



Northeastern University

Catch Our Breath (COB)

Final Report

Lisarleth Perez

Jiaao Xue

Yijing Yang

CMN 6940 Projects for Professionals

Professor Ed Powers

November 22, 2020

Table of Content

Executive Summary.....	4
Research Findings	
1. The success of other yoga companies in Boston.....	6
2. Social Media can support COB to increase the target’s awareness.....	11
3. Outdoor yoga can make students feel better and can promote Catch Our Breath.....	15
Recommendations	
1. Online Homepage	
a. Website.....	17
b. Use elevator speech to reinforce Website.....	18
c. Resources Recommended.....	18
d. Key Performance Indicators.....	19
2. Online Communication channel	
a. Social media account.....	21
b. Use Professional bio to reinforce Channel.....	22
c. Key Performance Indicators.....	22
3. Offline activities	
a. Outdoor yoga.....	23
b. Audience’s invitation to activities.....	23

Appendix

Appendix 1.....25

Appendix 2.....27

Appendix 3.....29

References.....30

Executive Summary (Lisarleth Perez)

As a start-up organization Catch Our Breath (COB) should make a huge effort to put themselves in the media environment. However, to do this the organization should follow some steps like, first, developing the messages because it is essential the mission, vision, and values of an organization are defined before trying to reach audiences. Second, knowing its target, in this case, COB's main focus are youths, though the organization should also focus on targeting teachers and principals because they help to connect with the school, parents, and students; and the participation of teachers and parents increases the probability of creating a yoga culture in schools. Next, select the right content and social media to reach its target, for example, for teachers it is not enough to hear about what is good for their students. They like to see the results to evaluate if it is a good option or not. Because of this, a good strategy is to explain through videos what the brand is doing, how the organization works, and what to expect from it. These simple steps will help to put the organization out there to connect with the target, build relationships, and make contacts.

Further, after the research done in Boston to know how other yoga organizations are doing to reach audiences, the team found out that a dynamic and easy navigation website is a good tool to increase visibility because COB does not have a website. The website should provide basic elements like a donation link, motivational messages, action videos, a mission statement, About Us, and testimonials. The 26 yoga organizations studied during the investigation demonstrated that they have an official website. Additionally, the organizations, Calmer Choice and Kundalini Yoga for Youth, have all the requirements mentioned before and can work as an example of how the website should be.

The investigation indicated that some organizations also implement other alternatives for yoga classes like outdoor lessons. With this information, the team understood that outdoor yoga is a good way to enjoy the activity, with the benefit of Vitamin D that the sun provides to heal bodies. Outdoor yoga can help the organization to increase visibility because it can attract people's attention.

Moreover, the 26 yoga organizations evaluated working with other kinds of social media, like Instagram, Facebook, YouTube, Pinterest, Twitter, and LinkedIn, to connect with their audience. Actually, social media has 4.18 million active users and 32% of users in the United States employ it to look for brands. COB can take advantage of this percentage to increase recognition, loyalty, engagement, validate the brand, connect with people, build relationships, establish customer service, teach companies about customers, humanize brands, and help to monitor conversations that are important for the organization.

Finally, the research findings demonstrated that the team can give three recommendations to COB. First, an online homepage or website that includes all the elements of a non-profit organization like a donation link, testimonials, and videos because, nowadays, the target's first action when it wants to know about an organization is to search online for the website to check the mission, vision, values, and service provided. Furthermore, COB can record a short video that includes the elevator speech developed by the team, and post it on the website. COB has two ways to develop the website, it can use other websites like wix.com and weebly.com, or ask the Northeastern University team that develop websites.

Second, regarding online communication channels, it is recommended that the organization opens at least one social media account to create an open channel with its target. This mobility enables better communication between the organization and the audiences, giving the opportunity

for immediate feedback and reply. COB can choose the social media of its preference, but should include the professional bio developed by the team so the audience can understand what COB is.

Lastly, offline activities should also be engaged in because the organization should be able to promote the program with outdoor yoga events, where COB invites the target audiences, such as teachers, principals, parents, and even students. This action will increase its popularity among audiences. The larger the scale the outdoor session can be, the better effect it will achieve.

