



Final Report

Catch Our Breath (COB)

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Agenda

- Executive Summary
- Research Findings
- Recommendations



Executive Summary



START-UP



NON-PROFIT



CREATE
AWARENESS



RESEARCH



RECOMMENDATIONS



Research Findings

1. Official Website

- Cost-effective
- Providing the information, giving business credibility
- First impression
- Calmer Choice and Kundalini Yoga for Youth



We envision a world...

where people lead lives
of kindness and
compassion toward
themselves and others.



Cultivating Awareness. Living Mindfully. Enhancing Resilience. **That's the mission of Calmer Choice.**

Calmer Choice partners with schools and community organizations across Cape Cod and Southeastern Massachusetts to deliver an evidence-based prevention program that equips children with a suite of skills to increase inner resilience, reduce the impact of stress, manage emotional responses, learn self-control and increase their sense of well-being. Our goal is to provide skills that can diminish the risk of violence, substance abuse, and other self-destructive behaviors. Ultimately, Calmer Choice envisions a world in which people lead lives of kindness and compassion towards themselves and others.



Join our email list for exclusive updates, events, and news.

Subscribe



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Calmer Choice is a Non-Profit 501(c)(3) Organization, Tax ID #27-2836997

Website Build On Cape Cod By Dative

I love Calmer Choice because I really enjoyed learning about my brain and to pay attention to my breath. I use my finger breathing when I am upset or angry. It helps me calm down. It was one of my favorite times during school.

Finn

Age 7, 2nd Grader



OUR AWARD-WINNING PROGRAM HAS BEEN FEATURED IN

Cape Cod
MAGAZINE

CAPE & PLYMOUTH
Business

mindful
MAGAZINE

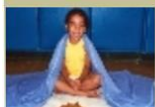
Tufts
UNIVERSITY

Kundalini Yoga for Youth

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[Store](#)



Kundalini Yoga For Youth is a powerful way for young people to experience inner peace, stability and well-being.

Kundalini Yoga for Youth yoga classes give students a means to deal with their emotions, to develop trust in human nature, to build connections to others, while increasing their sensitivity and compassion.

Students leave classes with skills for concentration, focus, breathing techniques, discipline, deep relaxation and expansive, uplifting meditation.

The benefits of Kundalini Yoga are often felt within the first class, inspiring students to continue classes, teach friends and family, and practice on their own.

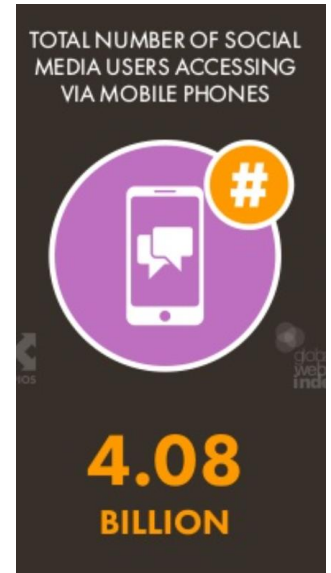
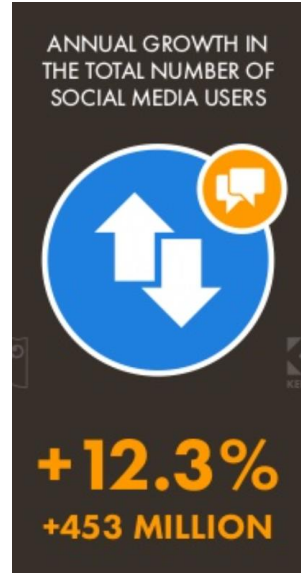
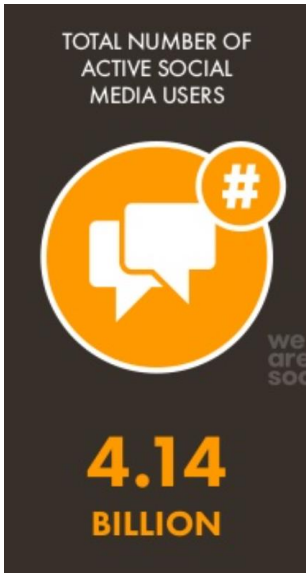
**[DONATE](#)
[NOW!](#)**





Research Findings

2. Social Media





Research Findings

2. Social Media:

- Create
- Communicate
- Deliver
- Build the brand
- Establish customer services
- Attract new customers
- Increase loyalty
- Create awareness and engagement



Research Findings

2. Social Media:





Research Findings

3. Outdoor yoga

- Mind health (relaxing way)
- Body health(Vitamin D)
- Increase visibility(in some public areas)
- Inviting parents and teachers to join yoga class



Recommendation--website

Resources:



Wix.com, Weebly.com, wireframe.com



NEU student team with negotiable price



Communication objective	Output KPI	Attitudinal KPI	Behavioral KPI
To get the message out to the target audiences via Website.	<ol style="list-style-type: none">1. Design of the website.2. Quality of the content.3. Frequency of updates.4. Amount of contents.	<ol style="list-style-type: none">1. Level of awareness of the organization.2. Knowledge of the organization.3. Positive impression of the organization.4. Knowledge of Kundalini Yoga.	<ol style="list-style-type: none">1. Leads to the website.2. Number of subscriptions.3. Numbers of enrollment into the program.4. Number of referring by sharing the link.



Recommendation- Social Media

Communication objective	Output KPI	Attitudinal KPI	Behavioral KPI
To get our message out to the target audiences via Social media platform (FB, Twitter, Instagram)	<ol style="list-style-type: none"> 1. Quality of the content 2. Frequency of updates 3. Amount of contents 4. Amount of interactions 	<ol style="list-style-type: none"> 1. Level of awareness of the organization 2. Positive impression of the organization 3. Knowledge of Kundalini Yoga 4. Knowledge of the organization 	<ol style="list-style-type: none"> 1. Number of followers 2. Numbers of enrollment into the program 3. Number of shares 4. Number of reviews



Recommendation-Offline



Outdoor Yoga



Inviting existing audiences



Thank you!