



Fundraising Guide

Personalize Your Website:

Customize your fundraising webpage with your reason for supporting Saddle Up!, and choose a photo or video from our [Image Library](#) or [Video Library](#) of your favorite Saddle Up! horse or rider to represent your team in this virtual derby. After you've created a fundraising game plan with Saddle Up! staff, then update your team's goal on your website so donors know how much to give.

Send Emails:

Once you've customized your webpage, email the link to friends, family, co-workers, teammates, classmates...everyone you know! Make sure to include your "why" for participating in Pony Up!, campaign dates, your goal, and an ask to donate, join your team...or both!

Post on Social Media:

Post the link to your fundraising webpage on FaceBook, Twitter, Instagram, or wherever you have followers, asking your networks to help you reach your goal. To create a sense of urgency for donors, post updates on how close you are to reaching that goal, and let them know how their donations are helping Saddle Up!.

Write Letters:

Letters are a good alternative to emails when you have donors who prefer snail mail and/or writing checks. You can use the content of your emails to write your letter, or the Saddle Up! staff can provide you with a template. Consider including a remit envelope to make it easy for folks to get donations to you. Checks should be mailed to Saddle Up! at 1549 Old Hillsboro Road, Franklin, TN 37069 with your team name in the memo line.

Build Your Team:

Don't try to do it all on your own! Ask at least 10 of your friends, family, and co-workers to join your team, and give them a specific role depending on their strengths: whether that's social media or organizing events. Make it fun for team members to participate, and they'll help you hit your goal!

Ask about Matching Gifts:

Anytime you ask a donor for support, make sure to ask them if their employer has a matching gifts program. Matching gifts can help you double or even triple the impact of your donation, with little effort on your part! Donors only need to submit a matching gift request to their employer and send the confirmation email to Saddle Up! staff.

Secure Corporate Support:

Ask your employer and your teammates' employers to support your team with a sponsorship or a corporate match (i.e., if a team raises \$XXX by a certain date, the company will match what the team raises). Saddle Up! staff can provide more information on sponsorship levels, benefits and pitch strategies, so don't be afraid to ask for help!

Partner with a Retailer:

Partner with your local grocery store, gas station, clothing or jewelry store to sell "Buck the Bronco" paper icons at checkout for \$1—\$5 each to support your campaign. Talk to retailers you frequent where you know the staff. Saddle Up! staff can provide paper icons, posters and more information.

Host a Virtual Event:

Events can be a fun way to get your team together, even if they're participating remotely! Here are a few popular event ideas:

1. Online trivia night, with a gift card for the winning team
2. Virtual walk, hike or fun run, with donations pledged for each mile
3. Sell pop-up experiences, like decorating a person's front yard or mailbox for birthdays, anniversaries, holidays, or other special occasions
4. Sell team t-shirts or face masks
5. Host a dial-for-dollars night with your team, with a prize for the team member bringing in the most donations in X hours
6. Cutest pet contest, where each donation counts as a vote
7. Zoom talent show or concert
8. Virtual bake sale with special deliveries

Ask for Help:

If you need help with fundraising ideas, planning, email/letter templates, or anything else, please contact Tricia Ward at Saddle Up! at 615-794-1150 x 350 or tward@saddleupnashville.org.