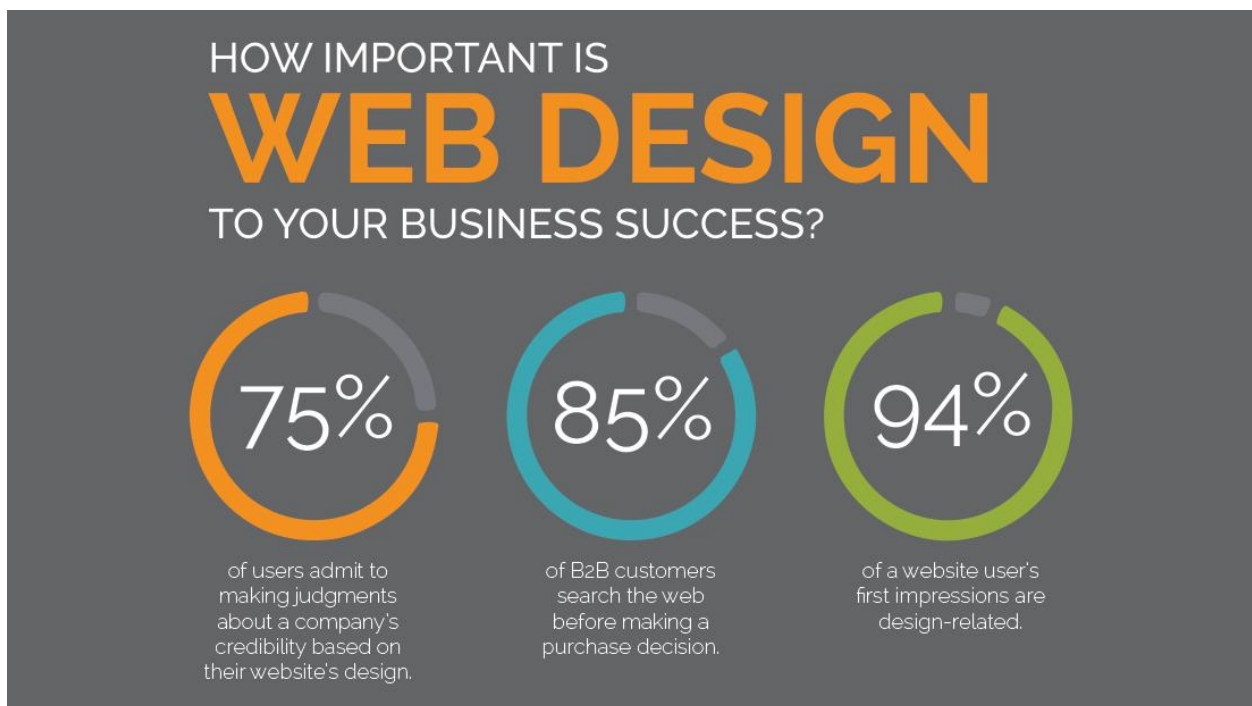
Research Findings

1. Other yoga companies in Boston have dynamic and easy navigation websites. For example, on their website, they provide: a donation link, a motivational message, action videos, a mission statement, about us and Testimonials. (Yijing Yang)

At the kick-off meeting, our sponsor and our team members discussed the current situation of the organization and future plans. As a start-up company, Catch Our Breath (COB) needs to conduct market research, and at the same time, they also need to increase their visibility. However, COB does not currently have their own official website. Therefore, we have conducted various investigations to ensure that the website is necessary to develop a website that can help COB increase visibility.

First, we tried to determine whether an official website is necessary and whether there are alternatives, such as social media. Having a website will not only provide the information they are looking for, but also will give their business credibility. More and more people are searching for what they want online, and an official website is likely to be the first impression from audience-to-organization. Gunn said, "84% of today's consumers think a website makes your business more credible than companies who only have social media profiles. Your website is also the perfect

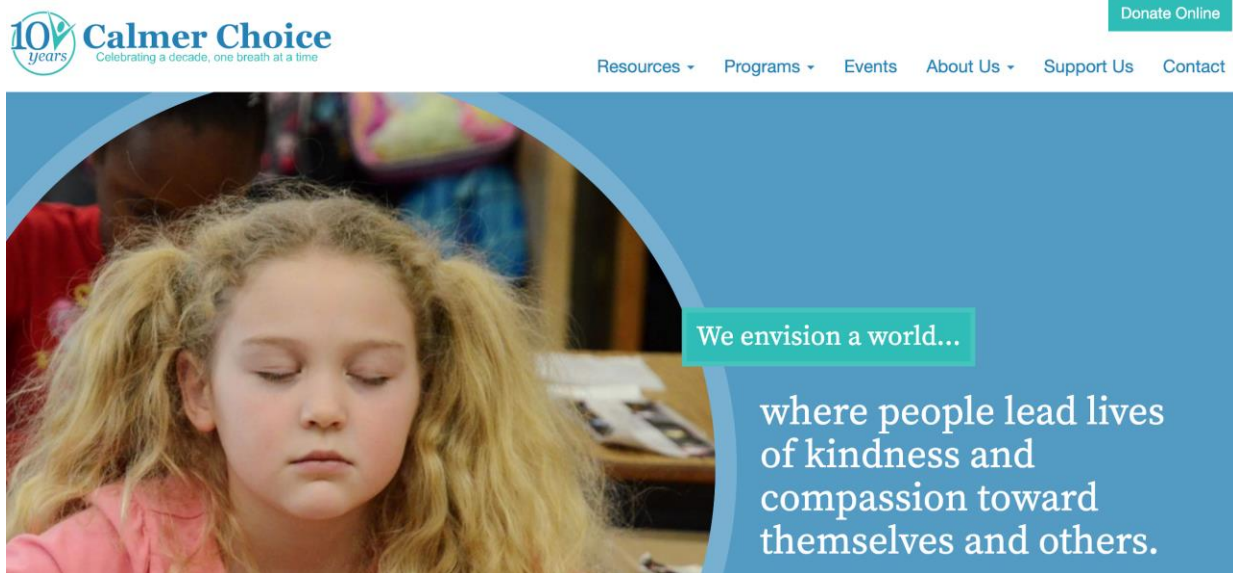
place to show off any professional certifications or awards your business has." (2020). Although the initial investment in building a website requires some money, compared to traditional media, such as newspaper advertisements, radio advertisements, and official website publicity, it is actually more cost-effective. In addition, COB can highlight their top comments and recommendations on the website to facilitate the audience to experience. Compared with social media, Jimbo said, "Algorithms change, rules change, and what's working one day might not work a few weeks from now (as many businesses who depended on Facebook have recently learned)" (2020). Therefore, COB should develop their own website.



