



Yoga PotentiALS Overview v1
12.09.24

My name is Ron Caruso.

I am a design and marketing professional who owns a successful company serving some of the most recognized global brands. I have always been fit, enjoying surfing, snowboarding and cross-training. I have a beautiful wife and daughter, two Vizsla dogs, and have a passion for all things design, classic sports cars, world travel and meeting interesting people.



I was diagnosed with ALS in 2019 - *ironically on September 11!* After dealing with the initial shock and grief, I gathered my inner strength and realized I had to stay positive.

Once I understood this, I could mentally shift from “I am dying from ALS” to

“I am LIVING with ALS”.

Immediately after diagnosis I was told stay positive, do physical therapy relentlessly, and good luck. Literally. I was never told what physical therapy should be, therefore I needed to create my own regimen.

The regimen that I created for myself is:

Cold Therapy

Breathing exercises

Nutrition and supplements

YOGA

BENEFITS OF YOGA FOR ALL (*AND for ALS!*)



- **Increases energy:** Yoga poses increase circulation to all parts of the body due to the focused movement with the breath.
- **Strengthens muscles & improves flexibility:** When practiced regularly, this sequence will build strength and improve flexibility. The poses focus on a variety of different areas of the body, and the constant movement helps relieve stiffness and improve range of motion.
- **Calms the mind and improves focus:** Vinyasa flows push you to get out of your head and focus on the present moment. You are focusing on coordinating movement with your breath, like a moving meditation, which is what yoga is.
- **Increases stamina:** Yoga can be hard work! Practicing regularly can give you a great cardio workout and improve stamina.

WHY YOGA FOR FUNDRAISING?



The InfluentiALS Foundation uses holistic therapies as the basis for our fundraising campaigns. Because ALS has no cure, these holistic therapies show benefits for people living with ALS and raises awareness. This also gives us relevance to the wellness communities practicing these therapies, expanding our donation opportunities.

The image features a vibrant sunburst background with rays of light radiating from a central bright point. The rays transition from a pale yellow at the center to a deep orange at the edges. In the center of this sunburst, the word "Introducing" is written in a bold, dark blue, sans-serif font.

Introducing



Yoga
Potentials

Unlocking Potential, Hope, and Care
Through the Practice of Yoga

THE GOAL



Yoga PotentiALS is a program that raises awareness and curates content tailored to the needs of people with ALS and their caregivers, focusing on its mental and physical benefits.

Through in-person, online and social platforms, Yoga PotentiALS is also a fundraising campaign for the InfluentiALS Foundation. Funds raised will support the InfluentiALS core mission of helping those living with ALS afford the care, services, and home modifications necessary to live and adapt to this degenerative and fatal condition.



CAMPAIGN PROGRAMMING



Through the power and reach of established yoga studios and influencers, **Yoga PotentiALS™** will stretch across the country, raising awareness and money for ALS care and research as well as any charities that our partners support.

Through a combination of live yoga classes and events in conjunction with a huge social media push, yoga enthusiasts from across the country will be creating educational and inspirational content to drive awareness and raise money for a great cause.



THE VISION



To create a national network of yoga studios, influencers and media that simultaneously promote and activate the Yoga PotentiALS campaign for ALS month, May.
Establishing it as an annual tradition.



OBJECTIVES



1. Create an evergreen fundraising campaign based upon holistic therapies that deliver universal benefits, exposing us to relevant communities, expanding our reach.
2. Create a fundraising campaign that translates easily to a scalable live event, virtual/streamed event/content or social media platforms.
3. Partner with yoga studios, yoga associated fitness companies and social media influencers to create a viral campaign.
4. Create a large enough partner network to attract national and regional sponsorship opportunities.
5. Establish a campaign that will be an annual event, reducing effort and building name recognition.



Yoga
PotentiALS
Spotlight:

JivanaHeyman



ABOUT JIVANA HEYMAN



Jivana Heyman is a renowned yoga teacher, author, podcaster, and advocate for accessibility. With over 20 years of experience, he has inspired countless individuals through teacher training programs and his unwavering commitment to making yoga inclusive for everyone.

Jivana is the founder and director of the Accessible Yoga Association, a global nonprofit dedicated to increasing access to yoga teachings. The organization encompasses the Accessible Yoga Training School, which Jivana co-founded with Amber Karnes to offer educational programs and resources that make yoga accessible to all. Together, they also launched the Accessible Yoga Podcast to further amplify their mission.

