Do you want to find the "fun" in fundraising?

Do you …

- Want to support CARD's mission to provide therapy programs?
- Want to help our horses stay healthy and well cared for?
- Want to help keep rider fees affordable?
- Want to be engaged in the pursuit of helping CARD be financially healthy so it can keep doing what it is doing?

If yes, here are some tips for both riders and volunteers …

What are you asking for?

Asking for money is daunting. Most people don't like doing it. *So don't ask for money*!

- ✓ Ask for help.
- ✓ Ask for support.
- ✓ Ask for help/support for ***a cause that you care about.***

What's your goal?

You cannot control what people give you.
You can control how may people you connect.
Remember why CARD is important to you! Consider, what would my life be like without CARD.
So set a goal of reaching several people. Maybe a daily goal or weekly goal.
Set aside time each day or each week to reach out.

Who are you asking?

Consider the people you know and who might be open to helping you. Here are examples:

- Family (parents, siblings, aunts, uncles, grandparents, cousins…)
- Friends and neighbours (old and new – consider this a way to connect with old friends and stay connected to new ones)
- Teachers, doctors, other helping professionals you know
- Co-workers, colleagues, sports or other club members you associate with

What do you say?

Finding your voice is personal. Here are some ways you might start:

1. "Did you know that I am volunteering/doing a riding program at CARD? I love it. Can I tell you about it"?
2. "Do you know about CARD and how it helps people with disabilities? Can I tell you about it"?
3. "Here's why I love it and why it is important to me" … [insert your own words for this]
4. "Here are some facts about CARD":
5. "We only do one fundraising event a year, so we don't overload people with requests".
6. "Funds we raise are very important because we receive very little funding from any government sources".
7. "We are mostly self funding. Our organization is very lean, and we rely on many volunteers".
8. "We have 11 horses that cost over $12K a year to feed, house and keep them healthy".
9. "We have a very small staff of 5 who run the organization, train the horses, administer the classes and schedule, run the barn and organize the volunteers".
10. "We run several classes a day 6 days a week and run summer camps as well".
11. "We have many volunteers because usually a rider needs at least 2 and sometimes 3 volunteers for each class hour".

Here are some ways you might ask for help?

1. "Would you be willing to **sponsor me as a rider** in the Mini Royal with a financial pledge? If so, what are you able to pledge? We take cheques, credit card pledges or you can go to": Donate Now - Community Association for Riders with Disabilities (canadahelps.org).

   Note: Riders: If you want the donation to be credited to you so that you can ride in the Mini Royal without paying the registration fee of $50 you must raise at least $250. Make sure your donor mentions they are supporting you as a rider in the private message box!

2. "Will you **help us out with a donation**? (if so, here is a link to make it easy for you to donate" (Donate Now - Community Association for Riders with Disabilities (canadahelps.org)

3. "We are holding **an online auction from June 9 to 18.** Can I send you a link to our auction site to see some of our fabulous items you can bid on? All proceeds on the bids go to CARD. I noticed there is an auction item you might be interested in" [insert an item that matches with your knowledge of the possible donor]

4. "Would you like **to join the fun on Saturday June 14th at CARD** – there are opportunities to watch riders showcase their skills, engage with the community, bid on on-site auction items, buy baked goods, visit the exhibits and enjoy a lunch with our riders, volunteers and community of support"?

How do you reach out? What tools can help you?

There are many ways you can reach out. One size does not fit all. Voice to voice is always appreciated. Some people are emailers. Some are texters. Some love social media. Use your full ranges of tools.

- In person
- By phone – talk, text, email
- Post on your Facebook, Instagram, X and other social media
- Share the CARD posts that are already on social media
- CARD is set up on www.Canadahelps.org You can create a personalized page, add your own story, photographs from past Mini Royals, etc. If you need a picture, contact randi@card.ca.

Have fun! Join in! It's easier than you think. A little from many will go a long way!

EST 1969
CARD