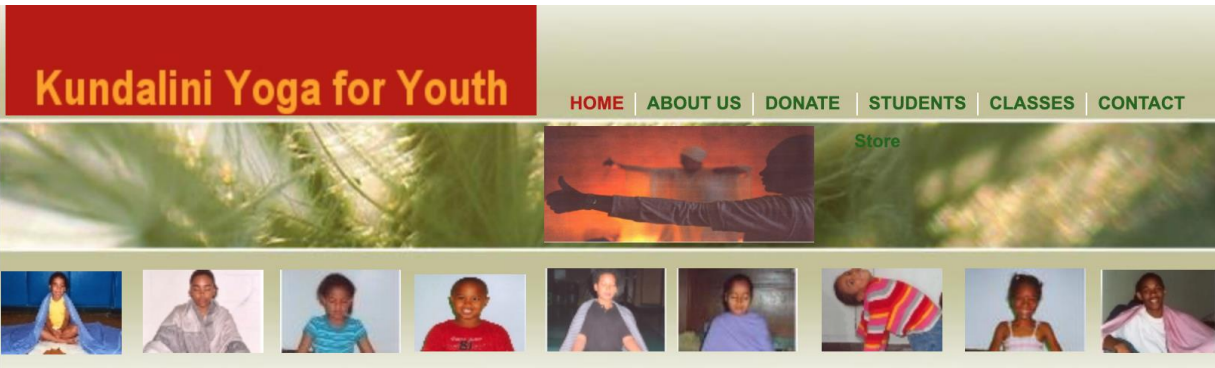
Source: <https://www.pixels-point.com/importance-business-website/>

Secondly, we conducted research. Due to certain differences between different cities, we mainly conducted a survey of the Boston area (areas around 30 minutes by car and nearby suburbs) to ensure that we can find the best channels for COB promotion. According to our survey (see

Appendix), we have collected data from 26 organizations (Appendix 1) that have opened yoga practices near Boston, four of which are non-profits. Kundalini yoga is a type of Boston yoga business. There are 10 organizations that focus on Kundalini yoga. We found from these organizations that they all have their own official websites. At the same time, our clients want to find organizations dedicated to young people in the Boston area. "Catch Our Breath" can focus on organizations with similar goals. Those organizations that have run to a certain scale are systematic and have some students. According to this requirement and the above on the list, we finally determined Calmer Choice and Kundalini Yoga for Youth as the main objects of analysis.



Website link: <https://calmerchoice.org/>



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!



Website link: <http://www.kundaliniyogaforyouth.org/>

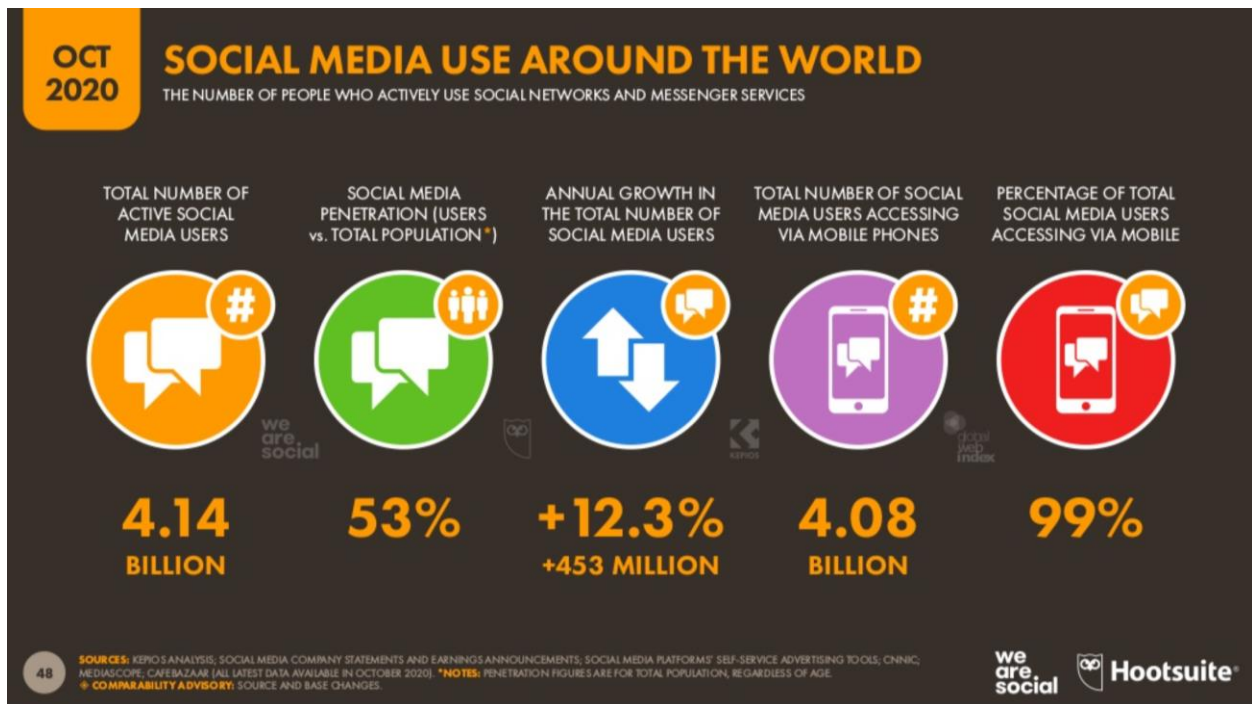
This is our discovery of the content of their official websites :

Calmer Choice	Kundalini Yoga
<ul style="list-style-type: none"> ➤ Donate link ➤ Layout ➤ Video ➤ Mission ➤ Achievement ➤ Testimonial ➤ Faculty Bio ➤ Volunteer Link ➤ Sponsor ➤ Newsletter ➤ Social Media link ➤ Events ➤ About us ➤ Contact ➤ Programs ➤ Resources <p>1. The donation link can be easily found</p>	<ul style="list-style-type: none"> ➤ Donate link ➤ Achievement ➤ Video ➤ Mission ➤ Contact ➤ About us ➤ Testimonial <p>1. The donation link can be easily found</p> <p>2. Achievements and Testimonial are more convincing</p> <p>3. Open channels to contact customers</p>