Over a decade ago, Jivana coined the term “Accessible Yoga,” which has become a widely recognized movement within the yoga world, symbolizing inclusivity and empowerment for people of all abilities.

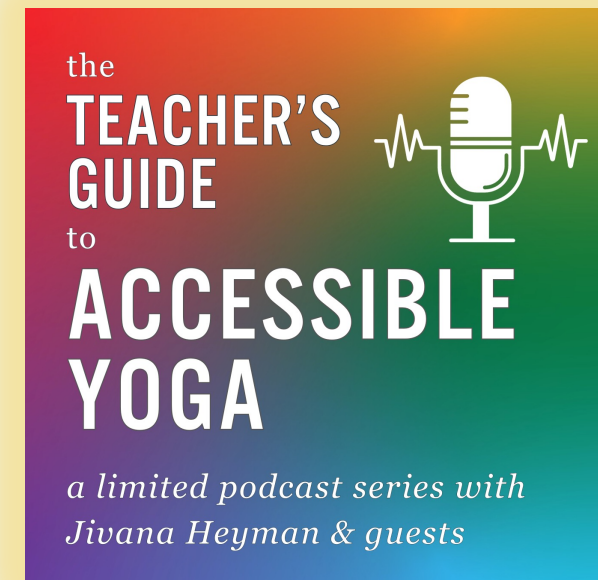
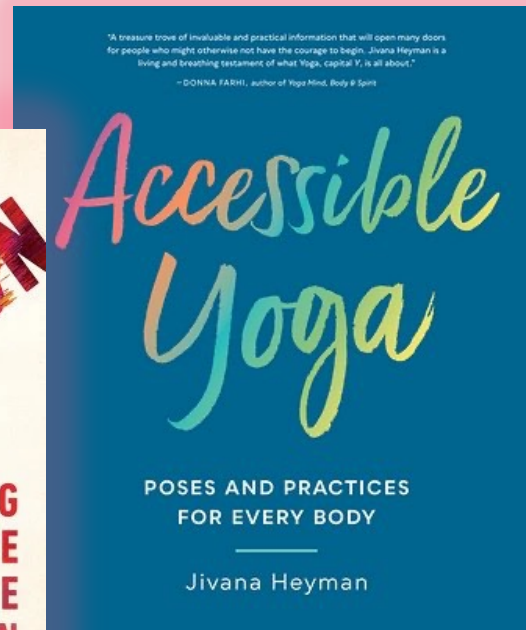
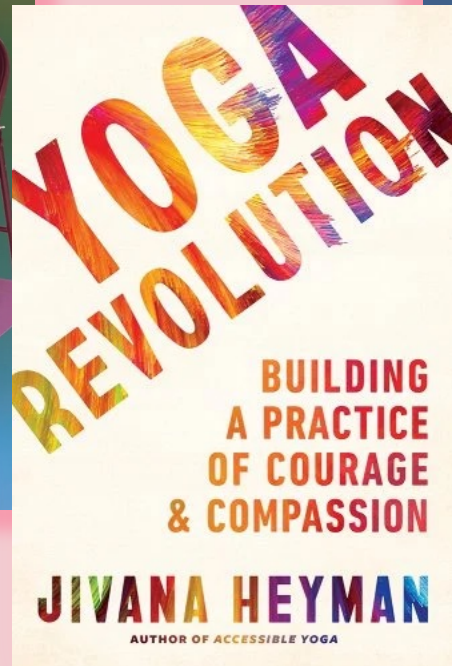
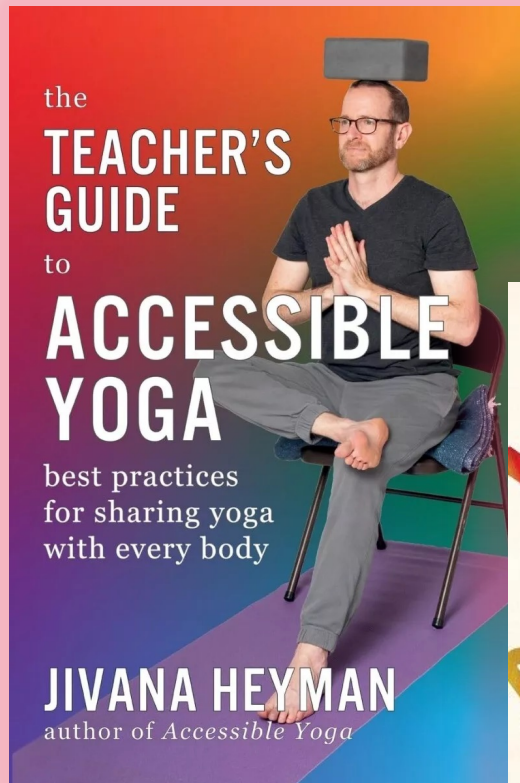


