

# Membership Awareness Program

Ananda Ashram  
Membership Committee

## About Us

Annual membership is a vital aspect of the Yoga Society of New York. Membership Committee (“Membership”) supports the Yoga Society of New York, Inc., spiritual, educational and cultural programs of Ananda Ashram.

## Spring & Summer Membership Awareness

### **Memorial Day Monday, May 25 to Labor Day September**

During each event where there are more than 25 people expected a membership table will be set up. If more than 50 people are expected then two tables should be used and HRC should be requested to provide two additional people for the membership table.

### **From Program Planning Known Events:**

May 22-25	Ashram sponsored RENTAL: Jivamukti Yoga & Tia Chi Retreat (Theme: The Chakra System)
June 9-12	RENTAL: Retreat with all Faith Seminary Kathleen Regan
June 12-14	RENTAL: Jivamukti Yoga and Gita Retreat
June 19-21	RENTAL: Capoeira with Ana Costa
July 4	Convocation Weekend
July 12	Age of Devi Consciousness Maha Homa – Sacred Fire Ceremony with Amma Sri Karunamayi
July 21-26	Ayurvedic Art of Health & Healing with Dr. Vasant Lad
July-August	Yoga Teacher Training

## Membership Table

A Membership Table is set up when an event is expected to draw more than 20 people. If more than 50 people are expected, then two tables are used. The Membership Coordinator will connect with HRC to provide two additional people for the membership table.



Working with Program Planning, it will be easy to know when the tables should be displayed.

## Project Overview: Function & Purpose

The main purpose of the Membership Table is for the Annual Membership Coordinator to connect, with visitors of Ananda Ashram for building awareness of the membership program by answering questions and offering resources for education about Ananda Ashram.

Within the purpose of offering resources for education the Membership Coordinator will work with the BBPT to showcase publications for sale through the Gift Shop.

The secondary purpose of the Membership Table is to build

awareness of projects that may need volunteers (manpower) or financial support through donations.

The lesser purpose of the Membership Table is to build awareness of products offered by the Gift Shop.

### **Return On Investment**

The return on investment will be determined after the season is completed on Labor Day (September 7th.) The following areas will be considered to assess the return on investment to determine the future use of Membership Tables. It is the intention of the Membership Committee to determine through positive forward action the impact they have on Ananda Ashram holistic health.



## Membership Awareness Campaign

The goal of this campaign is to offer each guest the forum to express his or her alignment with Ananda Ashram's mission. The Membership Table offers our guests the opportunity to talk with the Membership Coordinator to express how the Ashram has affected their journey of Self Inquiry.

### **Collection of Acknowledgment**

The Membership Coordinator will have a form on the table for guests to express their heart-felt acknowledgements experienced at the Ashram, feedback on programs, and how it impacted their lives.

The return on investment criteria: Increased Membership

## **Membership Application Forms**

The Membership Coordinator will have the opportunity to discuss membership with each guest to discover if the guest is already a member, or if they would like to become a member.

This is an opportunity to leverage the work being done at Ananda Ashram through the YSNY, the ISEWU, and BBPT and how these services for guests deepens their spiritual journey.

The return on investment criteria: New members, Increased BBPT sales, increased attendees to ISEWU programs, and increased involvement in projects.

## **Membership Table: Items and Responsible Parties**

In 2014 the Membership Table Itemized List for set up offered to Membership Coordinator (MC)

- 2 bed sheets provided by Housekeeping
- 2 table cloths provided by MC
- 2 tables provided by Housekeeping
- 2 chairs provided by Blue Sky Center Lock box provided by Karen
- Intuit Sales Point Credit Card Slider for smart phone provided by MC/Bookkeeping
- Product inventory list provided by MC
- Product Price List provided by Gift Shop
- Membership Forms provided by MC
- Donation Forms provided by Board of Trustees
- Donation Jar provided by MC
- 50th Anniversary Book –or- current give away book provided by BBPT Decorations – Plants or other beautification awareness objects provided by Building & Grounds Department
- Liquid Refreshment or Water or products provided by the Kitchen Department
- Gift Certificate Sign - provided by MC – purchase in Office
- School brochures, and booklets provided by ISEWU
- Pamphlets or flyers for upcoming events provided by Program Planning
- \*Optional - Various CD's provided by Gift Shop
- \*Optional - Various Books provided by Gift Shop (if not too humid out, books can get ruined – prefer not to sell outdoors if given the choice.)
- \*Optional - Various DVD's provided by Gift Shop
- \*Optional Various Memorabilia or bobbles (incense burner, incense, etc.) provided by Gift Shop
- \*Optional - Tee Shirts or Yoga Pants provided by Gift Shop

\*These items are optional depending on the Gift Shops desire to help and utilize the Membership Table (Always ask the Gift Shop Keeper.)

## **Membership Awareness Program Data Collection**

There is an opportunity to collect information from our overnight guests, members and commuters. The opportunity is to create a survey to ask guests questions concerning their experience of Ananda Ashram. All information collected will be kept confidential for internal use only.

DSC & Membership Committee will provide the information gathering questions. Program Planning has the opportunity to bring awareness to programs through promotions during this time. The opportunity to spreading good will and hospitality is very important to the success of Ananda Ashram; therefore, the request from the MC is to have a protocol set in place for the behavior of volunteers, staff and management concerning the Membership Tables.

Community support and participation for the success of the entire Ashram is requested during the programs from Staff and Guest Hosts to create awareness of certain aspects of the Membership Tables, such as a request for guests to share in their experience at Ananda Ashram by filling out a survey about their experience.

In the survey we can include questions about:

1. Membership
2. Hospitality experience
3. Preferences and interests for upcoming programs
4. Interest in certain works by the BBPT
5. Yoga Teacher Training
6. Spa Services
7. Ability to support the Ashram through promotions
8. Ability to support the Ashram through volunteering during specific events
9. Ability to support the Ashram through donations



## **Membership Cards**

Membership Cards will be available at the Membership Tables for current members. New members can receive their membership cards immediately after paying for their membership in the office, if the supplies and manpower is available.

### **Action based forward focus**

Collaboratively work with Heads of Departments and committees to empower manpower to develop and achieve marketing strategy for membership.

Efficiently unleashed to gather marketing materials for organizational awareness of mission and purpose using information for holistic value. Quickly attain deliverables for display on membership tables. Create depository for membership staging area

Professionally cultivate one-to-one hospitality service with robust ideas and access to more manpower.

Objectively innovate empowered staff, departments and committees to share information at membership tables for the holistic awareness that membership and Ananda Ashram is a diverse treasure of events, services and retreats.

Holistically pontificate the value and services offered at Ananda Ashram.

Primary Goal is to increase annual membership, there by increasing the number of people we serve annually and secondarily, to increase donation potential.

## Team

We get some of the most creative minds at Ananda Ashram.



Our team includes volunteers, staff and the Membership Committee. There is room to grow.



## Meditate On His Mission For Transformation



Shri Brahmananda Sarasvati

Thanks for taking the time for considering the power of membership. If you have any questions or concerns about this proposal, don't hesitate to get in touch with either me, or one of the Membership Committee Members.

Thank you,  
Love & Light,  
Karen Monteverdi, CPC

Ananda Ashram, The Yoga Society of New York  
Membership Services

Please direct all inquiries to:  
[membership@anandaashram.org](mailto:membership@anandaashram.org)

## Membership Committee:

Sarasvati (Silvia Donates), Chairman

Karen Monteverdi, Membership Coordinator

Nandini (Lindsay Stroh), Member

Margaret Dillsaver (Purnima), Member

Karuna Washburn, Member

Scott Moss, Member