

FRIEND RAISING

Sharing the Passion



Making your local Pony Club
& the National Organization
Financially Viable

Why Pony Club?

The mission of the United States Pony Clubs is: *The United States Pony Clubs, Inc. develops character, leadership, confidence and a sense of community in youth through a program that teaches the care of horses and ponies, riding and mounted sports.*



FUND RAISING REALITIES



Fundamentals & Misconceptions

You Must Have a Plan!

FOCUS!

- Needs of the moment vs long range goals
- Identify your costs - Where will donations go?
- Identify your supporters
- Keep Good Records

Who makes a good friend of Pony Club?

How to broaden your base!

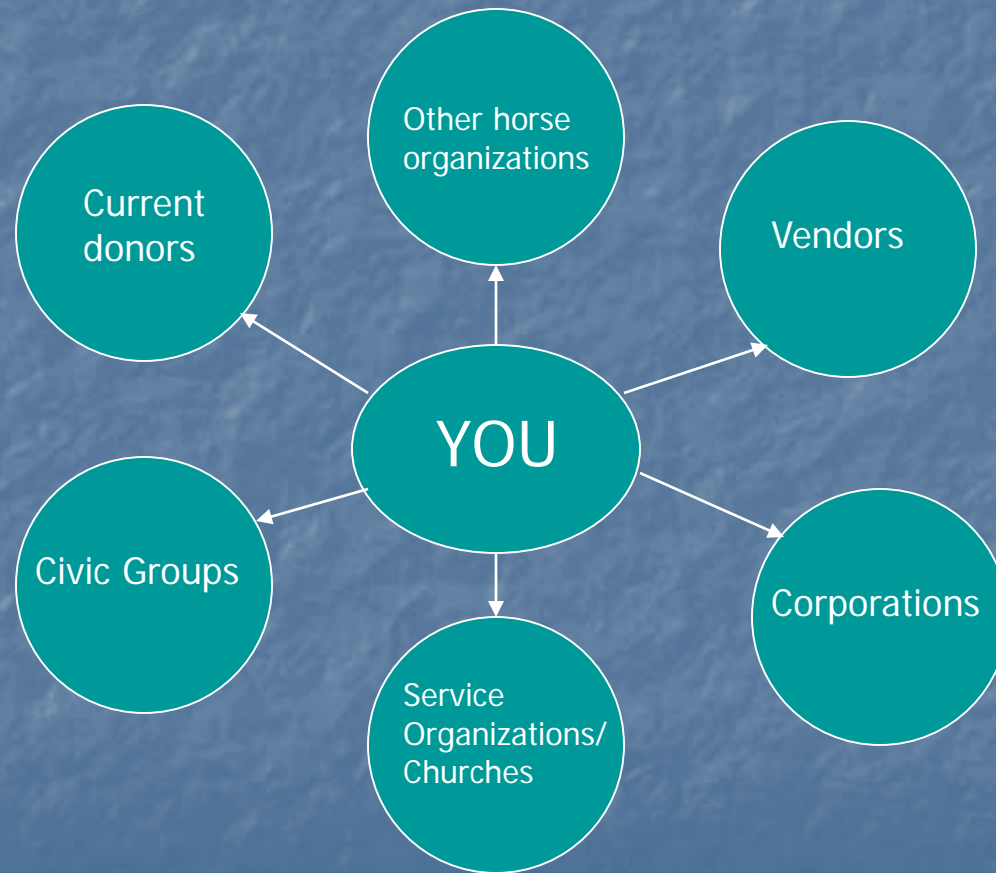


- Members
- Legacies
- Individuals
- Corporations
- Community



Volunteers = Donors
Donations = Any Amount

Each person in your club knows more people than they realize!



Start with people you already know then add to the list

How to turn your "friends" into donors:

- Make people feel invested
- Keep new friends involved with "feel good" events
- Build Bridges – partner with the community
- Alumni open houses
- "Meet & Greet" activities with prospective members
- Communicate your needs
- Find out your "friend's" interests
- Say Thank You
- Keep in Touch



Take some preliminary steps before asking for help

- Get to know your potential donors well – invest them emotionally long before you ask for money!
- Find out what each donor really cares about and tap into that
- Take them to see first hand what you do
- Ask how you can help them!
- Let them know how much previous gifts have meant
- Even if the folks you talk with are not interested in donating, ALWAYS ask them if they know anyone else who might be interested in Pony Club.



Follow-up
Follow-up
Follow-up!



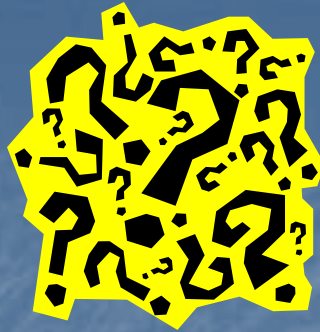
The Local Club & the National Annual Fund



How do we help everyone while building for
the future of Pony Club?

Let's do a little brain-storming!





QUESTIONS???