ABOUT JIVANA HEYMAN &



The idea of Yoga PotentiALS truly crystallized when The InfluentiALS discovered Jivana. His response to our outreach was overwhelmingly positive, and his encouragement helped validate Yoga PotentiALS as an initiative that could genuinely make a difference for people with ALS and their caregivers. His insights not only brought clarity to our programming but also deepened our connection with the accessible yoga community. Through Jivana and other InfluentiALS like him, we're hoping to build partnerships with wellness leaders who understand the unique needs of our community and want to contribute to our vision.

ACCESSIBLE CONTENT



The background of the slide is a vibrant sunburst pattern. It features a central bright yellow-white glow that radiates outwards in many thin, slightly curved lines, creating a sense of energy and warmth. The colors transition from a pale yellow at the center to a rich, deep orange at the edges.

How Can the Yoga Community Help?

**We broke it down
into 3 easy ways!**



1. SOCIALIZE & PROMOTE:

Amplify Awareness

The Ask: Follow and engage with PotentiALS and InfluentiALS on social media. Share posts to promote PotentiALS at launch and throughout the campaign.

Details: We'll provide you with a toolkit including logos, graphics, donation links, and ready-to-share content. We can even create custom posts for you to make participation easier.

CTA: Spread the word by liking, sharing, commenting, and posting about our mission. Encourage your followers to learn more about ALS, donate via our link, and engage with InfluentiALS Foundation.



SOCIAL MEDIA EXAMPLES



Example of a custom post created by studio with provided digital stickers and templates



The InfluentiALS will provide a library of content to pick from if studios do not have the resources to create their own custom posts.





2. PARTNER: Collaborate With Us

The Ask: Host PotentiALS-inspired events, co-branded promotions, or place a promotional counter card in your studio with a QR code for donations and awareness.

Details: We'll provide co-branded materials, mockups, and a turnkey toolkit to simplify your involvement. Our creative team is here to support you!

CTA: Help us engage the live yoga community through events, classes, and in-studio awareness campaigns that drive donations and amplify our cause.



PRESENCE

light on yoga



HELP US SUPPORT ALS AWARENESS MONTH!

SIGN UP FOR OUR
YOGA SUPPORTING ALS
Yoga PotentiALS
CARE AND ACCESSIBILITY
CLASSES TODAY!

A portion of each "Yoga PotentiALS" class will be donated to benefit families suffering from the financial burden of ALS.

InfluentiALS RESEARCH IS FOR TOMORROW.
FOUNDATION CARE IS FOR TODAY.

YOGA HELPS ALS

YOGA SUPPORTING ALS
Yoga PotentiALS
 CARE AND ACCESSIBILITY

& YOU CAN, TOO!

Its benefits, from improving physical strength and flexibility to reducing stress and enhancing mental clarity to all, can be invaluable for ALS patients and caregivers. *There is no cure or treatment for ALS - but yoga can help.*

PotentiALS is here to share these benefits through partnerships with the yoga and wellness community.

All money raised benefits families suffering from the financial burden of ALS.



PLEASE DONATE TODAY!

The InFLUENTIALS Foundation is committed to helping individuals and families living with ALS.

To learn more about our foundation, the overwhelming burden of costs associated with ALS that are not covered by insurance and to follow us on social media, please activate the QR code above.

We truly appreciate your support.

InFLUENTIALS FOUNDATION RESEARCH IS FOR TOMORROW. CARE IS FOR TODAY.

Yoga PotentiALS is a yoga initiative & wellness campaign that focuses on the transformative power of yoga to reach your personal potential while raising money for ALS care.



