

Talking to Legacy Credential Holders/ Members

Your cheat sheet for member questions about the new credential structure. Stick to what's confirmed here and in the Internal Knowledge Base. If you can't answer a question, don't guess — tell the member you'll follow up, then escalate to the right manager (see Escalation Path below). Share specifics only with that member in a direct channel (email, phone), never in public settings.

WHO IS A LEGACY CREDENTIAL HOLDER?

Legacy Credential Holders are all persons and/or schools who registered with Yoga Alliance prior to January 26, 2027 (whether their registration is currently active or lapsed), and all persons and/or schools who submitted a complete application to register with Yoga Alliance by January 25, 2027 (including applications submitted but not yet fully processed by Yoga Alliance).

In plain terms: if you (or your school) were registered with us before January 26, 2027 — even if your registration has since lapsed — or you sent us a complete application by January 25, 2027, you're a Legacy Credential Holder.

LIMITED-TIME FREE RECERTIFICATION OFFER through December 31, 2027

Legacy Credential Holders can complete their Credential Recertification under the new credential structure **without paying the recertification fee.**

To keep your credential active, you'll:

1. Complete your Credential Recertification under the new credential structure
2. Maintain active membership
3. Pay annual membership dues

Dues stay at the legacy rate for 2027, 2028, and 2029, no matter when in that window you recertify. Starting January 1, 2030, the new membership rate applies to everyone.

After December 31, 2027: you can still recertify under the new structure — the recertification fee just applies.

Sep 29, 2026	Jan 25, 2027	Jan 26, 2027	Dec 31, 2027	2027 – 2029	Jan 1, 2030
Announcement to members; landing pages go live	Last day to submit a complete application and count as Legacy	New model goes live; anyone registering from today is net new	Free recertification offer ends	Legacy membership dues rate locked in	New membership rate applies to all

WHY WE'RE MAKING THESE CHANGES

Membership and credentials are now separate. Membership is community, benefits, and business tools. A credential (RYT, E-RYT, RYS, plus specialty designations) shows verified professional standards.	Opening doors. The old model made it harder for skilled teachers outside the U.S., or who trained outside an RYS, to earn a credential.
Closing the trust gap. The public expects credentialed teachers to be vetted for safety and quality. The old model counted completed training; the new one looks at demonstrated competencies.	Better support for new teachers. Many new RYTs told us they wanted more practical preparation to feel ready to teach.
Stronger safeguards. Training verification (including non-RYS pathways), CPR certification, a credentialing course and assessment, ethical attestation, and continuing education.	Supporting schools, not competing with them. Our education focuses on what providers asked for — marketing, legal, financial, business, teaching skills, and mentorship — not yoga content.
RYS is still the recommended pathway. We've long accepted equivalent training (formalized in 2019). RYS schools remain the trusted pathway, and we'll keep promoting them to the public.	Built with the community. Shaped over 18 months of surveys, focus groups, and co-creation groups, and guided by our 2024–2030 Strategic Plan.

ESCALATION PATH

Membership	Teacher credentials (RYT / E-RYT)	School credentials (RYS)	Billing & renewals	Media & public inquiries
Allison cc Ashanty	Agatha cc Ashanty	Agatha cc Ashanty	Dom cc Ashanty	Toni cc Ashanty

Chat or email; same-day response. When you escalate, include the member's name, YA ID, and Salesforce case link; their question in their own words; and anything you've already shared with them.

See the [Staff Readiness Plan \(Sept 29 Announcement\)](#) for the most up-to-date guidance and escalation paths.

Include the hashtag **#Sept26FAQ** in Salesforce records generated while answering inquiries so that it's easy to search for later.

WHAT EACH LEGACY HOLDER WILL DO

Credential	To recertify	Good to know
RYT	- Pass the RYT credentialing assessment* (the prep course is optional) - Upload CPR certification valid for at least 6 months - Sign the ethical attestation	- Two attempts to pass; after that, a 30-day wait and the fee applies to try again - Maintain: 30 CE hours every 3 years
E-RYT	- Legacy E-RYT 200 and E-RYT 500 holders both transition to the new E-RYT — no additional training or mentorship/observation hours needed - Pass the E-RYT credentialing assessment* (the prep course is optional) - Upload CPR certification valid for at least 6 months - Sign the ethical attestation	- Recognized automatically as a CE provider (YACEP is retired starting 2027) - Maintain: 40 CE hours every 3 years
RYS	- Pass the RYS credentialing assessment* (the prep course is optional) - Upload CPR certification valid for at least 6 months - Sign the ethics & safety attestation - Provide information about the school's educational framework, teaching staff, and operational policies (templates of required policies provided)	- One designated Credential Holder completes the assessment and attestation - Credential runs on a 3-year cycle; 3.5-star review average rating needed for renewal

***All Legacy Credential Holders get one FREE Recertification if completed by Dec. 31, 2027**

Specialty designations (e.g., prenatal, children's, YTT programs) attach to an active RYT, E-RYT, or RYS credential and renew with it — they can't be held on their own.

MEMBERSHIP & DUES

- 2027–2029:** legacy dues rate — the same membership rate the member pays today.
- From 2030:** members choose membership, credential, or both, at updated fees.
- Legacy members' rates stay the same for 3 years, and they get 1 free recertification through Dec 31, 2027.** Anyone who joins through January 25 also gets legacy pricing. **Wait to give specifics on future pricing until marketing introduces it.** Simply say: *"New rates start in 2027, but if you renew or join now, you're locked in until 2030."*
- If cost is a barrier:** don't promise waivers or discounts — escalate to Allison cc Ashanty.

CANCELLATION & REFUND RIGHTS

If someone raises questions regarding refund rights, refer them to the Refund Policy on YA website and escalate Refund or Billing questions to → Dom cc Ashanty.

✓ HELPFUL PHRASES

- "You're welcome to recertify at no fee any time after the portal goes live Jan. 26, 2027 through December 31, 2027."
- "Your dues stay at the legacy rate through 2029."
- "RYS training remains our recommended pathway."
- "Let me look into that and follow up with you directly."
- "We'll share more details by email and in your member portal as they're finalized."
- New rates start in 2027, but if you renew or join now, you're locked in until 2030."*

✗ AVOID — ESCALATE INSTEAD

- Sharing specifics in public settings (e.g., social media) — use email or phone
- Sharing personal opinions, or contradicting the announcement or landing pages
- Guessing, or promising outcomes on any application — follow up, then escalate
- Quoting net-new or 2030 pricing → Allison cc Ashanty
- Recertification steps beyond this sheet → Agatha cc Ashanty
- Refund or billing disputes → Dom cc Ashanty

HELPFUL LINKS INTERNAL ONLY · DO NOT SHARE · SUBJECT TO CHANGE

READINESS TOOLS — START HERE

- [YA Chatbot](#) — first stop for quick answers
- [Internal Knowledge Base & FAQs](#) — source of truth
- [Stakeholder Pain Points](#) — see Final Pain Points tab
- [Internal Training Newsletter archive](#) — Fridays from Oct 2

REFERENCE DOCUMENTS

- [Impacts by Credential \(updated 9/25/26\)](#)
- [E-RYT Legacy Pathway & Rationale](#)
- [Introduction to New Credentials Guide](#)
- [New RYT Application Guide](#)
- [New E-RYT Application Guide](#)
- [New RYS Application Guide \(policy templates: App. C\)](#)