



## Kitten Yoga Fundraising Inspiration

This is great example of a fun and creative fundraiser which has worked in all parts of the United States, in both urban and rural areas. It is relatively easy to plan, and always a crowd-pleaser!

Step 1: Find a yoga instructor.

Find a local yoga instructor to lead the workout! Be sure to have some detailed discussions about what you are both looking for and make some written agreements. Remember, you are talking to someone whose business (and livelihood!) is yoga. Be professional and respectful. You are asking for a favor!

Considerations:

- Where? If the instructor has their own studio, there may be concerns about having animals and/or other clients with allergies. You could schedule your event for the last session of the day and spend time doing solid cleaning afterwards to eliminate allergens. You could also provide an alternate venue if the instructor is willing/able to travel (venue should be in a location convenient for your supporters).
- Who? It is helpful if the instructor is willing to do a special class open to all ages and all levels of yoga experience. Agree ahead of time on the maximum number of students in class and how registration will be tracked. Both your group and the instructor can advertise.
- How much? Most groups charge a special rate for the event. You should discuss this with the yoga instructor and decide how much of the fee will go to your group and how much they will keep. Do not expect the entire fee.

Step 2: Find some cats.

Yeah, you probably got those! This seems to work best with young kittens (under six months old) and those who are litter mates or from the same foster home. If the kittens know each other, they are more playful, which is more fun for the yoga students than watching cats hiss at each other the whole session! If they are from separate foster homes, kittens should show up about 30 minutes prior for some pre-yoga socialization with each other.

Ideally, all kittens should be fixed and available for adoption. A good rule of thumb seems to be five to six cats per 20 students. Have volunteers on hand to help watch cats and keep them from running outdoors.

Step 3: Set up the fundraising aspect.

Set up a table with some of your literature and have a volunteer or two available to answer questions about your program. Have a donation jar and whatever swag you have to sell (tote bags, T-shirts, etc.) on hand.

For TNR programs, a new live trap can make a nice donation jar, with a base to catch coins! A soft-sided cat carrier also works as donation jar. If your program also handles dogs/puppies, have some dog items available for sale too (dog bandanas, dog treats, etc.).

For additional fundraising, you might consider having door prizes (best downward dog, etc.) and perhaps a raffle (check with state for gaming legalities) to incentivize attendance.