



**WE CAN RIDE, INC.** *HORSES HELPING PEOPLE DISCOVER THEIR ABILITIES*



## **Welcome to Ride-A-Thon!**

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

(combination of summer & fall events)

**Step 1: 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. You don't need to stop when you reach your goal. Set a new one and see how far you can 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: 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 too, 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 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 October 3<sup>rd</sup>-8th. 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 Monday, October 10th for it to count towards your total.

**Volunteers** – if you'd like a rider/driver to receive credit for your fundraising in lieu of receiving a prize, please designate the person's name on your money envelope and pledge form.

**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 (**prizes will not be mailed out**).

**Step 7: Give yourself a pat on the back.** Thank you for helping to raise money for We Can Ride. Your collections will help to keep costs low for riders/drivers, will help to take care of our horses. Thank you!