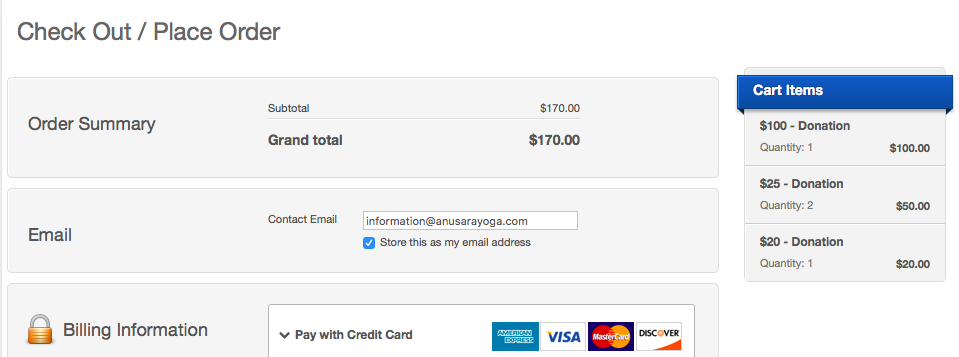
1. Choose $100. Then you will see the shopping cart.



1. Click on “Continue Shopping” and repeat the steps to get to the list of donation amounts. Now select $25 and make the Quantity “2”

3) Click on “Continue Shopping” and repeat the same steps get to the list of donation amounts. Now select $20.

1. When you have selected the amount that totals your donation, click on the “Checkout” button. When your email address is displayed, you can proceed with the billing information.



**I am Anusara!**

As licensed teachers, we ALL are Anusara!

The Anusara School of Hatha Yoga receives your donation with deep gratitude.

For additional information, please contact your [Country Coordinator](https://www.anusarayoga.com/global-regions/).