<ol style="list-style-type: none">2. You can subscribe to relevant pushes at the bottom3. Related social media links are shared at the bottom to get more information4. Clear layout and uniform color5. Achievements and Testimonial are more convincing6. Understand the background of employees and make choices based on background7. Volunteer links can help recruit more new people	
---	--

2. Social Media can support COB to increase the target's awareness about the program implemented to improve youth's physical fitness, breathing, and meditation. (Lisarleth Perez)

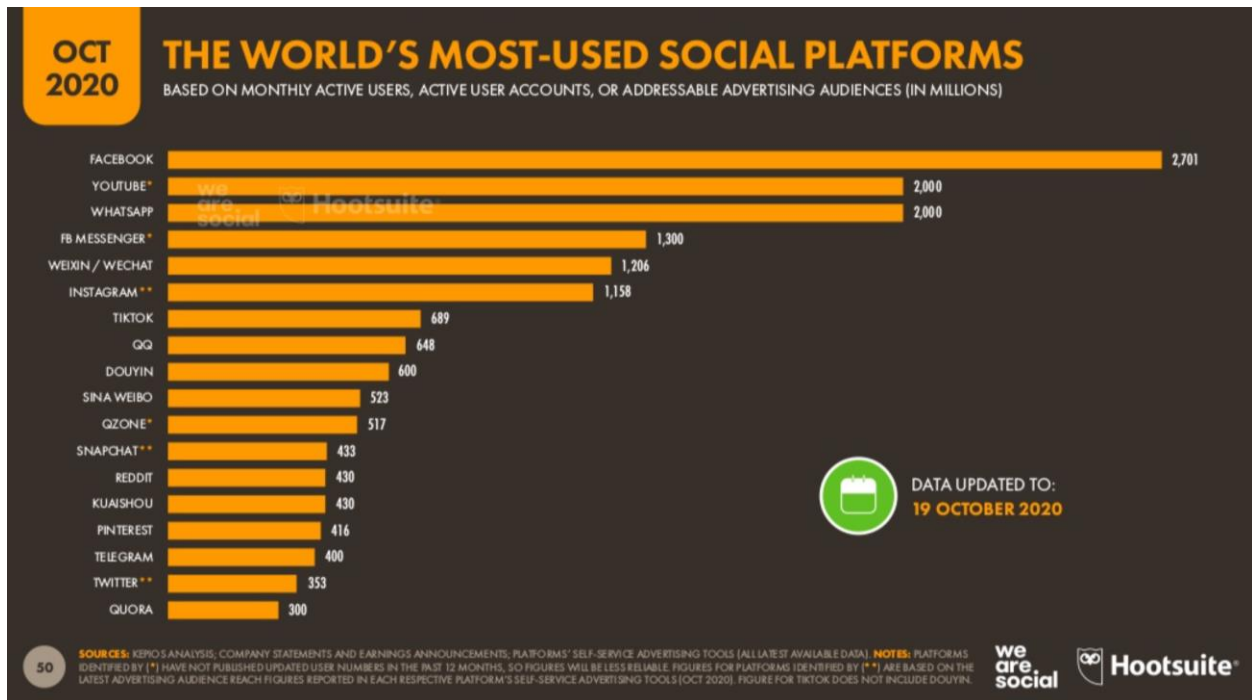
Nowadays, social media is “one of the fastest-growing industries in the world” (Gurus, 2020) involving around 4.18 million active users, annual growth of +12.3%, and 99% of its use is through smartphones (Hootsuit, 2020). Social media implicates marketing as a way to create, communicate, and deliver valuable information to customers; and helps to build brands and raise its visibility, by connecting them with potential customers.



Source: <https://hootsuite.com/pages/digital-2020#c-214756>

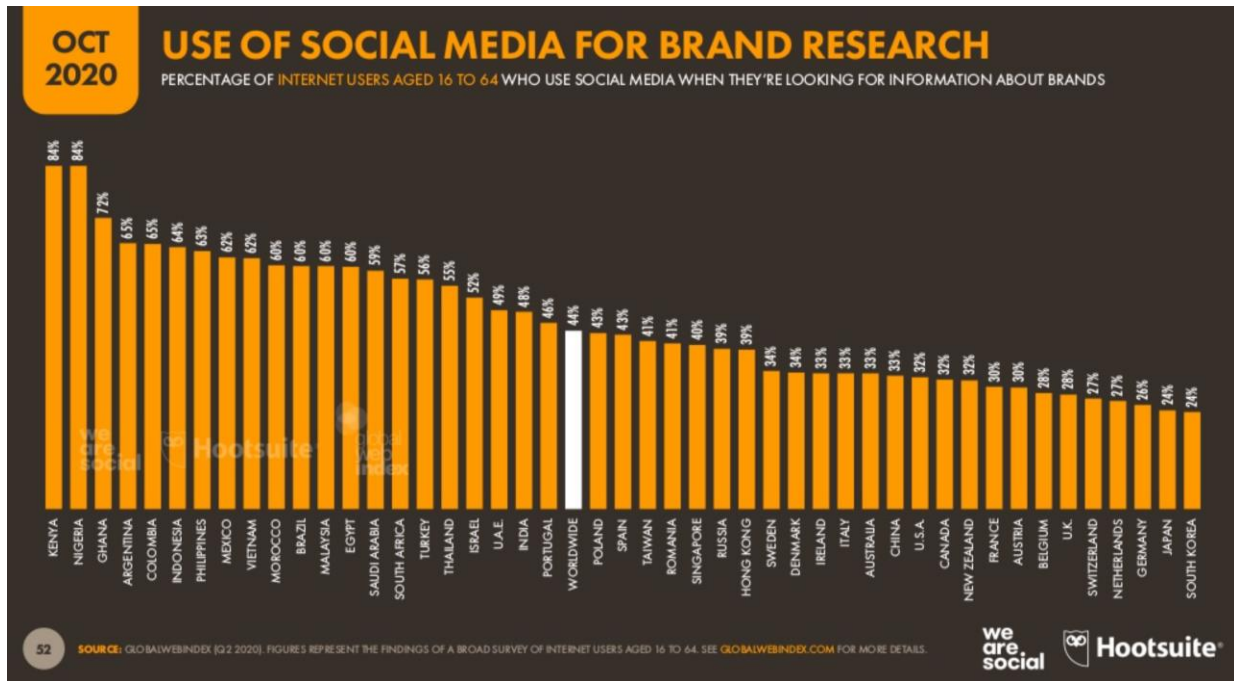
Social media has a way to manage its platform, for example, Facebook is the biggest and most powerful social media with 2.7 million active users, and brands employ it to engage with their consumers because 2.1 million people can be reached with advertising. Instagram is a visual

