

seen through
H**RSES**

Fundraising **Activities**

Volunteers

Seen Through Horses

How to Become a Fundraiser

May 1-31, 2023

1

CHOOSE OUR
NONPROFIT



Visit our fundraising profile and select, "Join Team".



CREATE A PROFILE
& SET A \$ GOAL

2

Customize your fundraising page to let your donors know why you chose our organization and how horses have impacted your life. Share photos and videos, too!

3

START
FUNDRAISING!



Engage your friends, family and social media networks to donate. The more you share, the quicker you'll reach your fundraising goal!



CELEBRATE
YOUR IMPACT

4

When the campaign is over, funds raised will go directly to your chosen organization.*

At checkout, donors have the option to cover transaction and credit card fees of each donation

Your Chosen
Nonprofit
Organization

\$500
DONATE
Your Fundraising
Page



Family
\$200



Friend
\$50



Friend
\$125



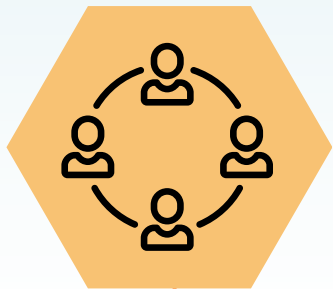
Neighbor
\$75



Co-Worker
\$50

Asking for money may seem scary and difficult, especially if it's your first time. But remember, this is for a good cause! People are looking for safe and trusted place to donate their money and your chosen nonprofit organization is it!

Below are some ideas to activate your base and begin fundraising!



First, Ask Who You Know!

When a ask for a donation comes from a friend, family member, co-worker, or neighbor, donors are much more willing to give. Asking in-person or through a personalized phone call or text message will be the best way to raise money.

Share your story

Personalized messages and stories not only create a more lasting impact, but also lead more people to donate. You can share personal stories about how horses have helped you or a loved one, or about your mental health or personal growth journey. This will allow your donors to know why this cause is important to you and why you are raising funds..

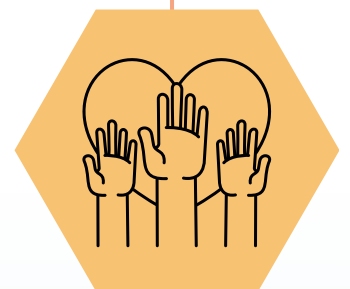


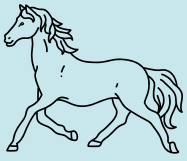
Post to Social Media

Social media will be one of the easier channels to reach your audience and spread the word. Remaining engaged and active through social media channels is imperative to successful fundraising. Don't forget to DM close friends and families with a link to your fundraising profile page.

Volunteering

Exchange donations for volunteer hours! Have donors commit a \$ amount for hours volunteered. i.e. if you volunteer for five hours, your neighbor will donate \$50 to your campaign. This is a win-win activation, as you receive donations and donors feel accomplished knowing their dollars turned into action.





Ride for the Cause

Host a trail ride or a walk through town (think Race For the Cure, but Ride for the Cause). Engage donors to commit a certain dollar amount for every mile you ride on your horse. For example, a 5 mile ride for a \$50 donation. Committing five people raises \$250 for only 5 miles! Invite your friends to ride and don't forget to share on social media!

Working at the Car Wash!

Car washes are often overlooked, but they can be a great way to take a task off someone's to-do list while simultaneously converting them into a supporter. Host the event at a location that's easily visible and accessible from high-traffic areas. Strategize how you plan to promote! Social media and email are a great places start, but word of mouth can be just as impactful.



Host a Dinner Party

Bringing your closest friends and family together for a good cause will never taste so good! Whether you order-in, cook together, or potluck, your guests will be fed and you closer to your fundraising goal! Remember, prepare your elevator pitch so that guests will understand how meaningful this dinner, and their contributions, truly are.



Happy Birthday!

Creating a birthday fundraiser is a special opportunity to bring people together for the purpose of reaching a common goal. What better way to unite people than with a birthday or other special date? Ask friends, family, and followers to donate to your fundraising goal on behalf of your birthday or an upcoming special day! Turning 25? Ask donors to donate \$25 on your behalf .



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Thank You!

