

WE CAN RIDE



Creative fundraising ideas for Ride-A-Thon

Write a letter/send an e-mail – The most effective and most commonly used form of fundraising is letter writing. You can reach a lot of people using one draft of a letter or by sending a single e-mail. Be sure to have fun with it and try to grab your reader's attention. If you are sending a letter use colored paper, add pictures, or decorate the page. Encourage people to donate by including a self addressed (and even stamped) envelope. You can even add pictures to your e-mails, but be sure to watch out for large files because some people may not be able to open them. Whether you send a letter or an e-mail, make it personal and heartfelt. Your readers will respond to the emotion in your letter. Send it to everyone in your address book – you might be surprised who will generously donate to you. Check online—WCR has posted a Microsoft Word version that you may use.

Corporate matching – Many companies offer a matching gift program for their employees. What this means is that when their employees make a donation to a charitable foundation, the company will match that donation with a donation of their own to the same organization. Talk to your donors and see if their company offers such a program. It's as easy as the employee filling out a short form and turning it back in to their company. It's a simple way to double your donations!

Host a benefit night at a local restaurant – many local restaurants will allow you to host a fundraising party at their establishment and will give you a certain percentage of the proceeds for the night. Talk to the restaurant manager for complete details and restrictions on decorating and advertising for your event. It's a great way to get friends and family together, eat great food and raise money for a good cause.

Have a party! – Host a party at your house or a local venue and use the opportunity to discuss We Can Ride and your experiences with the program. Have a picture of your favorite horse to show your guests. You could ask for donations at the door or make a creative donation drop off box where people can leave checks/cash. Be sure that they leave you their name so that you can send thank you cards!

Theme ideas for a party:

- Game night
- Movie night
- Celebrate a holiday
- Dessert party
- Wild west party
- Costume party

Garage/yard sale – Have a garage/yard sale and use the money raised for your fundraising. Make signs for We Can Ride so that people know where the money is being donated. Add a picture of the horse you ride to make it more personal. You could ask friends or family to donate items to be sold or help with the sale.

Make something – Are you or someone you know creative? Make something to sell! You could make jewelry, picture frames, cards, etc... You could even use a horse theme for all of your pieces.

Talk to the Professionals – Do you have a doctor or dentist appointment coming up or are you making a trip to the vet? Ask them for a donation! Talk to your doctor, physical therapist, or even hair dresser or auto mechanic about what you are doing with We Can Ride and how Ride-a-Thon is raising money for the program. Get creative and make a list of all the people you could talk to.

Do chores for donations – Do some extra help around the house and tell your parents that they can put the money towards your fundraising for Ride-a-Thon. You'll be surprised how many extra tasks they can find to keep you busy!

Sell space on a shirt – Create a shirt using a picture of you and your horse and an iron-on transfer and sell space for people to write you a message. Wear your signed shirt to class the week of Ride-a-Thon!

Change jar – Set out a jar for change at your house and ask your family and friends to throw in loose change when they have it. Decorate it with stickers, paint and paper to make it stand out. You'll be surprised how much it can add up to once it's full!

Set up a table at a grocery store or bag groceries for donations – Check with your local grocery store to see what their fundraising opportunities are. Many stores will let you set out a donation jar while you bag groceries and you can keep everything you make. Bring friends or family to help you and give each of them a jar. Or you could set up an information table in front of the store for donations. Give a picture of your horse or something else creative as a token of your thanks to each donor.

Fountains – Does your local shopping center have a water fountain where people can throw in coins? Ask the center what they do with that money and if they'd be willing to donate it to your fundraising.

Lemonade stand – Celebrate summer with a good old fashioned lemonade stand! Post a sign that all money raised will be donated to We Can Ride.

Car wash – Have a car wash at your house or a local business. Post signs announcing that the money raised will be donated to We Can Ride.

A little goes a long way – Break your fundraising goal up into mini-goals to make it more attainable. Your efforts are important, make sure YOU remember that!