network with over 1.1 million active users that can post, share, comment, and engage with the content displayed. Twitter has over 353 million active users and it is a perfect platform to reach out to customers by expecting a reply from them because it has 6 forms of communication (Hootsuit, 2020). Further, social media has other platforms like Youtube and Pinterest that can help to connect with the COB target.



Source: <https://hootsuite.com/pages/digital-2020#c-214756>

The use of social media for brand research around the world is 44% for active users between 16 and 64 years old. However, 32% of people look for information about brands in the United States (Hootsuit, 2020). Catch Our Breath can take advantage of this percentage to increase recognition on social media and promote the organization directly to its audience.



Source: <https://hootsuite.com/pages/digital-2020#c-214756>

Nonetheless, if a brand wants to make use of social media to communicate with its customer the first thing it should do is to develop a strategy. This strategy should include basic features like establishing goals to create awareness or increase customers, knowing the target, deciding which social media adapts better to the brand and its values, and analyzing the strategy to evaluate how effective it is.

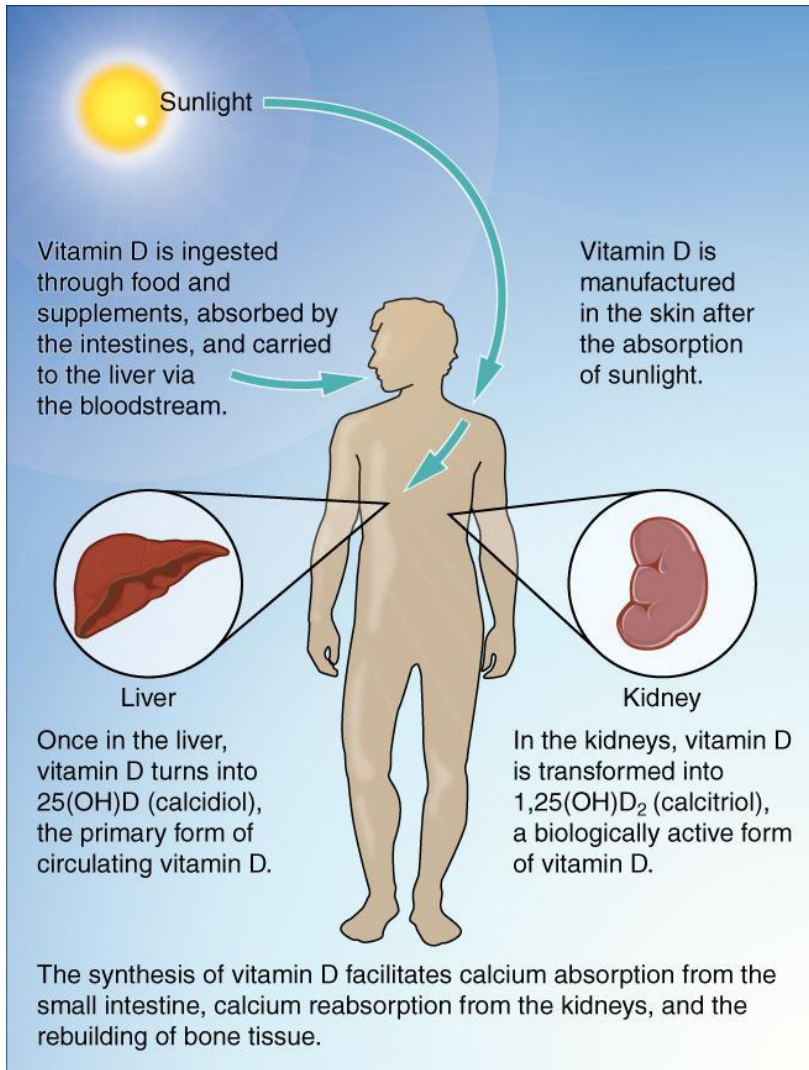
Finally, social media can help to increase awareness, loyalty, engagement, validate the brand, connect with people, build relationships, establish customer service, teach companies about customers, humanize brands, and help to monitor conversations that are important for the brand. If customers receive a quick reply on social media, 71% of them would recommend the brand to others. Additionally, 78% of small businesses use some kind of social media to attract customers (Gurus, 2020).