Counter card example

In-studio poster example

HELP US SUPPORT ALS AWARENESS MONTH!

SIGN UP FOR OUR



CLASSES TODAY!


A portion of each "Yoga PotentiALS" class will be donated to benefit families suffering from the financial burden of ALS.

InFLUENTIALS FOUNDATION RESEARCH IS FOR TOMORROW. CARE IS FOR TODAY.

DONATE TODAY!

STUDIO PROGRAMMING



 YOGA HELPS ALS & YOU CAN, TOO!
Call 800-368-5828 or visit www.potentialsyoga.com



LARGE PUBLIC EVENTS





3. CREATE:


Develop Meaningful Content

The Ask: Create branded content such as podcasts, livestreams, or pre-recorded videos to support PotentiALS programming and amplify accessible yoga and caregiver support.

Details: Collaborate with us to showcase accessible yoga through interviews, exclusive programming, and branded content. We're here to guide and support your creative process.

CTA: Help us inspire and educate the yoga community through thoughtful, impactful content that expands our reach and mission.

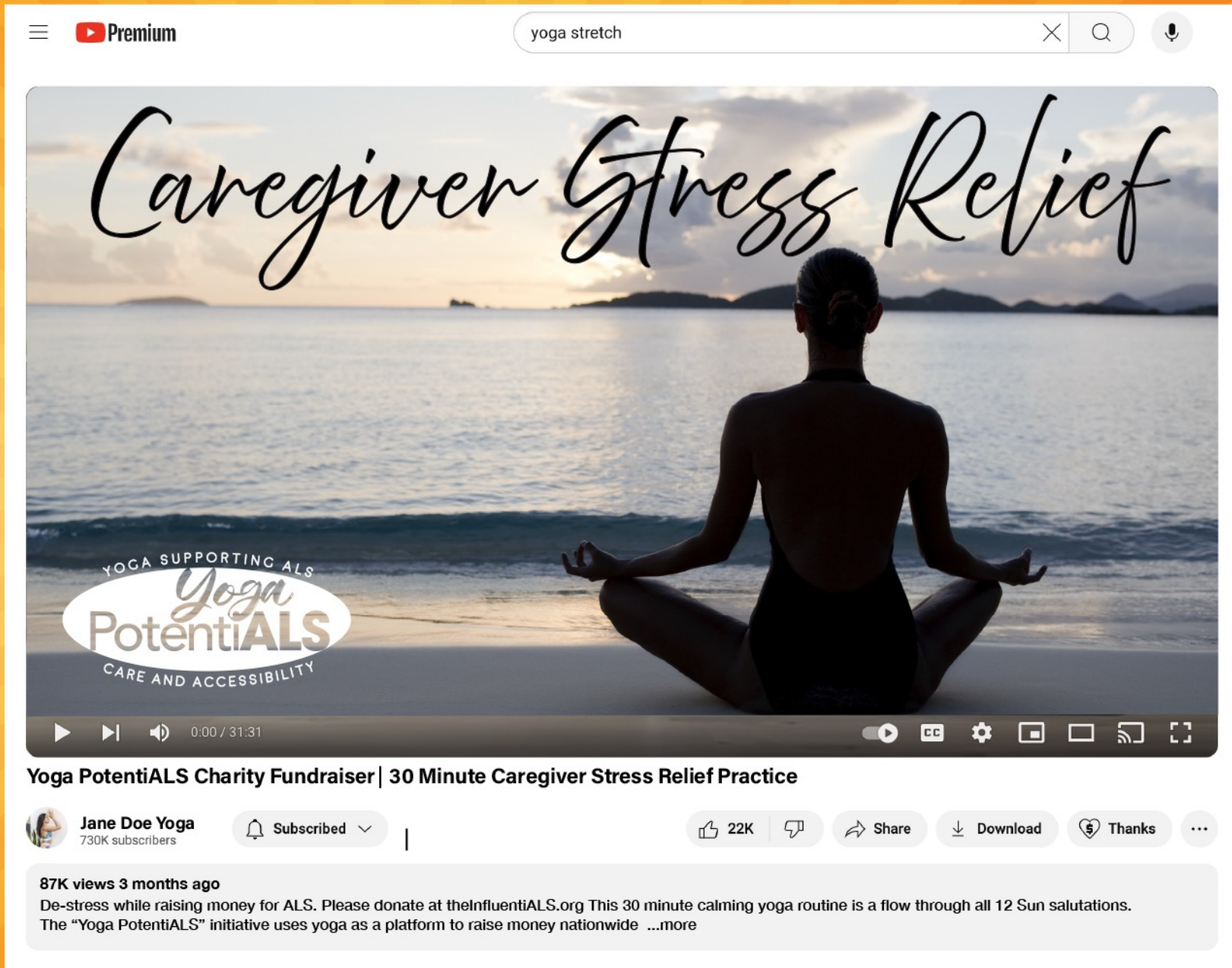




Sign-up Today!
Yoga PotentiALS Tuesdays
This Tuesday:
Relaxing Yin Stress Relief
ALL Caregivers 1/2 Price!

Partners are encouraged to create their own relevant practices for either online or in studio content programming.

YOUTUBE / INFLUENCER



