

# WE CAN RIDE



## Welcome to Ride-A-Thon!

**This year's goal: \$50,000**

*(combination of summer & fall events)*

## Seven Steps to Success:

**Step 1: Begin collecting pledges!** Once you receive your packet in the mail, make a list of all the people who could be potential donors (family, friends, teachers, coworkers, doctors, teammates, members of clubs or organizations you belong to, etc.). Get creative, you never know whose life you might impact with your story. Be sure to take your pledge form with you wherever you go.

**Step 2: Check out the fundraising tools on our website: [www.wecanride.org](http://www.wecanride.org)** (if you don't have internet access, call the office and we can send you copies of the materials).

- A sample fundraising letter (one version is for riders/drivers, one is for volunteers)
- A list of fundraising ideas to help get you started
- Fundraising business cards for you to hand out to friends and family
- Donation receipts to give to your donors
- A fact sheet about We Can Ride and therapeutic riding
- Pledge forms (in case you run out!)

**Step 3: Set a goal.** This year, We Can Ride has set a goal of \$50,000 (combination of summer and fall events.) We encourage you to do the same; let potential donors know what your goal is and how close you are to achieving it. Be sure to give them a copy of the We Can Ride fact sheet so that they know where their money is going and how important therapeutic riding and driving is! You don't need to stop when you reach your goal. Set a new one and see how far you can go!

**Step 4: Collect money.** Make sure that all checks are made out to *We Can Ride* and that all donations are written legibly on your pledge form. Donation receipts are available on our website to hand out to donors.

**Step 5: Turn in money.** Money will be collected in the barns the week of July 20 – July 25. Please put all of your money in a sealed envelope and print your name, money total, your class location, and if you are a rider/driver or a volunteer on the envelope. Money must be turned in to the office by **July 27<sup>th</sup>** in order to count towards your fundraising total.

**Step 6: Win prizes!** There will be prizes awarded for each fundraising level (please see the website for an outline of the levels and a list of prizes). Prizes will be handed out when money is collected during class. If you turn in your money after this time, you will need to arrange for a time to pick up your prize at one of our sites.

**Step 7: Give yourself a pat on the back.** Your collections will help to keep costs low for all clients, will help to take care of our horses, and will be instrumental in expanding our programs and eliminating the waiting list. Thank you for nurturing vision, our mission, our horses, and our hearts.