3. Outdoor yoga can make students feel better and can promote COB organization. Meanwhile, the participation of teachers and parents can promote the progress of yoga culture in the school. (Yijing Yang)

First, since the audience of COB is mainly students, they usually spend most of their time in the classroom. Outdoor yoga is a more relaxing way for them to develop their body and mind. For example, when practicing yoga outdoors, students can not only exercise, but they can also use the vitamin D in the sun to heal, maintain and improve their bodies. Campbell said, "Vitamin D is critical for healthier bones. In countries such as the US, people have a low level of Vitamin D. This deficiency can be attributed to the limited exposure to the sun" (2018). At the same time, outdoor yoga can closely connect students with the surrounding natural environment. Especially in good weather, students can have more space to enjoy Kundalini yoga.

In addition, in some public areas, such as parks and beaches, organizing small yoga classes can attract people's attention and increase visibility.

Finally, according to the article "Best Practices for Bringing Mindfulness into Schools," introducing yoga classes for children, also actively involves parents and teachers. They have created a yoga culture in the school. The participation of teachers and parents can promote the progress of yoga culture in the school.



Source: https://en.wikipedia.org/wiki/Vitamin_D_deficiency

In 2008, the South Burlington School District in southern Vermont began training teachers and students, using the "Inner Resilience program" for younger grades and the "Learning to Breathe program" for older grades.

In the past two years, nearly 130 teachers have voluntarily participated in the training, and the program continues to grow and expand in a planned way. In addition to the school, they also invite parents to participate. Local experts provide mindfulness courses and lectures. In some

cases, they regularly introduce mindfulness activities in the classroom to teachers. Gerszberg said, "Including parents when a program is introduced is a way to expose them to what mindfulness is and is not" (ND P16).

Recommendations (Jiaao Xue)

In this section, we are focusing on the applicable recommendation for COB based on the research findings. In the preliminary finding process, we examined over a hundred Yoga organizations and filtered out 30 of them as typical samples. After analyzing the finding, there are several possible selections, but three of them are going to be eventually selected because they are essential, which are the most needed at present.

1. Online Homepage

a. Website:

A homepage is needed in nowadays business no matter if it is about a business or about a service. Without the homepage, targeted audiences may never have the chance to trace the organization. Sections of the homepage may contain registering as a member, blog, content, and other contact information. When targeted audiences need to know more about an organization, their primary action will be going to the website and check out the mission, mission, value, and services provided. At present, COB does not have a Website that includes all the information listed; thus, a well-designed website is the priority to build up the external communication network.

b. Use elevator speech to reinforce Website

At the beginning of the semester, our team had coordinated with the COB team to create an elevator speech (Appendix 2) that briefly introduced the organization, including the mission, vision, value, and service provided. This is a good opportunity to utilize the elevator speech. As many of the websites do, a good video that recorded the speech would catch more attention and thus help the communication to be easier. It is recommended for the COB group to record a short video, doing the elevator speech, and include this into the Website.

c. Resources Recommended

Recommended by Professor Powers, there is a website that can create websites, which was also showcased by NEU students in other projects. The website itself is a good resource to use when creating the Website. There are also other websites that serve the same purpose, such as wix.com or weebly.com.

It is known by us that COB members do not necessarily have the experience or skills to design and create a website, or they simply do not have the spare time to do this. From our communication with Professor Powers, the team that showcased the project was also able to provide help to create a website for COB with a negotiable price. The organization does not have to comply, but this is highly recommended since this will be a win-win situation. From the perspective of COB, the members do not have to spare time on designing and developing the Website from the blank. On the other hand, the NEU student team gains another experience of creating websites as a real-world practice.

d. Key Performance Indicators (KPIs)

KPIs are essential for any deliverables and thus needed to be well designed in order to accomplish the communicational function. The indicators serve as the guideline of whether the communication process is successful or not. For the Website, the suggested basic KPIs are listed as following:

Communication objective	Output KPI	Attitudinal KPI	Behavioral KPI
To get the message out to the target audiences via Website.	1. Design of the website. 2. Quality of the content. 3. Frequency of updates. 4. Amount of contents.	1. Level of awareness of the organization. 2. Knowledge of the organization. 3. Positive impression of the organization. 4. Knowledge of Kundalini Yoga.	1. Leads to the website. 2. Number of subscriptions. 3. Numbers of enrollment into the program. 4. Number of referring by sharing the link.

Output KPI

The design of the website is a significant indicator as one of the outputs KPI. This includes if it is neat in layout and well organized, if it is easy to find the subscription button, and if it is visually comfortable for visiting. The quality of the contents means that the information that is posted is qualitative such that the visitors feel educated or well informed after viewing. The frequency means how often the website does have updated information. If it is so long between

two posts, the website could not be considered as a good one. The amount of content means that how much information is there for the visitors to check on. If the quality is good enough, and the frequency is moderate but has only 3 or 4 pieces of messages in total, the website cannot be considered as qualified as well.

Attitudinal KPI

The level of awareness means the level of exposure of the organization. A higher level of awareness shows that more people know about the organization, which is a good promotion for the business or prosperity of the organization. The level of positive impression tells how people like the organization. Organizations need to be loved by the public to have a good reputation since reputation is directly linked to the life of the organization. Knowledge of Kundalini yoga shows how successfully Catch Our Breath promotes the practice of Kundalini yoga, which is also one of the biggest features of the organization. The knowledge of the organization shows how much people know about the organization, such as its function, mission, and vision, and what kind of services it can offer. This helps the organization to filter some of the potentials yet not qualified audiences. Since we are trying to establish training courses in the schools of youth in underserved areas, those who are not qualified for these criteria will automatically be filtered out by knowing what our business is about.

Behavioral KPI

Behavioral KPI shows how people are reacting to the organization. The subscription and followers are, in a way, the same that indicates how many people are coming to us. More subscribers and followers always mean a higher chance that we can promote ourselves broadly.

The number of shares shows how many people are supporting our activities and business so that we can know if it is successful in its design or not. The number of reviews shows how many people are interacting with us and reflects how many people are engaged with our organization. Higher-level engagement can also tell us if the organization is doing well or not.