The screenshot shows a YouTube video player interface. At the top, there is a search bar with the text "yoga stretch" and a microphone icon. The video title is "Caregiver Stress Relief" in a large, elegant cursive font. The video content shows a person in a meditative pose on a beach at sunset. A logo for "Yoga Supporting ALS PotentiALS" is overlaid on the video. The video player controls show a progress bar at 0:00 / 31:31. Below the video, the title "Yoga PotentiALS Charity Fundraiser | 30 Minute Caregiver Stress Relief Practice" is displayed. The channel name is "Jane Doe Yoga" with 730K subscribers. The video has 22K likes and is shared. The description mentions that the video is a 30-minute calming yoga routine for ALS fundraising.

YouTube Premium

yoga stretch

Caregiver Stress Relief

YOGA SUPPORTING ALS
Yoga
PotentiALS
CARE AND ACCESSIBILITY

0:00 / 31:31

Yoga PotentiALS Charity Fundraiser | 30 Minute Caregiver Stress Relief Practice

Jane Doe Yoga
730K subscribers

Subscribed

22K

Share

Download

Thanks

87K views 3 months ago

De-stress while raising money for ALS. Please donate at theInfluentiALS.org This 30 minute calming yoga routine is a flow through all 12 Sun salutations. The "Yoga PotentiALS" initiative uses yoga as a platform to raise money nationwide ...more

CO-PROMOTION CONCEPTS



This section presents some conceptual ideas for custom content using Jivana Heyman as the example.

The intention is to demonstrate ways that influencers and yoga studios can use the campaign to co-promote their brand and services in a relevant manner.

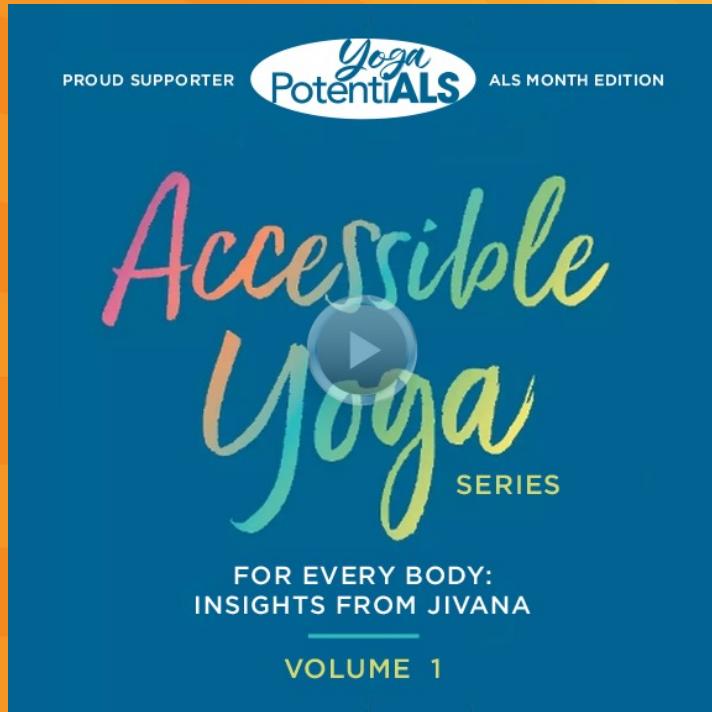
We hope you find these examples helpful.

