



November 16th - December 14th, 2020

www.ponyupnashville.org

What:

A month-long fundraising challenge and virtual derby for Saddle Up! rider families, volunteers and businesses.

Participants register online and receive a link to their own fundraising website, choose a Saddle Up! therapy horse or rider as their team mascot, recruit team members, and compete to raise the most funds for Saddle Up!. Teams can earn prizes and special recognition, on top of raising vital funding for Saddle Up!.

Why:

To offset the roughly \$400,000 typically raised through in-person fundraising events and program fees, both of which were negatively impacted by the pandemic. The goal of the 2020 Pony Up! campaign is to raise \$30,000 or more to support Saddle Up!'s operating expenses, such as feed and care for our therapy horses, financial support for our riders, and maintenance of our 34-acre farm.

When:

Fundraising will take place between Monday, November 16th and Monday, December 14th, 2020, but we encourage teams to register before then to get their webpages set up!

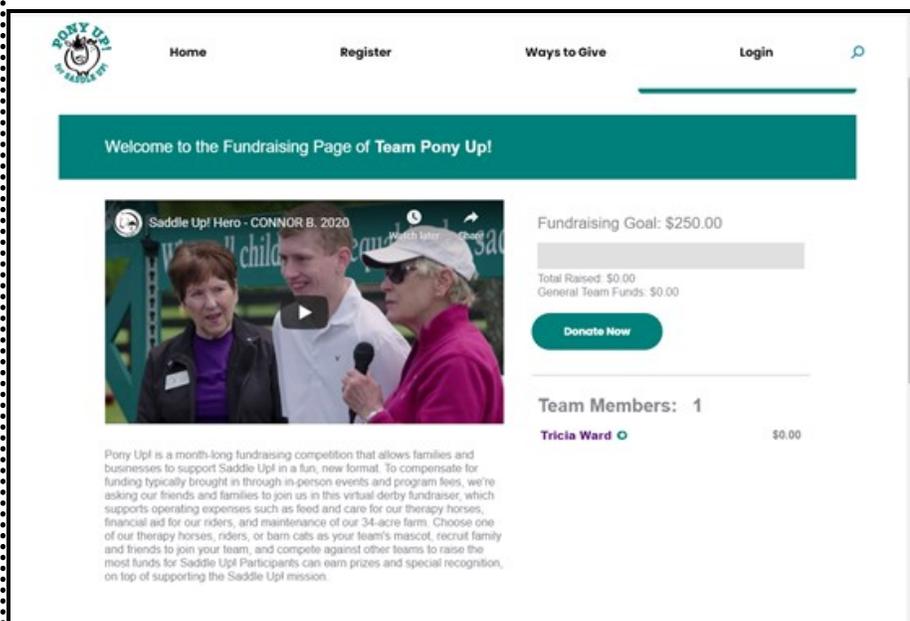


How:

1. Go to www.ponyupnashville.org/register.
2. Choose a team name that is meaningful to you. Enter your team name under "Create a team," or you can join an existing team by searching names under "Join a team."
3. Enter your contact information, kick-start your fundraising by making a donation, and enter the user name and password you'd like to use to log into your team webpage.
4. You'll receive a registration confirmation and the link to your fundraising page with instructions on how to log in and personalize it.
5. Customize your team page with your fundraising goal, a photo or video of your favorite Saddle Up! horse or rider from our [Image Library](#) or [Video Library](#), and why you're supporting Saddle Up!.
6. Share the link to your fundraising webpage via email and social media with family, friends and co-workers asking them to join your team, donate, or both!
7. Get help from Saddle Up! staff with your team name, personalizing your webpage, fundraising ideas, and recruiting team members:

Tricia Ward
Development Associate, Saddle Up!
tward@saddleupnashville.org
615-794-1150 x 350

8. Compete against other Pony Up! teams to raise the most funds for Saddle Up! and win fun prizes (see sidebar).



WIN PRIZES WHEN YOU FUNDRAISE!



Top Fundraiser

In-home Concert by
Sarah Darling
Chef-made Dinner for 8 from
Daily Dish with Wine

Runner-up

\$500 Tractor Supply gift card

\$1,500 Raised

Saddle Up! Horse
Sponsorship

\$250 Raised

Pony Up! T-shirt



Thank you for supporting
Saddle Up! and the
families we serve!