If the organization decides to create the website all by itself, the workload will be huge. For the next half year to one year, it is recommended to primarily look at the first two indicators of each KPI. These are the basic construction-related indicators about the websites. Before the organization officially put the website into use, the organization must accumulate enough materials and contents to put on the website when targeted audiences come to pay a visit. They will see the abundant amount of information and thus will attract their attention. Otherwise, they will find nothing to learn and turn away from viewing. As the beginning phase of the communication process, the organization has to first attract a certain amount of lead to build up the network and amount of audiences, which will take a little bit long time, but if the audiences are enough to stimulate the so-called grapevine effect, there will be no worries about the number of visiting anymore.

2. Online Communication Channel

a. Social media account

Other than the website, a social media account is also needed. As shown in the appendix, nearly all of the samples are having at least one social media account as the communication channel. Social media is similar to the website, but, at the same time, be different from the website because it can give immediate feedback and reply. This mobility enables better communication between the organization and the audiences. Especially when, in the future, there will be customers

who do business with the organization, social media will be the primary tool for them to leave feedback or seek updated information.

b. Use professional bio to reinforce Channel

Similar to the elevator speech, our group also created a professional bio (Appendix 3) with COB at the beginning of the project. A professional bio is used as a short summary of the organization in the intro section. Having such a section included will help those who come to the account page to immediately understand what the mission, vision, value, and service of the organization are. It is highly recommended for the organization to include this in the social media account so the communication can be easier.

c. Key Performance Indicators

The KPIs of the social media account is, in a way, the same as the website as following:

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. 	<ol style="list-style-type: none"> 1. Level of awareness of the organization. 2. Positive impression of the organization. 3. Knowledge of Kundalini Yoga. 	<ol style="list-style-type: none"> 1. Number of followers. 2. Numbers of enrollment into the program. 3. Number of shares.

	4. Amount of interactions.	4. Knowledge of the organization	4. Number of reviews.
--	----------------------------	----------------------------------	-----------------------

The only difference is that the output KPI includes the amount of interaction since interacting is one of the features of social media accounts, as discussed. The organization has to make sure to engage in qualitative interaction with the audiences since this is a good way to increase reputation and image.

3. Offline Activities

a. Outdoor Yoga

Offline activities are still practiced even under the difficult situation of COVID-19 by many of the organizations that are examined. Having an outdoor Yoga session has great benefit speaking from the perspective of communication. When performing outdoor Yoga, the organization is at the same time, exposing itself to the public, which increases its popularity among the audiences. Pedestrians passed by may notice the group that is performing outdoor Yoga and thus may have the curiosity to know about the organization. The organization can promote itself to more of these people.

b. Inviting audiences

From what we know, COB has already contacted some of the audiences. It is recommended that the organization could schedule a session in which all the audiences are invited to do Kundalini Yoga. The larger the scale of the outdoor yoga session could be, the better the effect it will achieve.

Appendix

Appendix 1

Organization	Type	Communication	Communication channel	Activities/Events/ Specialty	Target audiences	Resources	Reference
Boston Urban area(30 mins drive)							
YOGSHUB	Profit	passive	Website, Ins, FB, LinkedIn, Email	YogaPros:Virtual platform meeting	Business organization	Appendix 1	https://www.yogahub.life/
Lotus Yoga Studio	Profit	active	Website, Pinterest, FB, Youtube, Ins, Email	Lotus Community Yoga Project	Anyone	Appendix 2	https://lotusyogaarlington.com/
Majestic Yoga Studio	Profit	active	Email, Website, FB, Twitter, Ins	The Majestic Social Justice Fund(appendix 3)	Anyone	The Yoga Training and Research Institute in Cambridge, Massachusetts	https://www.majesticyogastudio.com/about
NEY(K)	Profit	passive	Website, Email	N/A	Anyone	N/A	http://www.northerndyoga.com/
Art & Soul	Profit	active	Website	Art workshop	Anyone	Community singing circle	http://artsoulyoga.com/Art_%26_Soul/Home.html
The Corner Studio	Profit	active	Website, Email, LinkedIn, FB, Twitter, Ins	Outdoor Yoga	Anyone	N/A	https://www.thecornerstudioyoga.com/
Lexington Power yoga(K)	Profit	passive	Website, Email, Ins, FB	N/A	Anyone	N/A	https://www.lexingtonpoweryoga.com/
Body & Brain	Profit	passive	Website, Email, Ins, Fb, Twitter, Youtube	N/A	Anyone	N/A	https://www.bodynbrain.com/
Boston Yoga Union(K)	Profit	passive	Email, Website, FB, Ins	N/A	Anyone	N/A	https://www.bostonyogaunion.com/
Coolidge Yoga	Profit	passive	Email, Website, FB, Ins, Twitter, Youtube	Kids Yoga	Anyone	YACEP	https://coolidgeyoga.com/magicmat-yoga-teacher-training
Five doors Yoga(K)	Profit	passive	Email, Website, FB, Ins	N/A	Anyone	N/A	https://www.fivedoorsyoga.com/
Siddha Yoga Meditation Center in Greater Boston/siddhayoga	Profit(?)	passive	Email, Website	N/A	Anyone	N/A	http://www.symcgb.org/https://www.siddhayoga.org/
Black Crow	Profit	passive	Email, Website, FB, Ins	Outdoor Yoga	Anyone	Arlington Chamber of Commerce	http://blackcrowyoga.com/
Health Yoga Life	Profit	passive	Email, Website, FB, Ins, Twitter, Youtube	N/A	Anyone, corporations	N/A	https://healthyogalife.com/health-yoga-life-founders/
Yoga of Energy Flow(K)	Profit	passive	Email, Website	N/A	Anyone	N/A	https://www.yogaofenergyflow.com/aboutbostonyoga/kundalini-yoga/
Marian Reynolds Yoga(K)	Non-profit	passive	Email, Website	N/A	Anyone	The City Mission of Boston	https://marianreynoldsyoga.com/