YOUTUBE/ LIVESTREAM

The mutually beneficial strategy is to leverage existing intellectual property to reinforce your brand positioning while creating campaign awareness.

The screenshot shows a YouTube video player interface. At the top left, there is a menu icon and the text 'Premium'. A search bar at the top right contains the text 'yoga stretch'. The video thumbnail features a blue background with the text 'PROUD SUPPORTER Yoga Potentials ALS MONTH EDITION' at the top. The main title 'Accessible Yoga SERIES' is written in a colorful, cursive font. Below it, the subtitle 'CHAIR YOGA BASICS 1.0 FOR EVERY BODY' is in white, and the instructor's name 'Jivana Heyman' is at the bottom. To the right of the thumbnail is a video frame showing a man with glasses and a beard, smiling and holding a slice of orange. The video player controls at the bottom show a play button, a progress bar at 0:00 / 31:31, and various icons for volume, closed captions, settings, and full screen. Below the video player, the video title 'SPECIAL EDITION: ALS MONTH | Chair Yoga Basics for Everybody 1.0' is displayed. The channel name 'Jivana Heyman' with '21K subscribers' and a 'Subscribed' button are shown. Engagement icons for likes (22K), comments, share, download, and thanks are visible. A description box at the bottom states '87K views 3 months ago' and provides information about the ALS campaign, including a link to theInfluentiALS.org.

SOCIAL MEDIA



1. Accessible Yoga/Jivana branding



2. Short video clip giving tips related to accessible yoga, ending in a call to action to check out Jivana's new book and support Yoga PotentiALS



3. End on donation graphic.

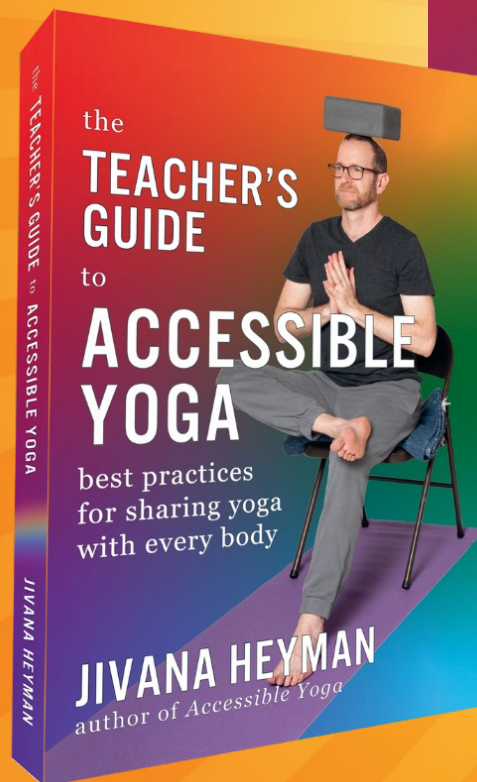
PODCAST

PotentiALS:YOGA FOR ALS

WITH RON CARUSO
AND HOST JIVANA HEYMAN



the TEACHER'S GUIDE to
ACCESSIBLE YOGA
PODCAST



HOW CAN WE HELP YOU?



If you have any initiatives or projects (e.g., podcast, event, book, appearance, class) to promote, we'd be happy to help amplify them in any way we can. We're very open to creative ways to collaborate and will gladly support you with our design services.



CONCEPTUAL MERCHANDIZING IDEAS





Yoga PotentiALS



DONATE TODAY!

Yoga PotentiALS

Yoga PotentiALS



DONATE TODAY!



YOGA SUPPORTING ALS
CARE AND ACCESSIBILITY
PotentiALS

IN CONCLUSION

Yoga **PotentIALS**

Yoga PotentiALS can provide a vibrant gathering that celebrates yoga, wellness, and community.

We cannot over emphasize our appreciation for your consideration to support PotentiALS in any way you feel you can show value. Your generosity in lending us your influence within the yoga community to raise awareness and financial support for ALS care is only the beginning.

We are sincere advocates of the holistic benefits of yoga for people with an ALS diagnosis. We continue to advocate to healthcare providers for yoga to be included as part of the daily regimen for all families living with ALS for both the physical and mental benefits.

**Respectfully,
Ron Caruso**

Thank you,



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