Organization	Type	Communication	Communication channel	Activities/Events /Specialty	Target audiences	Resources	Reference
Suburban Area(more than 30 mins)							
Roots & Wings(K)	Profit	active	Email, Website	Musical performance, Sale during Autumn art & music fest, Outdoor yoga, Podcast	Anyone	N/A	https://www.rootсандwingshealingarts.com/index.html
Kundalini Yoga for Youth	?	active	Email, Website	Yoga for youth: after school, public school	youth	? Appendix 4	http://www.kundaliniyogaforyouth.org/index.html
Down Under School of Yoga(K)	Profit	active	Email, Website, FB, Ins, Twitter, Youtube, LinkedIn	N/A	Anyone	Appendix 5	https://www.downtunderyoga.com/
Simply Yoga(K)	Profit	passive	Email, Website	N/A	Anyone	N/A	http://www.simplyogama.com/
4 Corners(K)	Profit	passive	Email, Website, FB, Ins, Twitter	N/A	Anyone	N/A	https://www.4cornersyogawellness.com/workshops
Every Body in Mind(K)	Profit	active	Email, Website, FB, Ins, Twitter	Outdoor Yoga	Anyone	N/A	https://everybodymind.com/
Other organization							
Yoga for Youth(K)	Non-profit	active	Email, Website	Yoga Impact in Schools	youth	Public schools	https://yogaforyouth.org/
Calmer Choice	Non-profit	active	Email, Website, FB, Ins, Twitter, Youtube	Yoga in schools	youth & adults	Schools	https://calmerchoice.org/
Hands to Heart	profit	active	Email, Website, FB	Yoga in Shools	anyone	Schools	http://www.handstoheartcenter.org/partners/
3HO	Non-profit	active	Email, Website	N/A	Anyone	N/A	https://www.3ho.org/feedback

Appendix 2

Elevator Speech

Catch Our Breath is a non-profit organization focused on empowering youth. We do this using movement, meditation, and mindfulness. We offer a variety of Yoga classes in underserved Boston communities. The practice of yoga provides a variety of personal wellness benefits; among them are better health, mindfulness, resilience, flexibility, and fun. We are a group of passionate yoga instructors that work together using the language of love, kindness, and compassion to help reach and improve the lives of at-risk youth. (Lisa)

"Catch Our Breath" is a non-profit organization committed to bringing yoga to students in Boston schools, from elementary through high school. We focus on underserved Boston schools in underserved communities. Yoga can help youngsters reduce stress and anxiety and feel positive about themselves. The fun of yoga can be a nice alternative to organized sports. If you are interested or want to know more, please contact us. (Yijing)

Catch Our Breath is a non-profit organization focused on empowering youth. We do this through the use of mindfulness, meditation and movement in underserved Boston communities. Other than the traditional yoga training that we offered, we also encourage people to participate in Kundalini yoga, a more special meditating and exercise approach. The practices of Kundalini yoga give a variety of personal wellness benefits which are:

- Health: Improve physical fitness and flexibility through yoga exercises
- Mindfulness: Learn to relax by learning mindful meditation and breathing techniques
- Resilience: Help reducing stress and anxiety and improve overall mental wellness

- Flexibility: Provide clients student yoga/mindfulness classes delivered in person or virtually (i.e. Facebook, Instagram & Zoom)
- Fun: Enjoy the fun of yoga as an alternative to costly organized sports

Our instructors are passionate to use love and kindness to help more children and adults to gain their inner peace and healthful living style. (Jiaao)

Appendix 3

Professional Bio

Catch our Breath is a young and energetic non-profit organization that focuses on providing different types of yoga training to the youth in the schools of underserved communities of the Boston area. We strive to bring more yoga experiences to students so they can live in a more healthy, positive, and peaceful lifestyle. By practicing one of our featured courses, Kundalini yoga, students may gain more physical and mental health which will help them to overcome trauma and improve their performance and behavior. We are also actively promoting the online training session under this severe environment of COVID-19. Please visit our website/Social media at:

Reference

Campbell, M. (December, 2018). 7 Benefits of Doing Yoga Outdoors: Wellness Magnified in the Arms of Mother Nature. *BookYogaTeacherTraining*.

Retrieved from: <https://www.bookyogateachertraining.com/news/yoga-outdoors-benfits>

Gerszberg, C. O. (N.D). Best Practices for Bringing Mindfulness into Schools. *Mindful*.

Retrieved from: <https://www.mindful.org/about-mindful/>

Gunn, D.(February,2020). Do I Need a Website for My Business? 10 Reasons Why the Answer is Yes. *Themeisle*. Retrieved from: <https://themeisle.com/blog/do-i-need-a-website-for-my-business/>

Gurus, G. (2020). Why you need to understand the Importance of Social Media.

Retrieved from <https://growthgurus.com/blog/business-brand-need-understand-importance-social-media/>

Gurus, G. (2020). Understanding the Importance of Social Media for your Brand.

Retrieved from <https://beacon.by/growth-gurus/importance-of-social-media>

Hootsuit. (2020). The Global State of Digital 2020. Retrieved from

<https://hootsuite.com/pages/digital-2020#c-214756>

Why Do I Need a Website for My Small Business. (n.d.). Retrieved from <https://www.jimdo.com/blog/why-does-your-business-need-website/>